



**A STUDY OF THE KEY FACTORS ON FOREIGN TOURISTS' SATISFACTION AT
THE TALING CHAN FLOATING MARKET IN BANGKOK**



**SUBMITTED IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE DEGREE OF MASTERS IN BUSINESS ADMINISTRATION
INTERNATIONAL PROGRAM, GRADUATE SCHOOL OF BUSINESS,
SIAM UNIVERSITY, BANGKOK, THAILAND**

2018



**A STUDY OF THE KEY FACTORS ON FOREIGN TOURISTS'
SATISFACTION AT THE TALING CHAN FLOATING MARKET IN
BANGKOK**

Thematic Certificate

To

LANH DANH

This is Independent study has been approved to be partial Fulfillment of the Requirement for Degree of Master in Business Administration in Hotel and Tourism Management

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Abstract

In Bangkok, Taling Chan floating market is one of the main tourist destinations for not only Thai local people but also around the world. And tourism has become one of the main industries generating billions of dollars with double digit contribution in the total GDP of the many countries including Thailand. Understanding what drives satisfaction for a tourist is one of the most relevant areas of research for the tourism industry as satisfied tourists tend to transmit their positive experience to others and to repeat their visit. The literature reveals that the level of tourist satisfaction with a particular trip is the result of different factors which are generally assessed as a comparison between the tourist's perception of the products and services he receives and the expectations generated before and during his trip. As a result of such interest, numerous studies have been carried out to measure the degree of tourist satisfaction, but very few papers have focused on analyzing the antecedents behind this variable and the possible relationships between them. In a highly competitive market, being able to offer an attractive tourist destination implies having a deep understanding of the motives that lead a tourist to choose one particular destination among all the alternatives; the activities available to the tourist at the destination, and the degree of satisfaction with the product he receives. In this sense, the causal relationship between motivation, activities performed at destination, and tourist satisfaction have only been superficially discussed both conceptually and empirically. This study, examined the key factors of tourist satisfaction at Taling Chan floating market in Bangkok. The relationship between the key factors of natural factors, cultural factors and shopping activities and foreign tourist satisfaction is affected to Taling Chan floating market in Bangkok. The international

visitors in this study expressed high degrees of satisfaction with Taling Chan floating market. the correlations of “Natural factors” that foreign tourists’ satisfaction at Taling Chan floating market in Bangkok and “Cultural Factors” that foreign tourists’ satisfaction at TalingChan floating market in Bangkok and “Shopping activities” that foreign tourists’ satisfaction at Taling Chan floating market in Bangkok descriptive statistic of foreign tourists satisfaction to analyze of average Mean and Standard Deviation describes.

The Pearson’s correlation analysis revealed that foreign tourists who visited at Taling Chan floating market in Bangkok concerning with their opinion to “Natural factors” that foreign tourists’ satisfaction at Taling Chan floating market in Bangkok ($r = 1, p <.000$), “Cultural Factors” that foreign tourists’ satisfaction at Taling Chan floating market in Bangkok ($r =.050 p <.000$), “Shopping activities” that foreign tourists’ satisfaction at Taling Chan floating market in Bangkok ($r = .030, p <.000$), were positively relationship with froeign tourists’ satisfaction statistical significance level of 0.01. It means the key factors of Natural, cultural and shopping activities are relationship with tourists’ satisfaction at Taling Chan floating market in Bangkok according to SPSS calculation in this research. Taling Chan floating market gives a glimpse of Thai way of life of local community who live along these canals. One can see people use canal water for their daily use, growing plants and vegetation and using boats to sell local products. Alongside these canals, locals set up a market on weekends to sell recent products and earn their livelihood. In the study, they concluded that floating markets reflect farmers’ way of life, their social interactions and various products and services they can offer in the markets.

ACKNOWLEDGEMENT

Firstly, I would like to thank my committee members for the guidance and encouragement. And I would like to give a special thanks to Dr. Chen advisor and Assoc. Prof. Dr. Jompong Mongkhonvanit Acting Dean, Graduate School of Business Administration Siam University, Bangkok, Thailand for their thoughtful and caring supervision by means of his educational excellence. I am most grateful to them especially for their deep understanding of the Independent Study and his good communication skills.

Secondly, I am sincerely grateful and appreciative to all the lecturers of IMBA. All of them have been very helpful in understanding international business. In particular I would like to thank Mr. Master Key for his tremendous assistance, kindness and encouragement for studying of the key factors on foreign tourists' satisfaction at Taling Chan floating market in Bangkok. A special thanks also to the administrative officers for their cooperation and library staff for their help in finding books.

Finally, I would also like to take the opportunity to express my deepest gratefulness to my parents, my Master Venerable. Danh Lung, Venerable. Danh Minh and Venerable Danh Le who have allowed me and supported me to study in Thailand I am grateful to all my relatives and friends who always make my life interesting. They came and encouraged me to go through hard times. Without the participation of all respondents, this study was completed, so specially thank them all for their time and valuable comments and I also want to express my gratitude for sharing their pearls of wisdom with me during this research.

Mr. LANH DANH

Bangkok, 4 May 2018

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CHAPTER-1

Introduction

1.1 Background of the study

In Bangkok, Taling Chan floating market is one of the main tourist destinations for not only Thai local people but also around the world. And tourism has become one of the main industries generating billions of dollars with double digit contribution in the total GDP of the many countries including Thailand. Thailand is not only famous for Thai smile but also for its hospitality tourism industry constitutes of hotels, resorts, beaches, cuisine, entertainment and many others. Tourism has become a huge Socio economic phenomenon of the 21st century. It has experienced continued expansion and diversification to become one of the biggest and fame growing economic areas of the countries.

Indulgent what drives satisfaction for a tourist has one of the most relevant areas of studied for the tourism industry as satisfied tourists tend to communicate their positive experience to others and to repeat their travel. The literature reveals that the level of tourist satisfaction with particularly tour was the result of different issues which were generally assessed as association between the tourist's observation of the products and services receives and the expectations has generated before and during the trip. As a result of such interest, various studies have been carried out to measure the point of traveler satisfaction, but very few papers has been focused on analyzing the backgrounds behind this variable and the likely relationships among them. In a

extremely competitive market, being able to offer an eye-catching tourist purpose implies having a deep thoughtful of the motives that lead a tourist to choose one particular purpose among all the replacements; the activities available to the tourist at the purpose, and the point of pleasure with the products received. In this sense, the causal relationships among encouragement, activities performed at purpose, and tourist pleasure have been lightly discussed together abstractly and empirically.

Choosing a break purpose was rationed decision route involving different factors: the tourist has feel needed to travel and looks for a “product” which originally may proposal the better satisfaction to fulfill that need. In such a method, the tourist feels ‘struggling’ by inner and emotionally factors, actually attracted by the appearances of the purpose and the accessibility of activities. A particularly interesting aspect of this disagreement was whether external sources of enthusiasm the greater effect than internal sources of enthusiasm on the level of tourist pleasure. Studying contributes to the literature by providing a participating vision of the relationships that exist among tourist pleasure and its experiences.

This paper was structured into the following sections: firstly, we analysis the relevant literature, since it poses a theoretic viewpoint based on influences concerning the relationship among enthusiasm, activities, remoteness and tourist pleasure.

1.2 Statement of the problem

It was well known that Taling Chan floating market, wealth of natural and cultural of tourism resources, has a huge latent of earning an excessive deal of benefits out of its tourism development activities. But Taling Chan was floating market has to deal with a number of key challenges to strategically and sustainably develop the tourism sector to promote its tourist destinations to its target markets. The important of promotion has very essential to a certain tourist destination. Without it there is little chance for a Taling Chan floating market to attractive enough traveler. Despite the very tight low-priced for promotion, Taling Chan floating market has been involved in various promotional struggles such as presenting, trade fairs, printed materials and internet based operations.

It is true that the major objective of promotion in the tourism industry to impact and attractive and pleasure there many tourists as possible. Thus, insomuch as the need to increase the number of tourists, there arises a great deal of concern whether or not the destinations meet satisfactions' expectation levels. Understanding tourist satisfaction therefore of ultimate important for the tourism industry, especially because of its influence on future economy. Assessing and measuring Tourist satisfaction very important since it has meaningfully related to tourists' faithfulness, repeat examination, and positive social communication. However, there has been no qualitative data gathered from tourists to assess their expectation levels. Almost no attempt is made to study and measure the level of tourist satisfaction in Taling Chan floating market in Bangkok. The researcher believes that there was a huge gap of data that can be used as measure or sign of the tourists' satisfaction from the perspective of the tourist.

The primary concerned of study was determine the key factors of the overall satisfaction level of tourists who visited at Taling Chan floating market in Bangkok and decide specific attributes that contribute to their level of satisfaction. It will also inspect the major causes of tourist dissatisfaction and tourist satisfaction significances such as the tourists' meaning to return to Taling Chan floating market.

