

TOURIST BEHAVIOR SELECTION ACCOMMODATION IN LUANG PRABANG LAOS

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ABSTRACT

The objective of this research is to study tourists' behavior in selection accommodation in Luang Prabang, Laos, and the factors influence of gender, age, education, occupation, income on the perceived importance of marketing variables in this selection. Questionnaires are used to collect data from 385 tourist who visited Luang Prabang. The majority of tourist was female, 40-49 years old, homeland from Thailand, France, Japan, China, America, and any others countries, bachelor's degree holders, married, entrepreneur occupation with USD 800-900 income.

In terms of tourist behavior was staying in median hotel, 3-4 night per time, first time of visited, reservation room by telephone, room rate USD 50-100 per day with expenses USD 101-150 per day. The factors influence of tourist selection accommodation in Luang Prabang Laos were product, price, place, promotion, process, productivity, people, physical evidence. Education, occupation were significantly different toward the factors influence of tourists selection accommodation in Luang Prabang Laos.

KEYWORDS: Tourist Behavior, Selection Accommodation, Luang Prabang, Laos

INTRODUCTION

Luang Prabang is a province of Laos, located in the north of the country. Its capital of the same name, Luang Prabang, was the capital of Lane Xang Kingdom during the 13th to 16th centuries. It is listed since 1975 by UNESCO as a World Heritage Site for unique architectural, religious and cultural heritage, a blend of the rural and urban development's over several centuries, including the French colonial influences during the 19th and 20th centuries

In 2008 the New York Times put Laos at the top of their list of "Places to Go". The city had already been considered one of Southeast Asia's must sees for well over a decade. Tourism brings with it the potential to boost the economy of rural Lao and has already contributed to a new sense of identity and local pride in the culture and heritage of the town of Luang Prabang. Tourism brings money and jobs but inevitably the issue of cultural change arises and must be addressed. The historical heart of Luang Prabang, with a resident population of only 3,000, is a place of fragile beauty that is especially vulnerable to change brought from the outside.

The rapid increase in visitors to Luang Prabang has resulted in a correspondingly rapid and largely unplanned expansion of transportation infrastructure and accommodation facilities. In addition to the stress placed on the town's public utilities-electricity, water, sewage and garbage collection the construction boom has created a demand for land within and around the town's historic core. This combination of development pressures has placed critical stress on both the environment and the historic cultural resources of Luang Prabang, and threatens to overwhelm them.

LITERATURE REVIEW

Lovelock Christopher (2007) explained that service marketing mix is the set of marketing tools the firm uses to pursue its marketing objectives in the target market, the marketing mix refer to 8ps as follow: product, price, place, promotion, people, physical environment, productivity and quality.

Etzel Michael J.(2001)said that the consumer decision process consists of five stages: need recognition, information search, evaluation of alternative, purchase decision, and post purchase behavior, The buyer recognizes a problem or need is usually the lack of a product or service that is desired or needed then the buyer looks for information, which may include brand names, product characteristics, warranties, and other features. Next, the buyer weighs the various alternatives he or she has discovered and then finally makes a choice and acquires the item. In the after purchase stage, the consumer evaluates the suitability of the product this judgment will affect future purchase. The buying process is influenced by situational factors such as physical surroundings, social surroundings, time, purchase reason, and buyer's mood and condition. Karunakaran K(2009)argues that consumer behavior is influenced by cultural, social, personal and psychological characteristics. The marketing people will not be able to control these factors, but nevertheless have to understand and reckon them.

RESEARCH OBJECTIVES

- To study Thai tourist behaviors in Luang Prabang, Laos
- To study the perceived importance of marketing variables for tourist in the selection of accommodation in Luang Prabang
- To study the influence of gender, age, and income on the perceived importance of these marketing variables

RESEARCH HYPOTHESIS

- Gender influences the importance of marketing variables in selection accommodation.
- Age influences the importance of marketing variables in selection accommodation.
- Education influences the importance of marketing variables in selection accommodation.
- Occupation influences the importance of marketing variables in selection accommodation.
- Income influences the importance of marketing variables in selection accommodation

RESEARCH METHODOLOGY

This study is based entirely on primary data and secondary data which collected through specially designed questionnaire and deft interview. A sample of 385 tourist who visited and stay in Luang Prabang Laos. The questionnaires were distributed and collected during the period from January to March 2011. Data analysis descriptive statistic frequency distribution, percentage. Mean, standard deviation, inferential statistics, t-test and F-test (One –way ANOVA)

