

Factors affecting the selection of Boutique Hotel of tourist in Phuket Province

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Abstract— This research aims to study the factors affecting the selection of Boutique Hotel by tourist in Phuket. The samples were taken from travelers who came to Boutique hotel in Phuket province. The data were collected from 400 samples by using a questionnaire. The samples were selected by opportunity random sampling, analyzed by using descriptive statistics, frequency, percentage and chi-square test. The results show that most of samples were female who travelled with friends. They spent around 1,000-3,000 Baht for accommodations, they got information of a hotel from the Internet, and they visited Phuket once a year. They chose Boutique Hotel because of the promotional discount, the unique design features, clean rooms and good facilities in the room. The problem with the service Boutique Hotel is the journey.

Keywords— boutique hotel, hotel business, tourist, consumer behavior

I. Introduction

Thailand is one of the countries with the most diverse attractions. The number of visitors has increased. Overview of tourism in the year 2012 were total number of about 22 million, and revenue from tourism in the year 2012 totaled more than 965,000 million Baht.[1] [2]

The Intense competition in the tourism industry, with the expectation of modern traveler in the journey of changed. In a manner that tourists would like to have a different experience and more unique. The hotel chain has the same standard anywhere in the world which cannot meet such needs of this group. Thus, causing a gap to allow industry which operator with a less capital, including the new entrepreneurs develops by focusing on the design and decoration. The unique are markedly different from their competitors. Comprising service with close attention and create an impressive environment for the guests. Accommodation features such popular commonly referred Boutique Hotel.

Boutique Hotel is another option to create an alternative to discerning travelers to choose where to stay while travelling. A Boutique hotel is in the early solution of entrepreneurs with limited fund, small and there are not many facilities. But nowadays it is a boutique hotel with a unique design and services specifically to fulfill the needs of the target group, which held that the identity of the boutique. [3] Currently, Phuket offers many boutique hotels, distributed by the major attractions of the province to meet the needs of different. Each hotel will be creating a unique and distinguished personality,

which is as an alternative to the guests.

From background and importance above, a researcher is interested to study the factors that affect the service boutique hotel on tourists in Phuket by studying the behaviors of the service, and factors affecting the service, problems of using boutique hotels in Phuket. Data from the study can be taken as a guide to improve and develop business administration hotel in Phuket to meet the needs of travelers, and to develop the tourism potential of the province even more and more.

II. Literature Review

Research studies on this subject study the factors affect the service Boutique on tourists in Phuket. The study of the client used the ideas of customer behavior and managerial perspective in tourism.

A. Definitions of Boutique Hotel

First and foremost a boutique hotel is small. [4] [5] [6] The primary features of boutique hotels are architecture and design Style [7], unique, trendy, hip & cool, warm, personalized service, inspiring and [8]. They are also called lifestyle or design hotels.[9]

B. Trend of behavior of tourism

In fact, nowadays we can't determine anyone especially customers who are tourists, because they are so unique of different individuals, attitudes, personalities, leisure time, culture, working and destinations. Including the case of group of travelers with family or friends means that we have to compromise on every group member. [10]

In these days, tourist behavior is a complex for this era. The information technology also develops very fast and it really concerns with them so that we really can't manage by adjusting their behavior, but we have to manage by data and situation. This is hospitality consumer lifestyles.[11], [12], [13]

C. Managerial perspective in tourism

The questions are how to make tourism satisfaction. The method to impress the person who is the customer is contacted by the observation which the information or the fact that the emergence of the customer. [14] [15]

On the principle how to make customers happy and interested to use our services further, we have noted that the next question of what are the services the customers wants, how the customers are struck with, and they want to use our services again. The observation, which we should notice, should be taken from basic customers; the action is repeated

each day, and the customers' expression. Good observation occurs when the integration of the information obtained. That is, the data were analyzed to determine the behavioral response to, and it should be expressed to customers to ensure that it is the most satisfaction. The observation causes to act proactively without waiting for client requests before. It is held that the expression is an unexpected action.