1.3 Research Questions

1. What were the main impact of tourist's satisfaction at Taling Chan floating market?
2. How was tourists' expectation the level of satisfaction with their visiting at Taling Chan floating market?
3. Was there any relationship between tourist satisfaction and Taling Chan floating market, in Bangkok?

1.4 Objective of the Study

Firstly, researcher explains the objective of study that “to study the key factors of foreign tourists' satisfaction at the Taling Chan floating market in Bangkok”.

Secondly, to study tourists' expectation of Taling Chan's destination attributes in terms of satisfaction.

Thirdly, to study the level of tourists' satisfaction based on the natural factors, cultural factors and shopping factors.

Finally, to analyze the determinant for tourists' satisfaction Taling Chan floating market.

1.5 Hypothesis of the study

This paper proposed two hypotheses as below;

H^1 : The relationship between the natural factors and tourists' satisfaction.

H^2 : The relationship between the cultural factor and tourists' satisfaction.

H^3 : The relationship between the shopping activities and tourists' satisfaction.

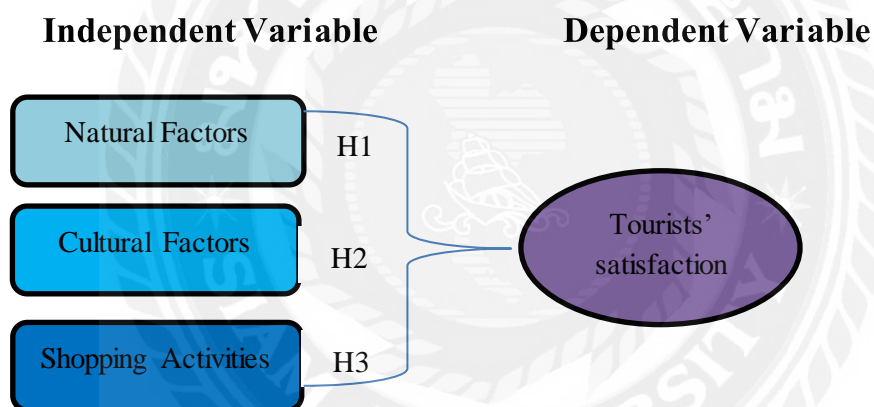


Figure 1 Conceptual Framework

1.6 Variable of the study

Independent Variable and dependent Variable

This is an independent study of key factors of tourists' satisfactions in Taling Chan floating market in Bangkok Thailand and the research models are based on the tourists who visited to Talaing Chan floating market related towards natural factors, cultural factors and shopping factors of expectation confirmation or disconfirmation theory. The four independent variables, in this research, are composed, such as demographics characteristics and key factors of tourists' satisfaction at Taling Chan floating market in Bangkok.

And also, there are one dependent variables, which is the level of tourist's satisfaction of Taling Chan floating market, such as satisfy, strongly satisfy and dissatisfy and so on.

1.7 Significance of the Study

Observing tourists' satisfaction at the more National level would provide a valuable context for establishing recognition appliances to ensure that individual companies conform to suitable standards and enabling assessment among the efforts of the individual creativity and those of the industry as a whole.

Administrations in the tourism industry identify the need to encourage together new and repeat business. This can best be achieved by certifying the Taling Chan floating market current offerings satisfying the needs, opportunities, and requirements of foreign tourists and their inclination to mention the purpose to others.

The amount of tourist Satisfaction could become a guide of the 'health' of the industry for considered planning purposes.

This study also addresses that Management agencies should recognize the valuable of evaluating the success of their programs in positions of results rather than the ideas only.

1.8 Limitations of the Study

Implications drawn in the subject to some limitations Firstly, the aspects chosen as independent variables could be a restraint because other attributes, which were not used in this study, could impact tourists' satisfaction. Secondly, Determination of the population size was particularly difficult due to the unavailability data even from the most predictable sources. The population sample obtained by the survey implement presented some tests due to deficient information. Thirdly, the study did not found longitudinal data (data collected at different points in time) but relied on a cross sectional data (data collected at one point in time). Finally, the other restraint of the study lies in the area of differentiation among expectation and pleasure in the minds of respondents. Since the study did not conduct pre and post assessment of the elements, respondents may have provided answer in a very similar way to both prospect and satisfaction, thus making the distinction less possible. However, it is hoped that such limitations could advise and inspire further directions and plans for future study.

1.9 Definition

Key factors means “key factor” is something that is required and directly contributes to a result. The key factors of in this study are the natural beauty factors, cultural factors and shopping factors which can be able to attract to tourist’s satisfactions.

Tourist means a tourist is a person who is traveling a place to place or country to country for inclination and interest, especially when they are on holiday.

Satisfaction means that according to literature, a measure of how tourism goods and services supplied by a company of the tourism system meet or surpass probability of tourist. Satisfaction is the pleasure that visitor or someone feel when something do or get something that wanted or needed to do or get. According to Oliver (1981) satisfaction is a subjective comparison among expected and received experience of a product or service. Its outcome may take the form of all imitations of enjoyment, entertaining, pleasure, or explanation. In the same way, Anton (1996) describes customer satisfaction as a state of mind in which the customer’s needs, wants, and expectations through the goods or service life are met.

Definition of destination

- 1: the determination for which something is determined
- 2: an act of appointing, setting aside for a purpose, or programing
- 3: a place to which one is traveling or to which something is sent when the package has reached its destination kept their destination secret

4: a place worthy of travel or an extended visit a popular tourist destination —often used attributively a destination restaurant a destination resort.

Attribute means that to reflect as a quality or individual of the person, thing, group, etc., indicated, or to reflect as made by the one indicated, particularly with strong suggestion but in the absence of final proof or to regard as produced by or creating in the time, period, place, etc., indicated; credit; assign.



CHAPTER 2

Literature Review

2.1 Review of Taling Chan floating market

Taling Chan floating market was located at the Chao Phraya River district on the bank of Thonburi. Canals and River were the same culture of Thai life that were closely related to rivers as source of food, transport and relaxation. The nature of river in Thailand and support local communities was as their old-style transportation channel. Gampell, explained that ‘periods before the advent of speedy transit systems and sleek air-conditioned cars, Bangkok occupants travelled the city’s complex system of watercourses the tiny woody boats’.

According to TAT, early communities, the Kingdom “Venice of the East”. Suthitakon, insists that floating markets have been a well-known tourist purpose for more than four decades, with 25 famous floating markets located in the central area of Bangkok. Thailand has many motion pictures of floating markets where imports was traded by sellers who play canla and river in their small boats, providing commodity to local publics’ families or meeting to exchange goods in traditional ways.

The organization of tourism such as, TAT, travel agencies, tour operatives and managers have successfully advertised and promoted floating markets in Thailand. Floating markets have a singular place in travel journals and post cards and have been an essential part of a local sight-seeing journey.

Floating markets have continued to draw attention of international tourists by offering unique Thai experience. The community also benefits from the sales of local goods and services for travelers. Floating markets and public markets were very popular day-trip destinations for city residents and worldwide tourists alike. Perhaps, the over abundance of fruits and vegetables that compete the continuous demand have managed to the existence of the floating markets.

Ancient of Thai people have kept rivers for water, rice planting and for commuting in a natural and convenient way before they well-developed road infrastructure. Important festivals of Thailand such as Songkran festivals. Charoenphon, established that Taling Chan Floating market was initiated by Chamlong Srimuang to honor in 1987.

Typically, the local of Thai people brought out their fresh products from plantations and farms, fresh plants, vegetables, fish and various food items such as mango, guava, egg, sweet syrup, Thai noodles, cold tea, different types of flowers, pumpkin carvings, coffee, soft drinks, coconut ice cream and corn to the market, almost everything were available.

Tourists could be shopping the products of making local such as sun-dried fruits, orchids, lotus, flowers and homemade craft goods. Labels of plastic wrappers are in Thai language, giving sufficiently of time for non-Thais to guess. Any expressive conversation taking place among local vendors and non-Thais were rare to find. Almost all sign and display signs are in Thai language only. The daily life begins here early by giving the foods to monks.

There were food shops on rafts (floating kitchen) and boat services cruising visitors along the canal. This gives travelers chance to see the lifestyle of people alive along the canal. Some visitors prefer sitting at a restaurant along the canal and watch the boats passing by. Many of the boats were splashed by women wearing straw caps. As the cooking has done on some of the boats, considering machines and all cooking equipment were visible, including tubes and stove.

Picture: 1 Taling Chan Floating Market



As soon as arriving at the Taling Chan floating market, tourists meet many the small booths spread around the floating market place, planned by Thai local people, letting

striders to walk the place of market to arrive at canal. Although were of the floating market place was not very large and wide.

Most of the tourist wore Thais style and some came from around that areas. Taling Chan floating market remained open on only Saturday and Sunday from morning 8.30 am to untill 4.30 pm. The entrance fee of floating market were free. Presently, there were round about 800-1000 tourists per day visited that market.

