

# The history about bangkok tourism flashcard



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visitant, looking for an amusement or physically active, you ' ll be surprised with the legion picks that Bangkok can offer.

## **1. 2 Aims of survey of Tourism Industry in Bangkok**

3 The range of the urban touristry undertaking are as follows:

### **( I ) to happen the shopping experience of people in sing selected shopping promenades**

( two ) to find the client satisfaction of shoppers of the selected promenades

( three ) to do recommendations for betterments for increasing client satisfaction

## **1. 3 Impact of Regional Tourism**

4 Overall Bangkok is a mix of old and new, authoritative yet vogueish and really traditional yet modern substructure, systems and human values.

Visitors from all over the universe flock to Bangkok to see the beauty of the land of the Buddha ' s smiling.

5 Thailand ' s touristry industry makes up approximately 6. 5 per centum of the state ' s GDP. When seeing the figure of tourers, and the figure of tourer finishes and hotels, one would really anticipate a more significant part of touristry part to the GDP. But Thailand ' s touristry industry, while really seeable, brings in much less money than other service industries, and surely less than its fabrication industry and its agricultural production.

However, international visitants spent more than 547 billion ticals

( something like 16 billion U. S. Dollars ) in 2008. The mean length of stay per tourer in 2007 was 9 yearss. 2

6 Interestingly, the tourism sector does not merely depend on foreign visitors. The figure of domestic tourists really dwarfs the figure of foreign tourists. But domestic tourists ( largely Thais ) do pass much less per twenty-four hours and their trips are shorter, on mean two years and a half. In 2007 there were reportedly more than 83 million in-country travel trips. This created 380 billion bahts in gross.

Average day-to-day outgo was around 1770 baht per individual in 2007 ( as compared to 4120 baht per individual for international tourism ) .

7 In 2008, 52.37 % of international tourists were East Asian, with Malaysia and Japan supplying the most visitors. Close to two million Malaysians visited Thailand. It could be assumed they took short trips over the Thai-Malaysian boundary line, and I think the figure of Malaysian visitors, overly inflates the entire figure of international visitors. This was followed by

Europeans who constituted near to 4 million visitors in 2008, approximately 27.22 % of the entire figure of visitors to Thailand. The figure of visitors from the Americas, South Asia and Africa, is much smaller. However, near to 700,000 Australians visited Thailand, which is really an tremendous figure, when taking the entire population of Australia into history. 3

8 The figure of foreign tourists to Thailand over the first eight months of 2009 dropped 14.1 per cent from the same period the old twelvemonth to merely 8.9 million, harmonizing to deputy spokesman of the Democrat Party, Atthawit Suwanphakdee, He attributed the worsening to impacts of the Songkran public violence by the anti-government red-shirts in April and the pandemic of the A ( H1N1 ) gripe virus. However, he was confident that

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the state of affairs of the tourism sector will be better in the 4th one-fourth of the twelvemonth as the figure of foreign arrivals is increasing.

9 Table 1 Tourist Arrivals In Thailand 2007-2009 below shows the figure of tourist arrivals in the first one-fourth and 2nd one-fourth of 2009 were 3, 64 million and 2, 96 million severally. These figures were lower than during the first 2 quarters of 2007 or 2008. In the 3rd one-fourth of 2009 we see that the figure of arrivals is similar to the figure of arrivals in both 2007 and 2009, proposing that the worst is over. Preliminary information for October 2009 showed an increase in arrivals as compared to October 2008.

4

10 Based on these studies the purpose of this undertaking is to improve the shopping experience of people in two selected promenades viz. , the Emporium Shopping Mall and Siam Paragon Shopping Mall. We planned the survey consequently and conducted this study successfully and submitted our study, analysis and treatments based on the study our findings.

## **Table 1 TOURIST ARRIVALS IN THAILAND 2007-2009**

### **Beginning: ThaiWebsites. co**

## **2 Literature Review**

11 Literature reappraisal comprised information sourcing from books. I went to the library and local book shops to acquire books on Thailand and to cognize about Bangkok, its history, civilization, faith and traditions etc. one book which I found was ' Eyewitness Travel Guide to Thailand'. 5 This travel usher was written by Philip Cornwel and the book is published by the Dorling Kindersley Publishing. It had 504 pages and was priced at \$ 17. 50. it offers

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easy entree to Thai history, political relations, music, festivals, athletics and civilization. It besides has lists of hotels and eating houses, shopping topographic points, golf, diving, white H2O rafting and several images and maps related to the information provided. It was a really practical usher overall.