The tourist product	The satisfaction factor	The outcome
-Tangible element	- Perception of the tourist experience	-Tourist satisfaction
-Service element	- Tourist attitudes and expectations	-Tourist partial satisfaction
-Role of intermediaries and agents	- Uncontrollable factors	- Tourist dissatisfaction

Figure 1: The tourist satisfaction process [16]

D. Technology and tourist Information

While technology is strongly shaped in social life of people, and it will be important more, advances, which it can increase human ability to do a lot of things and fast, people or customers using technology to communicate with more people and often. They can make a group of the same interest and communicate each other as virtual community. In this point, technology's role is a key of hotel management to deal with customer who had and knew much information before booking the hotel. [17] [18]

For choosing the hotel which customer wants, they will go direct to www.agoda.com, www.expedia.co.th, www.booking.com, www.hotelinterbooking.com, and hotel website then they read the reviews and comments of the customers who came earlier and shared information about their satisfaction such as comfort, convenience, cleanness, food and services of that hotel. One more thing which the hotels should prepare for the customer activities current is the widespread use of the internet for sourcing information and knowledge for all types of traveler. Of the above, the hotel should have a technician for serving of all the new kinds of hardware and software of customer carrying. [19] [20] [21]

E. The Challenge of Marketing Independent Boutique Hotels

There are several key factors to develop a lean and targeted marketing plan for boutique hotels: (1) beginning by developing a client profile for each market segment by season, (2) using electronic distribution channels and manage the heck out them, (3) developing a Public Relations Plan within the marketing plan, (4) developing your own Customer Relationship Management program, and (5) developing cost effective mailing pieces targeted to past guests and potential guests that your profile for the period of time or promotion that you have developed. [22]

The guests of Boutique hotel are not easy to be replaced and therefore for considering that the use of Customer Relationship Management (CRM) system is necessary. This will help the enterprise to maintain a good relationship with its current guests, improve the service offering them, and create loyalty. [23] However, boutique owners can capitalize on the unique qualities their properties offer guests and help grow

their charm, historical value, one-of-a-kind architectural design and a new experience from traditional hotels, which make them hot destinations. The key to market a successful boutique property is determining and identifying what makes it stand out from its competitors and what customers are seeking. [24]

The other challenge to the notion that boutiques must be independently operated is the emergence of national hotel brands developing their own boutique labels. [25]

III. Research Framework

This research was conducted to study the factors that affect the use of Boutique Hotel in Phuket, which uses the concepts of consumer behavior.

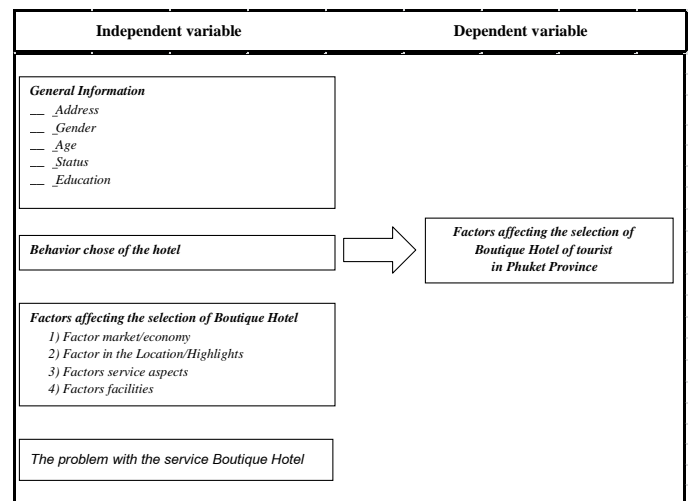


Figure2: Factors affecting the selection of Boutique Hotel of tourist in Phuket Province

IV. Purposes of the Study

1. To study the behaviors of the service of tourists in Phuket
2. To study the factors those influence the service Boutique Hotel on tourists in Phuket
3. To investigate problems of using Boutique Hotel

V. Research Metrology

This Research studies factors affecting the use of Boutique Hotel in Phuket. The samples in the study were 55 boutique hotels in Phuket. There were 400 people as samples in the study. The researcher used questionnaires as a tool to collect data. The questionnaire was built on the idea and concepts defined in the research. Descriptive statistics were used to describe the general nature of the data collected by presenting a table, mean, percent, and frequency.