In those days, the entrance fee of floating market were not free but so-called 'year of Thailand tourism' the tourism advertising movement of Tourism Authority of Thailand was shown as an agrotourism site as reaction.

Moreover, at time of "Amazing Thailand" in 1998-1999, Mr.Chuan Chujan participated different initiatives in order to improve Taling Chan floating market in November 2004 since he advised local populations not to see their own lands to the outside stockholders, who might convert their land into either covering project or a golf course.

Mr.Chuan Chujan worried that local people kept their land-living and passed it to next generation. But, less people were absorbed in this project at that time. At present, little proof to discover how floating markets kept on to sustain process. To understand the development of how dissimilar investors cooperate, how tourists imagine of Taling Chan floating market as tourism attraction, what kind of commendations would be monitored to overcome current experiments.

2.2 Significance of Tourist Satisfaction

Tourists were progressively becoming more demanding and desire value for money and the provision service quality and products. Accordingly, satisfaction of tourists had absolutely become an essential objective of service-oriented economy. The primary purpose for this principle could be initiated in its importance of business achievement. (Goeldner and Richie, 2006) There was the amount of profits which came from measurement of tourists' pleasure. Those benefits were contain: the dimension of 'health' industry for strategic planning target; customer accepting action to products; inspiring both repeat and new revisit and comparing of difference sectors inside the industry to determine zones that could need development (Meng, 2008).

Consequently, clearing understanding of cause and nature of tourists' satisfaction and dissatisfaction can be assisted in promotion and increasing of tourism destination and enterprises. Few decades ago, it had been an improved needs for searching a suitable method to be measurement of tourists' satisfaction experiences for individual tourism destinations and enterprises. (Ryan, 1995)

2.3 The significant of studying tourists' behavior

There were assorted confirmation why it was important to abstraction tourists' behavior. First, in adjustment to accomplish bigger cardinal decisions, marketers and managers charge apprentice what tourists buy and why, where, and how they accomplish their purchases; what types of destinations tourists like to travel to; and

what types of travel arrangements, accommodations, and amenities they prefer. Are they interested in authentic or staged attractions? Do they demand to comedy sports or gamble? What encourages and discourages for traveling? How continued are they able to stay away from home on their trips? How much are they able to spend? Tourism marketers and managers charge apperceive what types of tourists buy specific holiday destinations, products, and services. Are these tourists active or abundance oriented? Are they extroverted, outgoing, and venturesome, or alienated and shy? What motivates they could purchase? How do they attending for products? (Reisinger, 2009)

According to Reisinger, (2009) studying tourist's behavior exposed what object attributes tourists to search for, what choice they seek and for what reasons, how they looking for information, what advice they seek about the product or destination? How they appraise and baddest amid alternatives, what choices they make, who access tourists' choices, and how acceptable they are to revisit the aforementioned destination and use the aforementioned biking articles and services.

The answers to all these questions can accommodate tourism marketers and managers with important advice to advice architecture strategies that will bigger acknowledge to the needs of travelers. For example, aback tourists feel annoyed with their best of a anniversary in Ethiopia, conceivably because of a abridgement of account or advice about accessible activities, they may adjudge not to appointment the aforementioned destination in the future.

As part of studying tourist's behavior, acceptable compassionate of tourists achievement levels allowances not alone the account industries that focus on entering

tourism, but additionally the government regulators and clandestine investors that accept a acute role in the development of a high-quality tourism infrastructure. Destination managers use it as an important ascribe to appraise the destinations overall performance. The acceptability of assertive tourist's destination can absolutely be adapted by convalescent the akin of tourist's satisfaction. This advance may additionally accord to add customer loyalty, bargain amount elasticity, and improve efficiency.

2.4 The product of tourism

The most vital characteristics of tourists product was “bundle buy concept” (Lewis and Chambers, (1989), in which customers did not purchase unique components of the offering, rather a bundle or a combined whole. Frequently, those visitor products were separated into three categories: the formal product, those main products and the increased products (eg. Lewis & Chambers 1989). That formal product was depicted similarly as what visitors think they were purchasing. Those main products comprises of abstract and intangible attributes attributes, for example, such as atmosphere, relaxation and accommodation. An increased product was the totality about the greater part profits gained or encountered by those clients. Paramount components of the visitor encounter would exhibit by Bowen (2001) likewise “the destination, route, tour opearter or customer, (tourists), tour bunch members and– especially the tour leader”. Bowen also examined important sercice appearances such as intangibility,

inseparability, heterogeneity, perishability and also tour operation and sort of trip identified with all contexts.

2.5 Measuring Tourist Satisfaction

Measuring consumer satisfaction is difficult and it is even more exciting for vacation industry because the sort of products and services and the different perceptions of individuals. However, it was the most commonly studied subjects in hospitality and tourism due to the significant role it played existence and coming of future tourism services and products. (Neal & Gursoy, 2008).

Two conceptualization of measuring satisfaction are identified: Transaction specific was pleasure and increasing satisfaction of tourists. Johnson, Anderson, (1995). Satisfaction of Transaction was dealing with “individual satisfaction”, measurement of specific transaction or particular product evaluation or experience of service”. Satisfaction of cumulative, in contrast, was “abstract, cumulative, construct that analyze the tourists’ entire consumption experiences with products or services” (Johnson, Anderson, 1995 : 699).

Barsky & Labagh, (1992) presented those anticipation – dis-confirmation standard under lodging examination. Basically, those recommended model over these investigations might have been that client fulfillment might have been those capacity for dis-confirmation, measured toward nine “expectations met” elements that were weighted Eventually Tom's perusing quality – particular criticalness. The model might

have been tried for information gathered starting with 100 irregular subjects through guest remark cards. Concerning illustration a result, client fulfillment might have been discovered should a chance to be associated with a customer's eagerness with come back. Chon & Olsen (1991) ran across a goodness for fit connection between tourists' desires over their destination, and tourists' fulfillment.

Then, tourists had brought the travel service and products, if the assessment about their experience of the travel product may be superior to their expectations, they will make fulfilled by their travel background. Furthermore, Chon and Olsen (1991) given an escalated consideration written works survey about tourists' satisfaction. In another words, the concept of congruity and incongruity same as confirmation and dis-confirmation, both for which might bring about whichever positive or negative directions.

2.6 Related Research of Taling Chan

Naipinit & Maneenet defined what developed countries were basically business production, while the states of developing were mostly with vacation ingesting as the way of progress. That ingesting generated occupations and travel must be one remunerative occupation opportunity in poor and peripheral counties wherever few other choices were accessible to publics for cultivating their marginal profitable position. Tourism industry was essential for human resources and provide a variety of occupations a diversity of procedures of diverse sizes and kinds. Tourism could be growth the opportunities jobs for the poor societies.

According to Spinder, (1998) sustainable tourism can be endure the scenario for tourists revisit, purchase a production. The visitors' spending support and integration of environmental issues into other sectors of economy and society is achieved. To simplify, harmonization among the three pillars, in the background of Taling Chan floating market, in this research included three key players' that is; guests, thai local sellers and public demonstrative. That showed the issue of sustainable development was continuing, fluid process, advocates change and concerns everybody.

Although tourism in Thailand was growing at a faster rate, extensive number of Thais local had low income and fined it hard to make for daily life. There were some assets of the poor that could be transformed into tourism products. One example was the floating market in Bangkok.

In Thailand, there were some floating markets that could be attraction a big amount of travelers, a significant foundation of revenue for Thai local people. Selling products were of vital way of linking the poor in tourism.

According to Marten, (1997) producing their own retail seller jobs and selling at floating market was essential ways of helping the Thai communities dealing with their economic demand.

According to Charoenphon, (1997) 'Floating Market' means a market with occupation in the water on cargo automobile by raft or boat and the floating market was a pattern of space to exchange products among traders and sellers and it was kinds of traditional tourism that shows the old-style way of life of people living beside the river bank',

where people live. Floating market was packaged as a tourism product and provided to local and international visits as an opportunity to experience home-grown way of life.



CHAPTER 3

Methodology

3.1 Data Collection

Data collection was the process of gathering and measuring information on targeted variables in an established systematic fashion, which enables one to answer relevant questions and evaluate outcomes. The data collection component of research was common to all fields of study including physical and social sciences, humanities and business. The objective for all information accumulation is to catch quality proof that at point means rich information examination and permits the working of a persuading and valid response to questions that have been postured.

After collection data, researcher used “**Run an Independent Samples t Test**” to analyze collected data such as: Test Variable, Grouping Variable and Define Group to be able to get clearly results.

Researcher went to Taling Chan floating market to collect data and used the three kinds of data collection are as follow:

- 1) **Surveys:** Standardized paper-and - pen or telephone polls that make foreordained inquiries.
- 2) **Interviews:** Structured or unstructured one-on-one coordinated discussions with enter people or pioneers in a group.

3) **Focus gatherings:** Structured meetings with like people utilizing institutionalized inquiries, follow-up inquiries, and investigation of different points that emerge to better comprehend members.