12 The following book I took for mention is ‘ Lonely Planet Thailand ’ 6, written by Joe Cummings, Sandra Bao, China Williams and Steven Martin. I got it from Amazon books and it was priced \$ 18. 19. it was more like a survival usher with in depth information on Thai watering place, resorts, civilization and some of import phrases and words to retrieve etc. it has about 148 maps which were really easy to follow and I found this peculiar book really helpful.

13 Alone planet is a series of books focused on specify locations in Thailand such as, lonely planet Thailand ‘ s Islands and Beaches, Lonely Planet Chiang Mai Northern Thailand, Lonely Planet Bangkok etc. As I was to travel to Bangkok I ordered the “ Alone Planet Bangkok ” , from Amazon for \$ 14. 00 it was authored and published by Michelin Publications. This book had a 4 star reappraisal in Amazon and true to this fact this book was a tourer wonder.

14 It is recommended to everyone going to Bangkok as it is a hoarded wealth house of information ‘ s on all facets of the metropolis and overall about Thailand. The nutrient, dark markets, twenty-four hours bazars etc which no travel guide will take you in existent can be seen reviewed here in this book. A entire and complete usher of the shopping festivals and other jublations in Bangkok and the right clip to see, topographic points to see and

other attractive forces in around the metropolis is all focussed and explained really good. Many more on-line resources are besides helpful but nil can be more comfy than holding a travel usher in manus with maps to read.

15 It is non ever possible to transport your laptops and work on them for inside informations. I carried all the books with me during the trip and found them to be really utile. I learned some common phrases and I used them. Local people were really delighted to see a foreign pupil talking their linguistic communication. Therefore these books made my trip more memorable and lively. My experiences were enhanced through these books.

16 I besides looked at local surveies conducted antecedently by other academic research workers such as Alisa Nilawan 7 revealed that clients at Metro Mall At Sukhumvit Subway Station had a multi-faceted attack to client satisfaction. The findings of the survey reveal that the clients considered nutrient and drink stores, sensible monetary value counterpart with the merchandise quality, modern atmosphere and location of promenade, word of oral cavity and price reduction voucher available, and prompt and attentive services of sales representatives being the chief factors act uponing clients ' visits to Metro Mall at Sukhumvit station. " The findings besides revealed that the overall clients ' satisfaction degree toward the being service and public presentation of Metro Mall at Sukhumvit station was at satisfied degree, particularly in footings of standard quality of merchandises, interior design, velocity of service, cleanliness, uniform of sales representative, productiveness and quality, store price reduction, and sensible monetary value when compared with the merchandises quality and measure. " 8

17 Another survey Turning Shopping Malls And Behaviour Of Urban Shoppers conducted by Rajagopal 9 revealed that the shopping promenades ' atmosphere, the mixture of shops with broad scope of merchandises, gross revenues publicities and comparative economic additions in the promenades attracted higher volume of foreign and domestic client traffic.

### **3 Methodology**

18 The sample frame for the survey comprised all modern mega promenades located in Bangkok. Harmonizing to Asia Web, 10 there are about 19 mega shopping promenades in Bangkok. Bangkok ' s modern, multi-storey shopping promenades are a shopper ' s Eden with the metropolis ' s finest manner shops, planetary trade names, book stores, forte shops, accoutrements bases and all sorts of luxury interior decorator lifestyle goods. There are two of import promenades in peculiar which attracts more people than others.

19 Harmonizing to a taking touristy site, The Emporium " is like a calendered magazine come to life. Behold the seven beds of shopper ' s Eden, where the first three floors are dedicated entirely to manner. Exclusive first trade name names dominate the land floor, hot international interior decorator points, leather and jewelry the first floor, and glamorous attire for the immature and vogueish, the 2nd. Fashionist as, this is your resort area " .

