

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

This study focused on potential and prospects for the hospitality and tourism market in Songkhla with emphasis on the supply side of the tourism market. This study had divided the supply side into two groups, which are supporters and providers. The purpose of the study is to present situations, potential of Songkhla to support the tourism prospect and resolve problems regarding tourism in Songkhla following terrorism in three border provinces of southern Thailand.

In this study, the researcher used interviews and questionnaires as the instruments to collect primary data. Respondents were conveniently sampled, selected from both supporters and providers. All 234 questionnaires were handed to Songkhla respondents in January and February 2006. From the 234 questionnaires collected, 34 were from supporters and 200 from providers. To analyze the information collected, the researcher used the SPSS, version 13-computer program. The SPSS functions used in this study, the analyzed method included frequency, cross tabs, independent samples T test, transform compute, Principle Component Analysis, and ANOVA.

5.1.1 Songkhla tourism supply factor situation

The results from secondary data showed the various tourism products of Songkhla. The attractions of Songkhla province had divided into two groups. First, natural attractions: there are five beaches, three waterfalls, and two national parks and many waterfowl. Second: manmade attractions- there are twenty manmade attractions in Songkhla such as parks, museums, and a zoo.

It is very easy for tourists to get to Songkhla because there is the Hatyai International airport at Hatyai city, which serves six airlines. There is Hatyai railway station providing 22 trains throughout Songkhla province each day. In addition, Hatyai bus station provides five bus companies with 27 routes each day. Furthermore, there are 41 van companies and 11 car rental businesses.

In addition, there are various amenities in Songkhla to satisfy visitors' desires. Some examples are movie theatres, entertainment complexes, shopping malls, disco clubs, and restaurants.

Songkhla province provided 23 annual tourism activities, which include cultural and traditional festivals, recreation activities, agriculture and handicraft products fairs and special events from TAT and the local government.

Songkhla also offers a complete range of hotel accommodations, from standard budget hotels to five star hotels to resorts and guesthouses.

The Songkhla local government has determined to develop and increase domestic and international tourism. Moreover, TAT zone one, Songkhla local government, and IMT-GT have conducted a conference to develop tourism in Songkhla by collaborating with Indonesia, Malaysia, and Thailand. The purpose of this conference was to increase tourism by ten percent annually and increase revenue from ten to fifteen percent annually. The goal is to boost the current revenue of ฿14,433 million to ฿23,100 million by 2007. This plan coincides with the Songkhla local government development plan (2005).

5.1.2 Results from questionnaires

The demographic results from the respondents

Sixty-two percent of the respondents were female and 38 percent were male. The majority of the respondents (38 percent) had bachelor degrees. Most of the respondents live in southern Thailand. Moreover, only 22.2 percent of the respondents had tourism training.

Potentiality of Tourism market in Songkhla

The most popular tourism attractions of Songkhla are entertainment complexes and shopping attractions. An assessment of the marketing mix showed that Songkhla province has high potential in terms of facilities and transportation in place factor of marketing mix. However, terrorism in three border provinces had affected safety and security. In some areas of tourism destinations, sanitation was an important problem. Therefore, the local government should provide sanitation regulations to control this problem. Two more factors affected tourism price factor were rising fuel and electricity

costs. The third factor was tourism products that must be effectively promoted to increase sales. Therefore, the local government and TAT zone1 should develop and promote more products exhibitions. The fourth factor was promotion activities that attract visitors to cultural and traditional festivals and special events. Moreover, the most important factor that influences decision making of visitors was the personnel source. The fifth factor was process; the result of tourism process for visitors to entry by airplane has high potential to serve. However, to entry Songkhla by car or bus the result was in the moderate potential. Therefore, the custom in the Sadao district should be to develop their etiquette for faster service. The sixth factor was personnel training in people factor of marketing mix. TAT should provide more tourism training programs and service quality standards to improve service quality in Songkhla. The last factor was physical evident. The result was high potential to support tourism in Songkhla because Songkhla has provided high standards of entertainment and accommodations.

The tourism impact to Songkhla in future

The macro economic factor, which will have effectiveness to tourism industry in the future, are the economic impact, the result was high level with highest frequency at 42.1 percent. While 39.2 percent was the highest frequency at moderate level for social and religion impact, 36.1 percent was the highest frequency at high level for political impact and 37.7 percent was the highest frequency at superlative level for safety and security impact. Therefore, the most impact to tourism in Songkhla was the safety and security in the country.

Impact from tourism marketing development plans to local people

The tourism marketing development will have an effectiveness to local people in four sectors, which are local economy, local social and religion, local environment and local cultural and traditional. The result showed tourism development, which will have high effected to local people.