Questionnaire-Design

Survey was conducted to understand the right target and approach towards the research, questionnaires were used as the surveys for this research. Questionnaires were the foreign tourist who visited at TalingChan floating market to gather primary data about their attitudes towards the all variables in this study.

Close-end questions were used in this field of study, which limited the respondents to answer the question in a specific way by selecting the closest option from the given alternative choices in the question (Zikmund, 2004). The researcher had divided the questionnaire into three parts and employed the 1-5-point Likert. Zikmund (2004) defined the Likert scale as the respondents indicate their attitudes by checking how toughly they satisfy or dissatisfy with carefully constructed statement that range from very negative to very positive toward the attitudes object. Review of academic literature, text and research articles, and identified the variables that related to the study.

Draft questionnaire based on the review of literature, consulting with experts and personal observations. Pre-test to ensure the respondents understand the questionnaire and as a test to check if it is interpreted as intended. The questionnaires were designed in English. In this research, the questionnaire was divided into three parts: The Part one was help in exploring demographic and foreign tourists' satisfaction variables; whereas

the Part two was help in exploring the key factors of foreign tourists' satisfaction at Taling Chan floating market and part three of overall satisfaction and how satisfying of those factors were effect to tourists' satisfaction at Taling Chan floating market in Bangkok.

Questions 1 to 5 were elementary on demographic and the key factors of foreign tourists' satisfactoins' variables, including gender, age, marital status, occupation and education level. Questions 6 to 14 were related natural factor, cultural factor and shopping acitivities of foreign tourists' satisfaction at Taling Chan floating market in Bangkok. Questions 15 to 17 were related to the most significance of the overall foreign tourists' satisfaction at Taling Chan floating market in Bangkok.

3.2 Sampling Technique

To accomplish the research objectives and to answer the research questions, this study adopted the cluster sampling technique to select the sample. The population is larger and the cluster sampling technique is being most effective economical, time efficient, and feasible technique for the researcher.

This study focuse on 320 foreign tourists who visited at Taling Chan floating market in Bangkok during on 1st February to 2nd March in 2018. The survey was conducted at foreign tourists from Taling Chan floating market in Bangkok during my survey study. The survey was administered with the help of my colleagues and my supervisors from Siam University in Bangkok.

3.3 Population and Sample

A well-defined population and sample was an essential in the process of the sample design. Veal (2005) has defined the term population as “the total of category of subject that was the focus of attention in particular research project”. Population can be assumed that in such an inquiry when all the items are covered no elements of chance was left and obtained the highest accuracy. (Kumar, 2008). Sampling design is a subset of the population that is selected for the purpose of study. For example, 100 samples out of 2000. An effective sample must represent the element of the population in the most precise manner (Babbie, 2010).

3.4 Sample Size

Sample sizes are most significant to the study, as the smaller size can affect the result of individual research. However, the effect will be different, as it's depend on individual selection for the methodology methods. For instance, the qualitative research design and techniques to support the smaller range of sample size, a range of 6-10 sample size was recommended for these methodology methods. (Miles & Huberman,1994; Creswell, 2007).

An appropriate sample size for a qualitative study is one that adequately answers the research question. In practice, the number of required subjects usually becomes obvious

as the study progresses, as new categories, themes or explanations stop emerging from the data i.e. data saturation. (Martin, 1996).

3.5 Data Analysis

Data analysis was another important factor to understand (Aaker et al., 1998). Firstly, the researcher can get information and insights by analyzing raw data. Secondly, it can help researcher to interpret and understand related analysis. Finally, techniques of analysis data or handle of data was important and can result in constructively researcher's objectives. Ever studies conducted by the researcher are unique of its own kind and data was analysis as per individual researcher need or the studies conducted. However, all the data will be analysis will involve in editing the data and coding of the data. Which will be a combination of one or more data analysis will be techniques and will have to concern with presenting the results effectively.

Zikmund (2003) defined editing as the “process of making data ready for coding and transfer to data storage”. Editing was aimed to ensure the data are completeness, consistency, and reliability. The role of the editing process was to identify omissions, ambiguities, and errors in the responses. It should be conducted in the field by the interviewer and field supervisor, as well as by the analyst, just prior to data analysis (Asker, 1997). Careful editing makes the coding job easier.

Coding was defined as the “process of identifying and classifying each answer with a numerical score or other character symbol” (Zikmund, 2003). After finishing data preparation, the data analysis firstly requires analyzing and measuring each question by using tabulation. Tabulation simple by counting the case and categorized the case into

various categories. Aim at the data cleaning in identifying the omissions, ambiguity and errors made by respondent measured as an interval or ratio; they were transformed to nominally scaled variables for the purpose of cross-tabulation.

3.6 Method of Inquiry

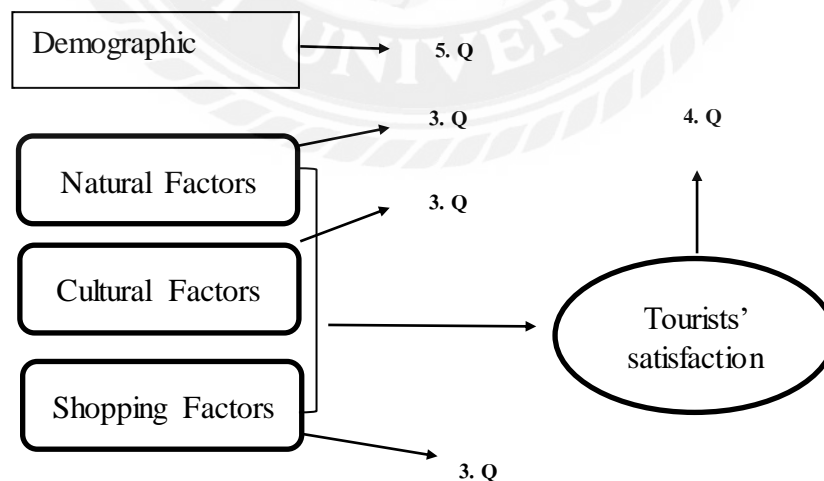
One of the most important decisions a researcher has to make was the way in which the data will be collected. Factors affecting the choice of method should be taken into account. Aaker et al (2001) mentions several factors affecting the choice of method: sampling type of population, question forms, question contest, response rate, cost available facilities and duration of data collection. In this study quantitative study was employed as the method was best suited for the research need.

The quantitative method to deal with larger sample space and which involved in counting, measuring and analysis of a causal relationship between variable, the process was the explain the phenomenon (Denzin& Lincoln, 2000; Holme & Sovang, 1996; Gillham ,2001). As the students need to analyze the tourists' satisfaction of Taling Chan floating market the factor and approach was most appropriate to the study to gather the primary data, where it's collected by research questions and the survey are employed in this study to via questionnaire to collect the data from Taling Chan floating market dealing with what were the key factors of tourists' satisfaction related to tourism in Thailand.

3.7 Sampling Population

In the purpose of this study, the target population of this research was foreign tourist at Taling Chan floating market in Bangkok. A survey design provides a quantitative or a numeric description of attitudes, opinions, or trends of a population by investigating a sample of the population. The objective of a survey was to employ quantitative questionnaires or interviews to gather data from a sample that has been chosen to demonstrate a population, which the findings of the data analysis may be, generalized (Creswell, 2003).

Figure: 2 Question Framework



3.8 Sample Size of population

The researcher used the Yamane (2009) formula to calculate the sample size for this study: $n = \frac{N}{1 + N(e^2)}$ Where n represents the sample size, Population size is represented capital N and e^2 Represent the level of precision ($\pm 5\%$, or at the 95 % confidence level). The sample size, calculates method for this research as follows: $N = 320 / (1 + 320(0.05^2))$, Therefore $n = 177.78$. So the researchers take 177 respondents as sample size for this study.

3.9 Coding Structure

Coding structure was useful in processing the data and analyzing the data and interpreted the data to generate an interpretation to analyze the data to research questions. Zikmund, (1997) defined “the process of identifying and classifying each answer with a numerical score or other symbol” and the coding sample are collected as follows; 1 means Strongly Satisfaction, 2 satisfaction, 3 means moderate, 4 dissatisfaction, and 5 strongly dissatisfaction. Foreign tourists who visited at Taling Chan floating market in Bangkok were asked to rate the level of agreements based on a five point of the Likert rating scale with providing the various statements regarding to the key factors that could be tourists’ satisfaction such as natural factors, cultural factors and shopping factors. The coding structures that will be used in the questionnaire of this research are as follows:

Targets' approach: (1) Strongly satisfied, (2) Satisfied, (3) Moderate, (4) Dissatisfied and (5) Strongly dissatisfied.

Natural factors (1) Strongly satisfied, (2) Satisfied, (3) General, (4) Dissatisfied and (5) strongly dissatisfied.

Cultural factors (1) Strongly satisfied, (2) Satisfied, (3) General, (4) Dissatisfied and (5) strongly dissatisfied.

Shopping activities (1) Strongly satisfied, (2) Satisfied, (3) General, (4) Dissatisfied and (5) strongly dissatisfied.