11 The 2nd promenade selected is the Siam Mall. An disposed description of Siam Mall is as follows:



**“ From a sporty yellow Ferrari to a brace of Jimmy Choo places, Siam Paragon is a shopping promenade without challenger in Southeast Asia when it comes to luxury goods. This shopping and amusement composite is an up market, five-storey giant with 500, 000 square meters of retail infinite. The glimmer, modern promenade opened in December 2005 at a cost of 15 billion tical ( US \$ 375 million ) , and is place to more than 250 celebrated international and local luxury trade names... ‘**

20 Having selected the mega promenades for our survey, I designed a structured questionnaire for the survey. The structured questionnaires are given in Annexes 1 & A ; 2. Once the inquiries were ready it was decided that the sample of 60 clients indiscriminately selected would be meaningful for the study..

21 I successfully finished the study in the two promenades, Emporium shopping Mall and Siam Paragon Shopping Mall. It was a great experience interacting with tourer from different states. They were really co-operative and were happy to assist us by replying the questionnaire.

22 Based on the questionnaire we prepared an analysis and treatment below. We found out why people visit Bangkok and why they loved to shop in the promenades. We besides found some on-line informations about the tourer flow in Bangkok over the period of old ages. The local occupants were non that co operative as aliens. They were really serious and some refused to take the study.

23 The staff of the promenade and many store proprietors was really friendly and they asked us about why we were carry oning study and what we were

making. It was great experience to interact with local man of affairs. We even asked them about how aliens come to the promenade and what precisely attracts them in their shops. They agreed that economic lag has affected touristry in Bangkok as fewer tourers turned up this twelvemonth. This so had consequence on their ain concern they said really unhappily. Overall it was a great exposure to us as we knew how to interact and pass on with people. We were able to equilibrate between the good and bad facets that we encountered in the promenades. We learned to turn to all types of people and we learned how to pass on courteously.

## **4 Information Analysis And Discussion Of Findings**

### **4.1 Analysis of Questions**

#### **Department store Shopping Mall**

24 In the above graph you see the first inquiry from the questionnaire inquiring “ Are you occupant of Bangkok? About 80 % of people who took the study were occupants. And among the 20 % who were non-residents answered the 2nd inquiry which was “ is this your first visit to Bangkok? ” about 90 % tourer were first clip visitants to Thailand.

25 The 3rd inquiry was how they knew about the promenade. In this inquiry I found that travel sites were of a lesser aid in happening the best shopping promenades in the Bangkok metropolis. Peoples found out more from friends, online forums and societal media webs. Following coming to the chief subject about what they liked about the Emporium Mall many answered that they liked the service and the atmosphere more. The monetary value they felt was bit dearly-won yet they found it worth the money they had

spent. The nutrient was n't really impressive in the nutrient tribunal in the promenade. Overall service was the prima force for the visitants to shop at the promenade.

26 When asked about the evaluation of the promenades All the 30 resondents said that shopping at the Emporium Mall was great or good.

27 Percepts of shoppers of the Emporium Mall was highly positive as they liked New York liked the insides and the atmosphere. The immense country and infinite attracted others though they were non really attracted by the nutrient and other things. About 95 % wanted to come back once more for the same shopping experince.

28 About 95 % of the foreign shoppers felt they can associate Emporium Mall to that show cased in their ain states. This is dismaying as this means this promenade is non every bit alone as it looks like. Similarities do be between others mall in foreign states and Emporium Mall. Harmonizing to domestic and foreign 90 % of them felt that they got what they wanted or found things which were really impressive.

29 Another astonishing fact was that people felt that it was a mixture of West and east amnbience that attracted them. Not many felt it was old fashioned, eastern or western in peculiar. Some people felt irritated by the immense crowd but many others loved and had no annoyances.

30 The manner of conveyance to and from the promenade was by cab largely and the following of import manner of conveyance was the public conveyance like coach, metros etc. many people like the tuktuk drive across

the metropolis. Many people who stayed nearby walked to the promenade. Most of them felt that making the promenade was really easy.