RESEARCH RESULTS

The study indicated that 46.2% respondents were male and 53.8% respondents were female, majority of age between 40-49 years, representing 55.3%, bachelor's degree holders representing 84.9%, married, representing 70.4%, entrepreneur occupation, representing 31.4%, with income USD 800 – 900 per month, representing 72.7%, homeland from Thailand representing 33.5 %, from France representing 18.4 %, from Japan representing 11.9 %, from China representing 10.4 %, from America representing 4.4% and any others countries, in terms of tourist behavior, the percentage of tourist staying in median hotel was 32.7%, 3-4 night per time, representing 64.7%, first time of visited, representing 36.4%, reservation room by telephone, representing 70.6%, room rate USD 50-100 per day with expenses USD101-150 per day. The factors influence of tourist selection accommodation in Luang Prabang Laos were product, price, place, promotion, process, productivity, people, and physical evidence.

Difference of Gender and Factors Influence of Tourist Selection Accommodation

Table 1: T-Test-Difference Gender and the Factors Influence of Tourist Selection Accommodation

The Factors Influence	Sex	N	Mean	Std. Deviation	t	Sig
PRODUCT	Male	178	3.5458	.75706	-.857	.890
	Female	207	3.6132	.75870		
PRICE	Male	178	3.9318	.87962	-1.242	.113
	Female	207	4.0384	.77824		
PLACE	Male	178	3.8182	.79562	.083	.966
	Female	207	3.8113	.82323		
PROMOTION	Male	178	3.6734	.76731	-.384	.798
	Female	207	3.7041	.77444		
PEOPLE	Male	178	4.1297	.68560	-1.223	.213
	Female	207	4.2142	.64674		
PHYSICAL	Male	178	3.6215	.87710	-1.901	.438
	Female	207	3.7892	.83806		
PROCESS	Male	178	3.5420	.79573	-.825	.781
	Female	207	3.6097	.80309		
PRODUCTIVITY	Male	178	3.3640	.86271	-1.556	.789
	Female	207	3.5025	.86026		

The results from table 1, it shown that gender was no significantly different between male and female toward the factors influence of tourist selection accommodation in Luang Prang Laos($P>0.05$)

Difference of Age and Factors Influence of Tourist Selection Accommodation

Table 2: ANOVA-Difference Age and the Factors Influence of Tourist Selection Accommodation

The Factors Influence		Sum of Squares	df	Mean Square	F	Sig.
PRODUCT	Between Groups	2.163	3	.721	1.258	.288
	Within Groups	212.545	371	.573		
	Total	214.708	374			
PRICE	Between Groups	1.369	3	.456	.665	.574
	Within Groups	258.057	376	.686		
	Total	259.427	379			
PLACE	Between Groups	1.407	3	.469	.714	.544
	Within Groups	248.302	378	.657		
	Total	249.709	381			
PROMOTION	Between Groups	1.556	3	.519	.874	.455
	Within Groups	218.551	368	.594		
	Total	220.107	371			
PEOPLE	Between Groups	1.512	3	.504	1.140	.333
	Within Groups	164.443	372	.442		
	Total	165.955	375			
PHYSICAL	Between Groups	2.745	3	.915	1.241	.295
	Within Groups	277.897	377	.737		
	Total	280.641	380			
PROCESS	Between Groups	2.427	3	.809	1.269	.285
	Within Groups	241.678	379	.638		
	Total	244.104	382			
PRODUCTIVITY	Between Groups	5.185	3	1.728	2.346	.073
	Within Groups	274.865	373	.737		
	Total	280.050	376			

The results from table 2, it indicated that age was no significantly different toward the fact ors influence of tourist selection accommodation in Luang Prabang Laos($P>0.05$)

Difference of Education and Factors of Tourist Selection Accommodation

Table 3: ANOVA-Difference Education and the Factors Influence of Tourist Selection Accommodation

The Factors Influence		Sum of Squares	df	Mean Square	F	Sig.
PRODUCT	Between Groups	7.128	3	2.376	4.247	.006*
	Within Groups	207.580	371	.560		
	Total	214.708	374			
PRICE	Between Groups	7.001	3	2.334	3.476	.016*
	Within Groups	252.425	376	.671		
	Total	259.427	379			
PLACE	Between Groups	15.729	3	5.243	8.470	.000*
	Within Groups	233.981	378	.619		
	Total	249.709	381			
PROMOTION	Between Groups	9.337	3	3.112	5.434	.001*
	Within Groups	210.770	368	.573		
	Total	220.107	371			
PEOPLE	Between Groups	7.961	3	2.654	6.248	.000*
	Within Groups	157.994	372	.425		
	Total	165.955	375			
PHYSICAL	Between Groups	11.254	3	3.751	5.250	.001*
	Within Groups	269.387	377	.715		
	Total	280.641	380			
PROCESS	Between Groups	10.677	3	3.559	5.779	.001*
	Within Groups	233.427	379	.616		
	Total	244.104	382			
PRODUCTIVITY	Between Groups	13.050	3	4.350	6.077	.000*
	Within Groups	267.000	373	.716		
	Total	280.050	376			