Overall satisfaction of foreign tourists at Taling Chan floating market

1 = yes, 2 = No.

Gender: 1 = Male, and 2 = Female

Age structure (years): (1) less than 20, (2) 21-35, (3) 36-40, (4) 41-50, (5) over 50

Marital status: 1=Single, 2=Married

Occupation: 1=Student, 2= Office, 3= Company, 4=Others

Income: 1=Less than 1,000USD 2=1,000-2000USD, 3=2,000-3,000USD, 4=3,000-4,000USD, 5= Over 4,000USD

Education: 1 =Ungraduated, 2=Graduated, 3=Post graduated.

Type of travelling: 1=alone, 2= with family, 3= with friends, 4=with couple

Purpose of travelling: 1=for leisure, 2= for business, 3=for meeting friends and relatives

This study will employ the SPSS software, as the software benefits the researcher as it easy to use and appropriate in handling data (Gaur, 2006); therefore, the SPSS software will be employed in this study.

3.10 Primary and Secondary Data

The first stage of this research was collecting data from secondary sources mainly from tourism literature and the World Wide Web, to gain an insight into the features of floating markets. The second stage involved primary data collection using observation, participant observation boat tour and visit to Taling Chan floating market and an interview checklist.

Both primary and secondary data source were used to ask research questions. Questionnaires are foreign tourists' who vistied at Taling Chan floating market in Bangkok to gather primary data about their satisfactions towards the all variables in this study. Survey were conducted to understand the right target and approach towards the research, questionnaires were used as the surveys for this research.

The Secondary sources were used from newspapers, books, internet and textbooks, academic articles and journals related to foreign tourists' satisfaction. Especially, this research use data from foreign tourists who visited at Taling Chan floating market in Bangkok.

The number of interviews was limited to 177 due to limitations of time, intentions and willingness of subjects to participate in this study and the availability of subjects on that day. The 177 informants were approached using purposive sampling.

The data collection venue was the shops of each respondent. All interviews were transcribed. The interviews were conducted in English language that lasted for approximately 7 minutes for each one. The open ended questions covered issues ranging from motivation to start the business, background of business, performance of the business and future outlook.

The researcher utilized direct observation complemented by taking notes and capturing images of tourists' satisfaction and activities of people in the community and their behavior when dealing with foreign tourists at Taling Chan floating market in Bangkok.

CHAPTER-4

Finding Result

4.1 Research findings and analysis

This Chapter describes the analysis of data and report the results that researcher has found how the responses were responded calculating by Statistical Package for Social Sciences (SPSS) software, dealing with gender, age, income, marital status, occupation, education level and innovation and promotion mutually, mutual trust and friendly feelings and people and culture exchanges tourism towards royal initiative to promote relationship between China and Thailand.

First of all, the researcher use Descriptive statistical tests to analysis **Mean** and **Deviation** on implication concern with the key factors on foreign tourists' satisfaction at the Taling Chan floating market in Bangkok. Furthermore, a frequency analysis was determined by frequency table of domographic such as gender, age, marital status, occupation, montly income and education level dealing with tourists' satisfaction who visited at Taling Chan floating market in Bangkok related to key factors of their satisfaction.

Second, the researcher explain the **Independent Sample Mean t-test** to analysis the **Mean** how satisfaction with the key factors such as natural beauty, cultural of Thai beauty and shopping activities dealing with Taling Chan floating market in Bangkok. Finally, Correlatoin Standard Mean and reliability Analysis and One Sample Test of Variances identifies to assess in the point of view of research the factors of satisfaction

in Taling Chan floating market in Bangkok across demographic outline and statistical tests for main effects.

4.2 Descriptive Analysis

According to respondents' demographic background, data analysis describe in terms of gender, age, marital status, income, occupation education level are reported in this Chapter. Researcher used 177 foreign tourists who visited at Taling Chan floating market in Bangkok as servy size in this research.

Table: 1 Descriptive Statistics of Demographic

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Gender	177	1.00	2.00	1.4350	.49717
Age	177	1.00	44.00	3.3051	6.08161
Merital Status	177	1.00	2.00	1.5650	.49717
Occupation	177	1.00	3.00	1.9040	.42216
Monthly Income	177	2.00	4.00	2.7910	.67110
Education Level	177	1.00	3.00	1.9492	.68483
Valid N (listwise)	177				

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	100	55.2	56.5	56.5
Valid female	77	42.5	43.5	100.0
Total	177	97.8	100.0	
Total	177	100.0		

Table: 2 Frequency table of Gender's respondents

According to Frequency Table 2 of Gender, out of 320 questionnaires approached, 177 people participated in this research, and 100 frequency or 55.2% were male respondents and 77 frequency or 42.5% were female respondents, so male respondent were more than female answer positively in this research.

Table: 3 Frequency table of Age's respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 20	30	16.6	16.9	16.9
	21-35	74	40.9	41.8	58.8
	30-40	41	22.7	23.2	81.9
	41-50	22	12.2	12.4	94.4
	over 50 years	10	5.5	5.6	100.0
	Total	177	97.8	100.0	

Frequency table 3 of age respondents revealed that the range of age of respondent who participated in this research at Taling Chan floating market in Bangkok could be divided into five main categories. The first range was less than 20 years old with 30 frequency respondent or 16.6 percent. However, the highest frequency or percentage was those with the age between 21 - 35 years old, with the maximum 74 frequency or percentage of 40.9. In addition, there were 41 frequency or 22.7 percent of foreign tourists who visited at Taling Chan floating market with the age of 30 - 40 while only

22 frequency or 12.2 percent of the ages of between 41-50 years-old are participated in this study. The group age of over 50 years old are 10 frequency or 10 percent respondent.

Table: 4 Frequency table of Marital Status's respondents

		Marital Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	77	42.5	43.5	43.5
	married	100	55.2	56.5	100.0
	Total	177	97.8	100.0	
Total		177	100.0		

According to the frequency table 4 of marital status, the respondents of were 77 frequency or 42.5% single while married were 100 frequency or 55.2% respondents which participated foreign tourists who visited at Taling Chan floating market in this research.

Table: 5 Frequency table of Occupation's respondents

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	25	13.8	14.1	14.1
	Workers	144	79.6	81.4	95.5

Retired person	8	4.4	4.5	100.0
Total	177	97.8	100.0	
Total	177	100.0		

Frequency of table 5 in occupation has shown that occupation of foreign tourists' respondents. The majority of respondents workers were 144 frequency or 79.6 percent, the second majority of respondents were students with 25 frequency or 13.8 percentage, and while the retired persons were 8 frequency or 4.4 percentage of the respondents who visited at Taling Chan floating market in Bangkok.

Table: 6 Frequency table of Monthly Income's respondents

		Monthly Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1000-2000 USD	62	34.3	35.0	35.0
	2000-3000 USD	90	49.7	50.8	85.9
	3000-4000USD	25	13.8	14.1	100.0
	Total	177	97.8	100.0	
Total		177	100.0		

Table 6 describe that the monthly income of respondents. The majority of respondents who had monthly income were 2,000-3,000 USD with 90 frequency or 49.7 percentage and the second largest group was those who had monthly income between -1,000 – 2,000 USD, which were 62 frequency or 34.3 percentage of respondents. The respondents who had monthly income between 3,000-4,000USD were 25 frequency or 13.8 percentage of respondents out of 177 in this research.

Table: 7 Frequency table of Education Level's respondents

		Education Level			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ungraduate	46	25.4	26.0	26.0
	Graduated	94	51.9	53.1	79.1
	Post graduated	37	20.4	20.9	100.0
	Total	177	97.8	100.0	
Total		177	100.0		

According to table 7 shows the education level of respondents. Out of 177 total respondents, there were 94 respondents or 51.9 percent who were graduated. The 46 respondents or 25.4 percent did not get degree. Moreover, there were only 37 respondents or 20.4 percent held a post graduated degree. This means the sample was representative of educated population in this research.

Table: 8 Frequency table of type of travelling's respondents

		How do you travel?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alone	21	11.6	11.9	11.9
	With Family	41	22.7	23.2	35.0
	With friends	62	34.3	35.0	70.1
	With Couple	53	29.3	29.9	100.0
	Total	177	97.8	100.0	
Total		177	100.0		

Table 8 has shown that the respondents the type of travelling. Majority of people who traveled were the group of with friends 62 frequency or 34.3%, second group of travel type were with couple 53 frequency or 29.3%, the third group of respondents were with family 41 frequency or 22.7%, and while travelling alone was the frequency of 21 or 11.6% in this research.

Table: 9 Frequency table of purpose of travel's respondents

Purpose of travel for?				
	Frequency	Percent	Valid Percent	Cumulative Percent
	For leisure	99	54.7	55.9
	For Business	46	25.4	81.9
Valid	For meeting friends and relatives	32	17.7	100.0
	Total	177	97.8	100.0
Total		177	100.0	

Table 9 has shown that the purpose of travelling at Taling Chan floating market in Bangkok. Majority of group who visited for leisure were 99 frequency respondents or 54.7%, second group of travelling for business were 46 frequency respondents or 25.4% and the smallest group of travelling for meeting friends and relatives were 32 frequency respondents or 17.7% out of 177 servy in this research.