31 Many visitants felt that this promenade was a one halt topographic point for all their demands. But many felt they had other options. They visited the topographic point for specify points entirely. Peoples in the age group of 20-30 visited the promenades really frequently and the following was people from age group 40-59. Childs below 20 were the following in lead and non many Ags above 60 were seen about.

32 Almost without any gender prejudice work forces and adult females were seen coming to the promenade. There was no large difference. Married people seem to come her more frequently than singles. It is more sophisticated and hence singles do n't prefer coming here. It is besides really crowed erectile dysfunction andwas non a preferable haunt for singles.

33 Among the visitants about 90 % were Asiatic and closely following were Americans. Other nationalities counted less. Many were into private sector occupations or owned their ain concern constitutions. Students besides visited these promenades more than the authorities employees. The business largely of the visitants was public sector.

## **Siam Paragon Shopping Mall**

34 In the above graph you see the first inquiry from the questionnaire inquiring " Are you occupant of Bangkok? 10 % of people who took the study were occupants. And about 90 % who were non occupants answered the 2nd inquiry which was " is this your first visit to Bangkok? " About 90 % of the tourer were first clip visitants.

35 The 3rd inquiry was how they knew about the promenade. In this inquiry we did happen one major factor that on-line information and travel sites helped a batch in happening the best shopping promenades in the metropolis. Peoples found out from friends, online forums and societal media webs. Following coming to the chief subject about what they liked about the Siam Paragon Shopping Mall many answered that they like the service and the atmosphere more. The cost they felt was bit dearly-won yet they found it worth the money they had spent. The nutrient was n't really impressive in the nutrient tribunal in the promenade. Overall the atmosphere was the prima force for the promenades success.

36 The overall evaluation was Good as against great ( 60 % ) for Emporium Mall, and non bad ( 1 % ) the feedback was merely the opposite about the shopping experience. Peoples found it Great to shop here and many felt it was non bad.

37 Many liked the atmosphere, insides and the immense country. The nutrient attracted others. Almost 90 % wanted to come back once more for the same experince

38 About 95 % felt they can associate this promenade to that they show in other states. This is dismaying as this means this promenade is non every bit alone as it looks like. Similarities do be between others and this promenade. 90 % of the people felt that they got what they wanted or found things which were really impressive.

39 Another astonishing fact was that people felt that it was a mix of West and E. Not many felt it was old fashioned, eastern or western in peculiar.

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Some people felt irritated by the immense crowd but many others loved and had no annoyances.

40 The manner of conveyance to and from the promenade was by Taxi largely and the following of import manner of conveyance was the public conveyance like coach, metros etc. many people like the tuktuk drive across the metropolis. Many people who stayed nearby walked to the promenade. Most of them felt that making the promenade was really easy.

41 Many visitants felt that this promenade was a one halt topographic point for all their demands. But many felt they had other options. They visited the topographic point for specify points entirely. Peoples in the age group of 20-30 visited the promenades really frequently and the following was people from age group 40-59. Childs below 20 were the following in lead and non many Ags above 60 were seen about.

42 Almost without any gender prejudice work forces and adult females were seen coming to the promenade. But work forces were seen somewhat more than adult females. There was no large difference though. Married people seem to come less than singles. It is a Eden for singles to hang out.

43 Asians visited this promenade most followed by other subjects like Americans, Africans, Latino and others. As for the business of the visitants who visited the promenade, it was found that pupils came here the most. They liked the topographic point really good and it was their favourite haunt with friends. Peoples working in authorities and public sector occupations came lesser and concern people visited lesser.

## 4. 2 Discussions of Findings

44 When comparing the shopping experience in both the promenades we found a huge difference in the information we collected through the questionnaire. The consequences were wholly in contrast in some countries and in some fields both were about the same. We found that more occupants visited the Emporium Mall while more aliens visited the Siam Paragon Shopping Mall. Most of the visitants were first timers.

45 At both topographic points people liked the atmosphere and the services. The cost was high in both promenades and the type of people using the promenades besides varied a batch. Many immature people and individual people preferred using the Siam Paragon Shopping Mall. It was a best haunt for children and pupils in particular. Senior people preferred the Emporium Mall. I found this out through analysis of respondents to the assorted inquiries harmonizing to their age and business.