Evaluate prospect of Songkhla tourism market to support tourism marketing development plan in future

There are four plans in the prospect of Songkhla tourism "Product" to be developed. There are duty free shopping center, health & medical tourism destination, eco-tourism destinations and sports & recreation tourism destinations. The results of all plans

were moderate potential and prospect. Therefore, the local government should study before develop the tourism destinations

The prospect of Songkhla tourism to support “Promotion plan” will develop seven of tourism activities. The seven tourism activities are car rally, travel by train, online advertising, tourism product and service exhibition, special tour package, printed media tourism information for promote and promoting uniqueness of Songkhla. The results of all plans were moderate potential of prospect. Therefore, the local government and TAT zone one should study before promoting these seven tourism activities.

The prospect of “People” to serves international tourists. The essential elements of international visitors are the visitors from East Asia, Europe, and Arabian. The result showed Songkhla had potential and prospective in moderate level to serves the visitors from East Asia and Europe. For Arab visitors; they are a new target market the local government should provide more training programs to serve.

The result of prospect of “Place” was tourism infrastructure and facilities development in term of transportation, infrastructure, safety regulation, and environmental management regulation. The results were in the moderate level of potential and prospect. Therefore, the infrastructure and facilities in Songkhla had potential to support “Place” development.

The result of prospect of Songkhla tourism “Process” development in term of availability and readiness of tourism information and convenience of custom etiquette were in the moderate level of potential and prospect. Therefore, the local government and TAT should increase the tourism information and decrease the time of custom etiquette.

The indicators of success for tourism market development in Songkhla

The indicators of successful for tourism market development in Songkhla.

By ordering, the results chosen from respondents were:

1. Increasing visitor’s number
2. Variety of visitors’ nationality
3. Increasing numbers of infrastructure and facility
4. Increasing tourism promotion in Songkhla by government
5. Increasing tourism promotion in Songkhla by private sectors
6. Growth of economic in Songkhla

The benefits of intermediaries from tourism market development

This question is specific in asking providers about the benefits of intermediaries, which can receive from tourism market development. The result showed 51.5 percent of respondent had no comment on the topic it might because this question was close to them so they might feel uncomfortable to answer. While 44.5 percent of respondents believed, it will increase the benefit to intermediaries and 4.0 percent of respondents that the benefit will stay the same as at the present.

The problem of tourism in Songkhla

1) Tourism destinations/infrastructure & facility/tourism product

The highest frequency of this part was safety and security in Songkhla that this problem was relate to the terrorism in 3-border provinces southern Thailand. The second problem was tourism products that have to develop the infrastructure and facility. The third problem was infrastructure and facility and finally, problem of sanitation at tourism destinations.

2) Human resource/tourism information

The professional of the person was not enough to serve the visitor and Tourism information is not provided to all sector of tourism in Songkhla.

3) Social cultural/local economy/environment

The tourism environment needs the regulation to protect the destination. In addition, the selfish local people no aim on advantages toward visitors was the serious problem that has to be resolved.

4) Tourism promotion

Tourism promotion in Songkhla was not continuity. There is a lack of tourism promotion in Songkhla. In addition, lack of tourism promote knowledge to local people was one of threats to be developed in tourism of the province.

5.1.2.2 Interview results

The researcher has interview with the vice director of TAT Zone one, the interview had divided into 3 questions. First was the present situation of tourism in Songkhla now which had the effected from the terrorism at 3-border province Southern Thailand. TAT. Zone one tried to promote tourism in Songkhla by promoting tourism

activities and special events. Although the number of foreign tourists was not increased as much as the Thai tourists but TAT believes that the foreign tourists who came to visit will discover that Songkhla is safety for tourism so the number of foreign tourists will be increased more from word to word in the future. In addition, at the same time, developing the new activities to attract tourists in term of “Proactive market” to grow up the tourism in Songkhla is required.

The second was tourism problem in Songkhla that first problem was about safety and security. The second problem was the substitute products. The third problem was providers whom do not understand the main idea about marketing. The fourth problem was tourism destinations management. The last problem was about prices of services and accommodations in high season.

The third was the potential and prospect of tourism market in Songkhla, which had high potential, and prospect to develop from the government but it was also having collaborated from providers and local people.