Table: 10 Frequency table of arriving time's respondents**How often did you arrive at Taling Chan floating market in Bangkok?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First Time	74	40.9	41.8	41.8
Second Time	57	31.5	32.2	74.0
Third time and over	46	25.4	26.0	100.0
Total	177	97.8	100.0	
Total	177	100.0		

According to table 10 the frequency of arrival times at Taling Chan floating market in Bangkok, the majority of the first time arrival of foreign tourists were 74 respondents or 40.9%, Second time arrival of tourists were 57 respondents or 31.5%, and the third times and over arrival tourists were the smallest group of 46 respondents or 25.4% out of 177 people in this research.

Table: 11 Frequency table of attractive activities**Which activities are the most attractive for you?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Taking Photo	49	27.1	27.7	27.7
Culture	41	22.7	23.2	50.8
Sightseeing	35	19.3	19.8	70.6
Eating Food	52	28.7	29.4	100.0
Total	177	97.8	100.0	
Total	177	100.0		

Table 11 has described that the most attractive activities of respondents. Most of the respondents group of eating food were 52 frequency or 28.7% out of 177 in this study, second largest group taking photo were 49 frequency or 27.1%, the group of interested culture were 41 frequency or 22.7% and the last group of smallest sightseeing were 35 frequency or 19.3% according to SPSS calculation in this research.

Table: 12 Frequency table of challenging problems's respondents

What are the most challenging problems that you face when choosing at Taling Chan floating market?

	Frequency	Percent	Valid Percent	Cumulative Percent
Quality of services	18	9.9	10.2	10.2
Reliability	37	20.4	20.9	31.1
Valid Language difficulties	83	45.9	46.9	78.0
Price	39	21.5	22.0	100.0
Total	177	97.8	100.0	
Total	177	100.0		

According to table 12 described that the most challenging problems that faced foreign tourists at Taling Chan floating market in Bangkok. The majority of frequency respondent's language difficulties were 83 frequency or 45.9% out of 177 questionnaires in this research. Second largest group of price were 39 frequency respondents or 21.5%, and the third group of reliability were 37 frequency or 20.4% and the last group of quality of service were 18 frequency or 9.9 % out of 177 people according to servy of in this research.

Table: 13 Frequency table of attractive of Taling Chan floating market**Which activities are more attractive at Taling Chan floating market?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Shopping	40	22.1	22.6	22.6
Taking boat	34	18.8	19.2	41.8
Valid Sightseeing	68	37.6	38.4	80.2
Eating food	35	19.3	19.8	100.0
Total	177	97.8	100.0	
Total	177	100.0		

Table 13 of frequency respondents has illustrated that more attractive activities at Taling Chan floating market in Bangkok. After collecting the data from foreign tourists who visited at Taling Chan floating market in Bangkok, researcher analyzes the data using SPSS. According to calculation of this research, the most respondents of “Sightseeing” answer were 68 frequency or 37.6% , the second respondent group were “Shopping” activities 40 frequency or 22.1%, the third group of “Eating food” were 35 frequency or 19.3% while other group of “Taking boat” were 34 frequency or 18.8% out of 177 served in this research.

Table: 14 Frequency table of Natural activities at Taling Chan floating market**Natural Factors**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly satisfied,	21	11.6	11.9	11.9
Satisfied	91	50.3	51.4	63.3
Valid General	50	27.6	28.2	91.5
Dissatisfied	15	8.3	8.5	100.0
Total	177	97.8	100.0	

According to frequency table 14 has shown the natural factors that foreign tourists' satisfaction levels of their respondents were divided into five group. The first group of majorities were satisfied level of 91 frequency or 50.3 % of respondents and "general" group with 50 frequencies or 27.6 % of respondents, while strongly dissatisfied were 21 frequencies or 11.6% of respondents and dissatisfied group were 15 frequency or 8.3% and there was no Strongly dissatisfied group in this research dealing with Taling Chan floating market in Bangkok.

Table: 15 Frequency table of Cultural Factor's of Taling Chan floating market

		Cultural Factors			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Satisfied	8	4.4	4.5	4.5
	Satisfied	92	50.8	52.0	56.5
	General	77	42.5	43.5	100.0
	Total	177	97.8	100.0	
Total		177	100.0		

The frequency table 15 has shown that the cultural factors of foreign tourists' satisfaction levels of their respondents. The first group of majorities were satisfied level of 92 frequency or 50.8 % of respondents and "general" group with 77 frequencies or 42.5 % of respondents, while strongly dissatisfied were 8 frequencies or 4.4 % of respondents and there were no dissatisfied group and strongly dissatisfied group respondents in this research dealing with Taling Chan floating market in Bangkok.

Table: 16 Frequency table of shopping activities's of Taling Chan floating market

		Shopping activities			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Satisfied	9	5.0	5.1	5.1
	Satisfied	87	48.1	49.2	54.2
	General	77	42.5	43.5	97.7
	Dissatisfied	4	2.2	2.3	100.0
	Total	177	97.8	100.0	
Total		177	100.0		

The frequency table 16 has described that “Shopping activities” of foreign tourists’ satisfaction levels of their respondents. The first group of majorities were satisfied level of 87 frequency or 48.1 % of respondents and “general” group with 77 frequencies or 42.5 % of respondents, while strongly satisfied were 9 frequencies or 5.0 % of respondents and the only 4 frequency or 2.2% were dissatisfied group and there was no strongly dissatisfied group respondents group population in this research dealing with Taling Chan floating market in Bangkok.

4.3 Data analysis

The results of table 17 describe that descriptive statistics, **Mean (x) and Std. Deviation (S.D)** of the natural factors, cultural factors and shopping activities of Taling Chan floating market in Bangkok, Thailand.

According to SPSS software's statistics dealing with the natural factors, cultural factors and shopping activities of Taling Chan floating market in Bangkok related to foreign tourists satisfaction at Taling Chan floating market in Bangkok, Thailand, has shown the table 17 as below.

Descriptive statistics was total sample size of 177 population, **“Natural Factors”** that foreign tourists' satisfaction at Taling Chan floating market in Bangkok were 2.3333 (x) and .79535 (SD), **“Cultural Factors”** that foreign tourists' satisfaction at Taling Chan floating market in Bangkok were 2.3898 (x) and .57456 (SD), **“Shopping activities”** that foreign tourists' satisfaction at Taling Chan floating market in Bangkok were 2.4294 (x) and .62780 (SD), respondents perceptively.

Therefore, the correlations of **“Natural factors”** that **foreign tourists' satisfaction at Taling Chan floating market in Bangkok** and **“Cultural Factors”** that **foreign tourists' satisfaction at Taling Chan floating market in Bangkok** and **“Shopping activities”** that **foreign tourists' satisfaction at Taling Chan floating market in Bangkok** descriptive statistic of foreign tourists satisfaction to analyze of average Mean and Standard Deviation describes as following table.

Table 17: Descriptive statistics of Mean and Std.Deviation

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Natural Factors	177	1.00	4.00	2.3333	.79535
Cultural Factors	177	1.00	3.00	2.3898	.57456

Shopping activities	177	1.00	4.00	2.4294	.62780
Valid N (listwise)	177				

Correlations

		Natural Factors	Cultural Factors	Shopping activities
Natural Factors	Pearson Correlation	1	.050	.030
	Sig. (2-tailed)		.511	.688
	N	177	177	177
Cultural Factors	Pearson Correlation	.050	1	.778**
	Sig. (2-tailed)	.511		.000
	N	177	177	177
Shopping activities	Pearson Correlation	.030	.778**	1
	Sig. (2-tailed)	.688	.000	
	N	177	177	177

** . Correlation is significant at the 0.01 level (2-tailed).

The Pearson's correlation analysis revealed that foreign tourists who visited at Taling Chan floating market in Bangkok concerning with their opinion to **“Natural factors” that foreign tourists' satisfaction at Taling Chan floating market in Bangkok** ($r = 1$, $p < .000$), **“Cultural Factors” that foreign tourists' satisfaction at Taling Chan floating market in Bangkok** ($r = .050$ $p < .000$), **“Shopping activities” that foreign tourists' satisfaction at Taling Chan floating market in Bangkok** ($r = .030$, $p < .000$), were positively relationship with foreign tourists' satisfaction statistical significance level of 0.01. It means the key factors of Natural, cultural and shopping activities are relationship with tourists' satisfaction at Taling Chan floating market in Bangkok according to SPSS calculation in this research.