46 Following comes the beginning of information. Many people found information about the two mega shopping promenades online through forums, societal media networking sites and travel sites. This shows how online media is assisting tourism a batch. And as for the ethnicity we find Asians using the topographic point more than the westerners. Which means this country is still to be tapped by the tourism industry. By advancing Bangkok in the western universe there are greater opportunities of pulling people from European and American states. Overall the end to happen out the shopping experience in the two promenades was achieved and really of interest inside informations were analyzed.

### **4. 3 Restrictions Of The Study**

47 There were certain restrictions and jobs when we started our study at the two promenades. First was the reluctance from the persons to pass few proceedings to make full up the questionnaire. Many Westerns were excessively obliged to assist and they even spend some clip to inquire us about our instruction. They were really friendly and concerned. But local occupants were irritated when we stopped them and most of them refused to halt.

48 After the study we found out that alone web sites must be created to advance Bangkok touristy. A best touristy publicity scheme must be developed by the touristy depart to ask for aliens to Bangkok. We besides saw placed which were non good maintained. Government should take stairss to keep its rich tradition and civilization. Furthermore the fees for come ining historic topographic points and Buddha temples were really high. This besides must be reduced.

### **5 Decision**

49 My trip to Bangkok was a great success as I was non merely basking with my friends I was besides larning new things that was enriching my cognition. Bangkok is thronged by tourers from all states who come here for many varied grounds. Our program was to happen out what made Bangkok a preferable tourer finish in the eyes of the tourers. We planned to carry on a study in two celebrated shopping promenades in Bangkok. We prepared the questionnaire consequently and finished the study successfully. After analysing the study we have discussed certain issues and restrictions. Overall this full trip was really utile for my surveies. It gave me self



assurance and the bravery to travel to new states and converse and associate to people who come from many states.

50 Bangkok is a great metropolis rich in civilization, faith, tradition etc and is besides a really modern metropolis with a touch of western civilization excessively. So aliens prefer this metropolis and they come here to see the eastern tradition, to cognize more about Buddhism, to see all historic topographic points in and around Bangkok, and besides to see the alien Thai nutrient which is universe celebrated. The purpose of this undertaking was to happen the shopping experience of people sing the two promenades, viz. the Emporium shopping Mall and Siam Paragon Shopping Mall. Our end was achieved successfully and we are now confident plenty to carry on more surveies and studies in future.

## **6. 1. Appendix A**

Dear sir/Madam

I am Ram Vignesh pupil from Management development institute of Singapore. We are carry oning a study as portion of our class and we kindly request you to assist us by make fulling this little questionnaire on your experience in the shopping at Emporium Mall.

Yours unfeignedly

Ram Vignesh

## **Part 1 About your trip to Bangkok**

Are you a occupants of Bangkok



Atmosphere nutrient

Other

What is your overall evaluation for the promenade?

Great Good

Bad Not bad

How was the shopping experience in the promenade

Great Not bad

Very bad

What is one good thing about the promenade which impressed you?

Atmosphere Insides

Huge country Food tribunal

Others

Would you like to see this promenade once more?

Yes decidedly I might

No I wo n't Ca n't state

Can you compare this promenade to promenades in other states?

Yes No

In some ways yes Not at all

Did you find things as per your likings and desire?

Yes slightly

No

What class can you give for the stores in the promenade?

Western Eastern

Mix of West and east old fashioned

What irritated you the most when you were in the promenade?

Huge crowds Car parking

Long waiting lines in stores None

How did you go to the promenade?

Taxi Public conveyance

Tuktuk Other

Did you find making the promenade easy via public conveyance?

Yes No

Is this promenade a one halt store for all your demands

Yes No

## **Part 3 Demography**

Age

Below 20 20 to 39

40 to 59 60 and above

Gender

Male Female

Marital Status

Single Married

Ethnicity

Asiatic African

American Latino

Multi - Cultural

Occupation

Government Sector Private Sector

Own Business Student

Others

Other Remarks





Great Good

Bad Not bad

How was the shopping experience in the promenade

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Very bad

What is one good thing about the promenade which impressed you?

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Other Remarks