The results from table 3, it indicated that education was significantly different toward the factors influence of tourist selection accommodation in Luang Prabang Laos with product, price, place, promotion, process, productivity, people, and physical evidence ($P < 0.05$)

Difference of Occupations and Factors of Tourist Selection Accommodation

Table 4: ANOVA-Difference of Occupation and the Factors Influence of Tourist Selection Accommodation

The Factors Influence		Sum of Squares	df	Mean Square	F	Sig.
PRODUCT	Between Groups	16.063	6	2.677	4.959	.000*
	Within Groups	198.645	368	.540		
	Total	214.708	374			
PRICE	Between Groups	11.598	6	1.933	2.909	.009*
	Within Groups	247.828	373	.664		
	Total	259.427	379			
PLACE	Between Groups	18.657	6	3.109	5.047	.000*
	Within Groups	231.053	375	.616		
	Total	249.709	381			
PROMOTION	Between Groups	15.938	6	2.656	4.749	.000*
	Within Groups	204.169	365	.559		
	Total	220.107	371			
PEOPLE	Between Groups	12.451	6	2.075	4.989	.000*
	Within Groups	153.504	369	.416		
	Total	165.955	375			
PHYSICAL	Between Groups	14.380	6	2.397	3.366	.003*
	Within Groups	266.262	374	.712		
	Total	280.641	380			

Table 4: Contd.,

PROCESS	Between Groups	13.522	6	2.254	3.675	.001*
	Within Groups	230.583	376	.613		
	Total	244.104	382			
PRODUCTIVITY	Between Groups	11.973	6	1.996	2.754	.012*
	Within Groups	268.077	370	.725		
	Total	280.050	376			

The results from table 4, it indicated that occupation was significantly different toward the factors influence of tourist selection accommodation in Luang Prabang Laos with product, price, place, promotion, process, productivity, people, and physical evidence(P<0.05)

Difference of Income and Factors of Tourist Selection Accommodation

Table 5: ANOVA-Difference of Income and the Factors Influence of Tourist Selection Accommodation

	The Factors Influence	Sum of Squares	df	Mean Square	F	Sig.
PRODUCT	Between Groups	3.438	5	.688	1.201	.308
	Within Groups	211.270	369	.573		
	Total	214.708	374			
PRICE	Between Groups	2.941	5	.588	.858	.510
	Within Groups	256.486	374	.686		
	Total	259.427	379			
PLACE	Between Groups	2.566	5	.513	.781	.564
	Within Groups	247.143	376	.657		
	Total	249.709	381			
PROMOTION	Between Groups	2.472	5	.494	.831	.528
	Within Groups	217.635	366	.595		
	Total	220.107	371			
PEOPLE	Between Groups	1.525	5	.305	.686	.634
	Within Groups	164.429	370	.444		
	Total	165.955	375			
PHYSICAL	Between Groups	2.726	5	.545	.736	.597
	Within Groups	277.916	375	.741		
	Total	280.641	380			
PROCESS	Between Groups	5.243	5	1.049	1.655	.145
	Within Groups	238.861	375	.634		
	Total	244.104	382			
PRODUCTIVITY	Between Groups	3.185	5	.637	.854	.513
	Within Groups	276.865	371	.746		
	Total	280.050	376			

The results from table 2, it indicated that income was no significantly different toward the factors influence of tourist selection accommodation in Luang Prabang Laos(P>0.05)

CONCLUSIONS

It is identified and confirmed that, the majority of respondents were female, age between 40-49 years old, bachelor degree, married, entrepreneur occupation, homeland from Thailand, France, Japan, China, America with income between USD 800-900 per month. In terms of behavior, tourist was stay in median hotel, 3-4 nights per time, first visited, reservation by telephone, room rate USD 50-100 per day, expenses USD 101-150 per day. The factors influence of tourist behavior selection accommodation in Luang Prabang Laos was product, price, place, promotion, process, productivity, people, physical evidence. Education , occupation, were significantly different toward the factors influence of tourist selection accommodation in Luang Prabang Laos.

RECOMMENDATIONS

- Hotel industry in Luang Prabang Laos should to be training hotel employee for increase knowledge, skills, attitude, that lead to changes in behavior in line with established performance goals.
- Hotel industry should be improve the quality of service marketing mix like product Quality, special price, convenience place, promotion, process, productivity, people, and physical evidence in order to meet the consumers satisfaction.

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