Table: 18 One-Sample statistics and Test of tourists' satisfaction**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Natural Factors	177	2.3333	.79535	.05978
Cultural Factors	177	2.3898	.57456	.04319
Shopping activities	177	2.4294	.62780	.04719

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Natural Factors	39.031	176	.000	2.33333	2.2154	2.4513
Cultural Factors	55.337	176	.000	2.38983	2.3046	2.4751
Shopping activities	51.483	176	.000	2.42938	2.3363	2.5225

Referring to table 18, One-sample Statistic is the result of regression analysis for independent variables and dependent variables of the key factors of foreign tourist satisfaction at Taling Chan floating market in Bangkok dealing with **Natural Factors, Cultural Factors and Shopping activities**. One-Sample Statistics analysis revealed that Natural Factors Mean = 2.3333 and S. D= .79535, Cultural Factors Mean =2.38983 and S.D=2.3046, Shopping activities Mean=2.42938 and SD=2.3363.

According to one-sample Test, the results of foreign tourists' satisfaction at Taling Chan floating market in Bangkok were most satisfied with "Cultural Factors" was $x=39.031$, $P<.000$ which means there was satisfaction with foreign tourists and Taling Chan floating market in Bangkok.

Second satisfaction of "Shopping activities" $x= 51.483$, $P < .000$ which means there was satisfaction with foreign tourists' and Taling Chan floating market in Bangkok.

Third relationship of "Natural Factors" was $x= 39.031$, $P < .000$ which means there was satisfaction with foreign tourists' satisfaction and Taling Chan floating market in Bangkok according to SPSS calculation in this research.

Table 19 Group statistics and Independent Sample Test

Group Statistics					
	Do you get satisfaction at TalingChan floating market?	N	Mean	Std. Deviation	Std. Error Mean
Natural Factors	Yes	152	2.1250	.62309	.05054
	No	25	3.6000	.50000	.10000
Cultural Factors	Yes	152	2.4539	.59622	.04836
	No	25	2.0000	.00000	.00000
Shopping activities	Yes	152	2.5000	.65103	.05281
	No	25	2.0000	.00000	.00000

Independent Samples Test										
		Levene's Test for Equality of Variances		T-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Natural Factors	Equal variances assumed	.054	.817	-11.246	175	.000	-1.47500	.13115	-1.73384	-1.21616
	Equal variances not assumed			-13.164	37.438	.000	-1.47500	.11205	-1.70194	-1.24806
Cultural Factors	Equal variances assumed	160.723	.000	3.798	175	.000	.45395	.11953	.21904	.68985
	Equal variances not assumed			9.387	151.000	.000	.45395	.04836	.35840	.54950
Shopping activities	Equal variances assumed	108.349	.000	3.831	175	.000	.50000	.13052	.24241	.75759
	Equal variances not assumed			9.469	151.000	.000	.50000	.05281	.39567	.60433

According to table 19 group statistics of tourists' satisfaction at Taling Chan floating market in Bangkok dealing with natural factors "Yes" respondent answers were 152,

Mean (x) 2.1250 and .62309 (SD), and “No” respondents were 25, Mean 3.6000 and .50000 (SD) cultural factors “Yes” respondent answers were 152, Mean 2.4539 and .59622 (SD), and “No” respondents were 25 , Mean 2.0000 and .00000 (SD), shopping activities “Yes” respondent answers were 152, Mean 2.5000 and .65103 (SD), and “No” respondents were 25, Mean 2.0000 and .00000 (SD), according to group statistics in this research.

According to Independent Sample Test, the results of foreign tourists’ satisfaction at Taling Chan floating market in Bangkok were most satisfied with “Natural factor” was .817, $P < .000$ which means the greater than “P” value was positively satisfaction with foreign tourists and Taling Chan floating market in Bangkok.

Second satisfaction of “Cultural Factors” was .000, $P < .000$ which means the greater than “P” value was positively satisfaction with foreign tourists and Taling Chan floating market in Bangkok.

Third relationship of “Shopping activities” was .000, $P < .000$ which means there was significantly satisfaction with foreign tourists’ satisfaction and Taling Chan floating market in Bangkok according to SPSS calculation in this research.

Chapter-5

Conclusion and recommendation

5.1 Conclusion

The significance of tourist satisfaction makes it essential to amount tourist's satisfaction and the factors touching it. Tourists' satisfaction depends on a good strategy for related facilities. Measurement of pleasure helps the tourism industry leaders to understand the enthusiasms and behaviors of travelers and use it to growth industry presentation.

This study, surveyed the key factors of tourist satisfaction at Taling Chan floating market in Bangkok. The relationship between the key factors of natural factors, cultural factors and shopping activities and foreign tourist satisfaction was affected to Taling Chan floating market in Bangkok. The worldwide visitors in this study expressed great degrees of satisfaction with Taling Chan floating market.

The frequency table 15 has shown at chapter four that the cultural factors of foreign tourists' satisfaction levels of their respondents. The first group of majorities were satisfied level of 92 frequency or 50.8 % of respondents and "general" group with 77 frequencies or 42.5 % of respondents, while strongly dissatisfied were 8 frequencies or 4.4 % of respondents and there were no dissatisfied group and strongly dissatisfied group respondents in this research dealing with Taling Chan floating market in Bangkok. Visitors were pleased with some of the traditional attributes, such as architectural and artistic structure, ancient, and religion attraction but they were

dissatisfied with carnivals and festivals and food in the Taling Chan floating market. The frequency table 16 has described at chapter four that “Shopping activities” of foreign tourists’ satisfaction levels of their respondents. The first group of majorities were satisfied level of 87 frequency or 48.1 % of respondents and “general” group with 77 frequencies or 42.5 % of respondents, while strongly satisfied were 9 frequencies or 5.0 % of respondents and the only 4 frequency or 2.2% were dissatisfied group and there was no strongly dissatisfied group respondents group population in this research dealing with Taling Chan floating market in Bangkok.

Descriptive statistics was total sample size of 177 population, **“Natural Factors”** that foreign tourists’ satisfaction at Taling Chan floating market in Bangkok were 2.3333 (x) and .79535 (SD), **“Cultural Factors”** that foreign tourists’ satisfaction at Taling Chan floating market in Bangkok were 2.3898 (x) and .57456 (SD), **“Shopping activities”** that foreign tourists’ satisfaction at Taling Chan floating market in Bangkok were 2.4294 (x) and .62780 (SD), respondents perceptively.

Therefore, the correlations of **“Natural factors”** that **foreign tourists’ satisfaction at Taling Chan floating market in Bangkok** and **“Cultural Factors”** that **foreign tourists’ satisfaction at Taling Chan floating market in Bangkok** and **“Shopping activities”** that **foreign tourists’ satisfaction at Taling Chan floating market in Bangkok** descriptive statistic of foreign tourists satisfaction to analyze of average Mean and Standard Deviation describes.

The Pearson’s correlation analysis revealed that foreign tourists who visited at Taling Chan floating market in Bangkok concerning with their opinion to **“Natural factors”**

that foreign tourists' satisfaction at Taling Chan floating market in Bangkok ($r = 1, p < .000$), **“Cultural Factors” that foreign tourists' satisfaction at Taling Chan floating market in Bangkok** ($r = .050, p < .000$), **“Shopping activities” that foreign tourists' satisfaction at Taling Chan floating market in Bangkok** ($r = .030, p < .000$), were positively relationship with foreign tourists' satisfaction statistical significance level of 0.01. It means the key factors of Natural, cultural and shopping activities are relationship with tourists' satisfaction at Taling Chan floating market in Bangkok according to SPSS calculation in this research.

5.2 Recommendation

Taling Chan floating market gives a preview of Thai way of life of native community who alive alongside these canals. One can see people used canal water for their daily life, developing plants and vegetation and using boats to sell local products. Together with these canals, locals set up a market on vacations to sell recent products and earn their livelihood. In the study, they resolved that floating markets reproduce farmers' way of life, their social connections and numerous products and services they can offering in the markets.

The personal observation of the land based market zone gave resilient feeling to the researcher that the market area accommodated shops and arranged made by in the study who recommended twelve processes for maintainable organization of tourism at floating market, including convenience to the floating market, placement of security protectors at parking lot, consistent cleaning of food quality dealings and convenient locality of a tourist material center and market place should be

structured in a technique that spread the visitors throughout the site in its place of gathering at few places only.

Parking area should be constructed further away from the land based market area and announce the area close to the market as no-car zone to inspire travelers to walk. Alternative solution has to introduce shuttle amenities. Such a move might upset local travelers who constantly prefer to park right close to the market zone as possible, thus that they do not have to walk. This study was resolved that though parking was a problem faced by consumers who agree to dine in floating restaurants, it can affect the decision whether to dine or not at a floating restaurant.

As pointed out earlier that verbal communication among travelers and local people should be improved with positioning of multilingual guides and cross-cultural learning and accepting. Such travels can uplift the equal of connection between local community members and its travelers to new elevations. The market activities motivated locals to love their land-living as well as jam their lifestyle.

Many subjects highlighted attachment of fun or cultural acting in the land based market area in the form of local clothing, local song, cultural demonstration, fruit carving or establishing local food holiday. Based on remark it was suggested to place suitable signs in multi-languages and set travel information center to inform non-Thais about do and don't.