VI. Finding

The study of the factors affecting the use of boutique hotels in Phuket. The purposes of the study were to use of Boutique hotel in Phuket, to study the factors those influence the choice of a boutique hotel in Phuket, and to study the problem of service boutique hotel in Phuket. The results were described as follows.

Demographic data:

The results show that 50.3% of interviewees were European tourists, which mostly came from France, and 27.5% of interviewees were Thai tourists, mostly from Bangkok. 55.5% of interviewees were female and 44.5% were male. 52.8% of interviewees were between 31 and 40 years old. 62.3% of interviewees were single. 54.3% of interviewees obtained a Bachelor's degree. 47.3% were employees.

Behavioral selection Boutique hotel:

The results show that 44.8% of interviewees traveled with friends. 58.3% of interviewees spent about 1,001 and 3,000 Baht for accommodations. 56.3 % of interviewees received information and details of Boutique hotels from the Internet. And 77.8% of interviewees came to Phuket at least once a year.

Factors affecting on choose the services of Boutique hotel:

The results were divided into the following four factors.

1. Markets and the economy factors

The results show that 63.3% of interviewees commented about the promotional discount, which was important to select the Boutique hotel, 54% of interviewees were followed by the room rates are reasonable, and 36.8% of interviewees selected by advertising and promotion of the hotel regularly.

2. Location and Highlights Factors

The results showed that 25.5 % of interviewees commented about the design, which is unique and outstanding. It is important to select the most services. 30% of interviewees were followed by its location within easy access. 33.5% of interviewees chose the hotel, which is located near the tourist attraction.

3. Services Factor

The results showed that 57.7% of interviewees commented about cleanness, which is important to select the Boutique hotel services. 51.3% of interviewees were followed by the personality and service of the staff, and 77.5% of interviewees selected because there is a car service.

4. Facilities Factor

The results showed that 73% of interviewees commented about the facilities in the room, which is important to select the Boutique hotel. 30.5% of interviewees said that there was

the dining service, and 23.8% of interviewees chose the Boutique hotel because there is a Internet service.

The problem with the service Boutique Hotel:

The results show that 18.5% of interviewees had the issue about the journey. 12.5% of interviewees had the issue in price, and 8.5% of interviewees had the issue in service.

VII. Discussion and Conclusion

Theoretically, this study followed a framework, which found the expecting and lifestyle of consumer behavior who traveler to Boutique Hotel in Phuket, Thailand. The number of travelers combined with half foreign and Thai. The consumer behaviors of them are not much difference. There is no universal patterns of complaining from different cultures, which have diverse needs and expectations when they complain. [26] Boutique and lifestyle hotel strategies provide hotel companies with important points of differentiation in an increasingly competitive marketplace. [27] Many articles as which researcher interested as (1) "The Use of Urban Built Heritage for Boutique Hotels: Examples from Malaysia and Singapore, found", there appears to be a growing demand for and supply of Boutique heritage hotels, characterized by smallness of size and distinctiveness expressed in the occupation of converted older buildings. Heritage is a key element, although it may be fused with modern design, and these enterprises have the potential to contribute to urban conservation and sustainability. [28], (2) "An Exploration of the Experiential Nature of Boutique Accommodation", Attention to tourists' experiences with accommodation is essential for determining guest satisfaction and the personal benefits that guests derive from their stay. In-depth interviews with 19 hosts and 30 guests at boutique accommodation establishments in Nelson in the South Island of New Zealand highlighted the emotive aspects of the experiences gained by guests and revealed five key experiential dimensions that are seen as important to the success of boutique accommodation product: unique character, personalized, homely, quality, and value added. Ways in which the experiential qualities offered by boutique accommodation are perceived to differ from that provided by other traditional and specialist types of accommodation are also discussed. [29]

A decade ago, many articles about "Heritage Hotels" [30] [31] [32] and "Tourism and Cultural Change" [33] [34] [35] showed up in public, which means hotel industry are still continue developing and challenging for this industry, However, it is the profit of the consumer. Hotels are certainly necessary all over the world, wherever there are travelers who need lodging. Hotspots for the hotel industry, Phuket are popular tourist locations.

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