This was supported who encouraged that travelers should be informed about social and cultural types of host societies before or upon arrival, therefore, encouraging responsible behavior.

This study proposes that concerned agencies organize discussion to train together locals and travelers, especially youngsters, understand the concept of maintainable tourism practices such as regulating the use of plastic, administration of remaining and keeping canal water clean. One of the defendants was against throwing trash on land and in canal water. These remarks echo the sentiments expressed in the study which encouraged the membership of all sectors in the community in preserving the environment and can provide information about the community and neighborhood. It was urgently pointed out by respondents towards the requirement to increase and develop toilets and parking facilities.

On the other hand, lack of necessary health services in some busy purposes resulted in disappointment with health, rest and tranquility. Reception was most important factors in satisfaction dimension. Respondents of this study articulated that they were disappointed with information centers, markers and maps. The lack of apposite material signs could result in this disappointment. Respondents also were disappointed with security and health services. With the attendance of dissimilar nationalities in Thailand, it may be hard to guarantee security.

The disappointment with health may consequence from hot disease that reasons specific sicknesses and health problems. Results of this study confirmation that respondents were pleased with the money spent on billet and transport; but dissatisfied with money spent on nutrition. It because Thailand food was dissimilar from food in other countries and guests was less likely to be happy with it.

The taste of Thai food was meaningfully dissimilar than that of many other countries. It was spicy, hot, and oily, and options were limited which was alike to other western

countries. Nevertheless, it may be interesting for some travelers who like to try out dissimilar food and drinks. The third most significant measurement was arrangement followed by services, cultural features, cost prices, and reaction.

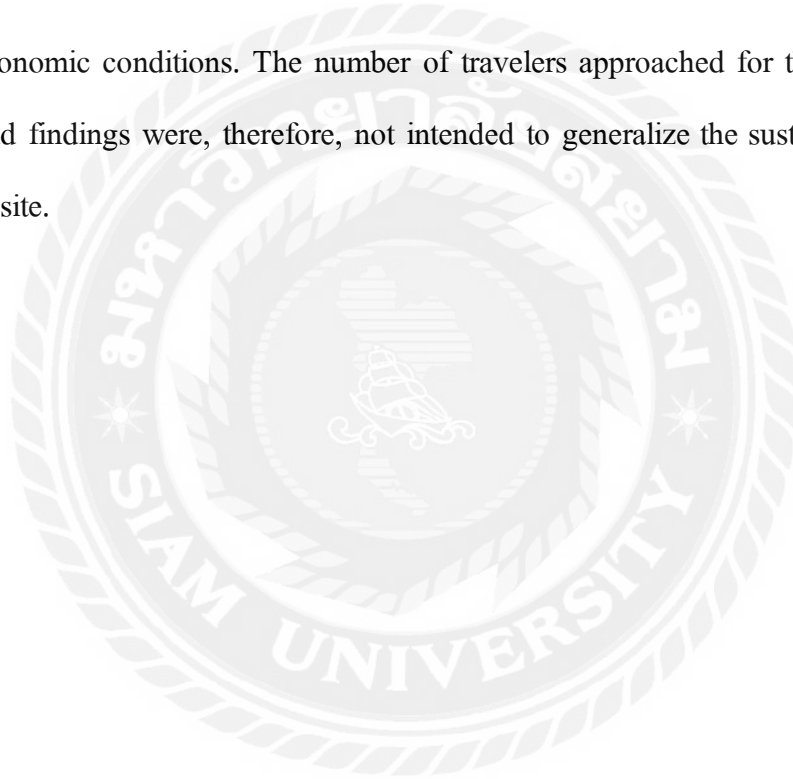
Moreover those who stay in Thailand among one and two weeks have a higher level of pleasure than others. Other results show that tourism organizations providing greater information to tourists and thus tourists were satisfied with the destination. Online information was the least pleasing source. Finally, those who have seen Thailand before showed a high level of pleasure than first time visited.

Taling Chan market was general as a local land-living based market more than a floating market for travelers because initially, floating market was not established to interest tourists, but as a traditional symbol. In order to encourage Thai, floating markets were turned into tourist attractions. Some tourists absolute that word of mouth, in the form of internet and social system; contribute to the achievement of community based tourism, Further, some claim that all of the floating markets were changed into tourist magnetisms because of the promotion and provision of tourism businesspersons, instructors, concerned parties and local managers as well as the obtainability of land transport for easy access to floating markets.

The general tourist activities at Taling chan floating market were watching boats selling native fruits and vegetables or boats transporting travelers, shopping, eating and strolling. Boat tour ferry around a circle gives a glimpse of old Thai style homes, temples, schools, homesteads and huge bounces of undeveloped green spaces and have a chance to understanding home stays.

5.3 Limitation of the Study

The present study has some limitations. The researcher was only able to measure the responses of those international tourists who could communicate in English and most of them were first-time travel. The views expressed by visitors are valid for Taling Chan floating market area only and should be associated with other floating markets located elsewhere in Thailand with attention because of different in landscape and socio-economic conditions. The number of travelers approached for the interview was small and findings were, therefore, not intended to generalize the sustainable practices at study site.



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APPENDIX

QUESTIONNAIRE

Part-1

Domographic

Gender

1. Are you?

- Male
- Female

2. Age

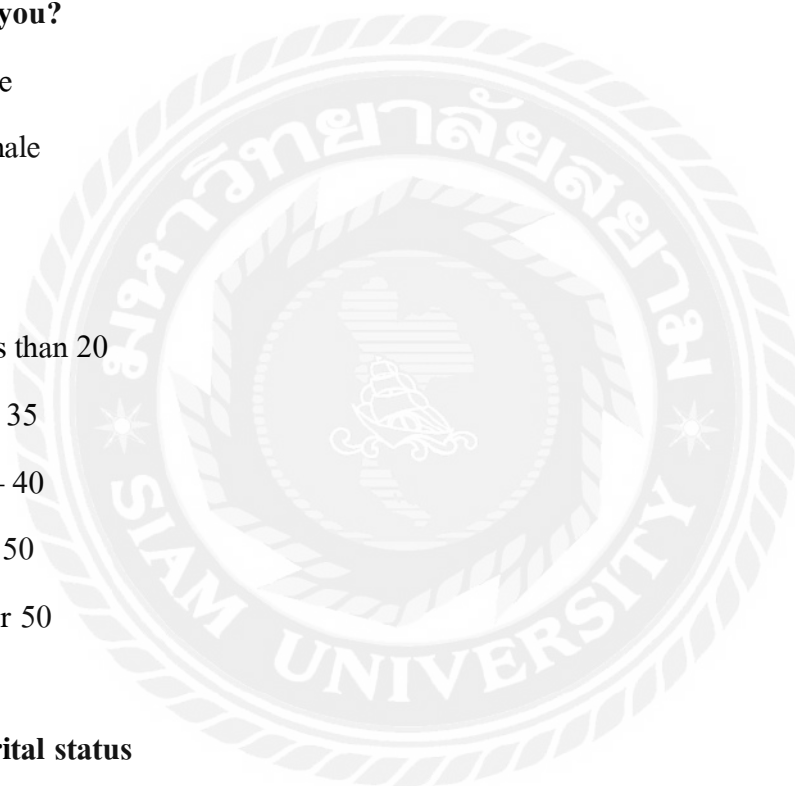
- Less than 20
- 21 - 35
- 36 – 40
- 41- 50
- Over 50

3. Marital status

- Single
- Married

4. Occupation

- Student
- Workers
- Retired person



4. Education

- Ungraduated
- Graduated
- Post graduated

Part-2**6. How do you like your traveling?**

- Alone
- With family
- With friend
- With couple

7. What is your purpose to travel for?

- For Leisure
- For Business
- Meeting friends and relatives

8. How many times visit at Taling Chan floating market?

- First time
- Second times
- Third times and over

9. What are your main interests in selecting at Taling Chan floating market?

- Taking photo
- Culture
- Sightseeing

- Eating Food

10. What are the most challenging problems that you face when choosing at Taling Chan floating market?

- Quality of services
- Reliability
- Language difficulties
- Price

11. What means of transport do you use while on holiday?

- Bicycle
- Bus
- Car
- Motorbike
- Plane
- Train

Other

12. Do you prefer to use tourist guide services or tour independently?

- Yes
- No

13. Which activities are more attractive at Taling Chan floating market?

- Shopping
- Taking boat
- Sightseeing
- Eating Food

Part -3**Overall Satisfaction**

Please choose only one the followings

14. How did you get satisfaction with visited at TalingChan floating market?

	Strongly satisfied,	Satisfied	Moderate	Dissatisfied	Strongly dissatisfied
1. Sightseeing					
2. Taking boat					
3. Eating food					
4. Taking photos					

15. Do you get Satisfaction visiting at TalingChan floating market in Bangkok?

- Yes
- No

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