Table 5.1: Comparison potentiality level of currently tourism market situation and prospect potentiality level to support tourism marketing development plan in future

Marketing Mix	Currently potentiality level	Prospect potentiality level to support
Place	High	Moderate
Price	Moderate	Moderate
Product	Moderate	Moderate
Promotion	High	Moderate
People	Moderate	Moderate
Process	High	Moderate
Physical evident	High	High

5.2 Discussions

For discussions of the study, the researcher found that the Songkhla province had high current potential. In term of tourism product, Songkhla has diversity of tourism product to attract visitors but lack of promotion in some tourism products and lack

of development of some tourism products, which make tourism products in Songkhla, are not as popular as it should be. Located of Songkhla that connected to Malaysia is the advantage for tourism. Moreover, because of full service in transportation makes Songkhla a high potential province to develop tourism market. However, the sanitation, safety, and security in Songkhla have be to developed to make certainly for visitors because these are the first factor of visitors to have decision making to travel in this present. The service prices of accommodation and others tourism service normally are not high for visitors but in high season some providers increase their prices too high that is one of the disadvantage to tourism in Songkhla. Tourism promotions in Songkhla have to be developed to new activities to attract the visitors. The providers should develop their promotion and marketing to attract the visitors from promotion by TAT or local government. Tourism process in Songkhla custom should develop the etiquette to save time for visitors. Tourism people or human resources, Songkhla has problem in cases of professional in tourism knowledge and the number of tourism professional is not enough serves the visitors. Those are a cause of illegal tour guide and lack of quality service standard. For physical evident of tourism in Songkhla, there has high potential to serve visitors the number of standard accommodations and tourism attraction is high to support the number of visitors in the future.

The potential support of prospect development of tourism market in the future, the results showed that Songkhla had “Moderate” potential to support the tourism-marketing plan in future. Therefore, the local governments and TAT zone one should promote and develop marketing plans together with providers for success in developing tourism-marketing plans of Songkhla.

The future tourism effect after developing tourism marketing. The results showed that tourism-marketing development would have impact to macro economic. The results had separated into four sections. The respondents though the tourism marketing development plan will have impact to economic, and safety and security of Songkhla in “High” level. There were “Moderate” level to political and social and religion sections. For tourism affect to local people, the respondents though the “High” affect from tourism development were local economic and local environment. For local social and religion, and local cultural and traditional, the respondents though there was “Moderate” affect from tourism development.

5.3 Recommendations

From this study, the results showed Songkhla had potential and prospect to develop tourism market. The recommendations had divided into three parts. First are the recommendations for local governments and TAT zone one. Second are the recommendations for tourism providers. Finally are the recommendations to local people.

The recommendations for local governments and TAT

First, the local governments and TAT zone one should acknowledge tourism information to providers and local people in term of tourism marketing to help there understand and realize the importance of collaboration to increase tourism in Songkhla. In addition, TAT zone one and education sectors should provide the training programs to upgrade the quality of providers and increase the standard of service.

Second, the local governments should have the regulation to control the tour guide to protect the illegal guide to innate advantage from visitors.

Third, the local government should provide more support in term of sanitation in the tourism destinations.

Fourth, safety and securities are the most important factor for tourism at the present so the local government and tourism police should take care of this problem while TAT promote tourism in Songkhla with conclusion the safety and security information to visitors. Therefore, the visitors will understand the situations and come to visit Songkhla.

Fifth, the local government and TAT should set the limitation of service and accommodation prices to control the price in high season as same as in the low season. This problem is quite difficult to control but if the local governments and TAT asks for collaboration from the providers to improve tourism in Songkhla.

Sixth, TAT should promote and support the new activities and new tourism products to increase the attraction from the visitors. Moreover, the results of conference from TAT zone one, local governments, and IMT-GT, the tourism development plans which included with new tourism activities, new theme of Songkhla tourism image, and tourism destination development should promote to provider first in order to prepare the trends of tourism in Songkhla and then promote these to visitors.

The recommendations for the providers

First, providers should attend to collaborate with the local governments and TAT zone 1 in term of services prices and accommodations prices. Providers should have their own marketing plan for support the tourism promotion from TAT and local governments.

Second, providers should improve their service quality by their own training programs or contact with TAT zone 1. Providers should have service mind and be honest to the customers.

Third, sanitation is the important factor that providers should realize and keep their services and sanitations on the time.

Fourth, safety and security, providers should provide their own safety and security systems to protect their customer.

Fifth, providers should promote new tourism activities to their customers and give information or conditions to protect tourism environment in the tourism destinations to their customers especially in natural tourism destinations.

Finally, providers should have respect on local laws or regulation such as pollution regulations.

The recommendations for local people

First, be opened mind to understand the benefits of tourism and prepare to be a good host for the visitors.

Second, the local people at tourism destinations especially in natural attractions should realize to protect their natural environments not to increase the pollutions problem such as sanitations in local restaurants services areas at the natural destinations.

Finally, local people should respect environment regulations to reduce the decline of tourism destinations problem in Songkhla in the future.

5.4 Suggestion for further research

This research focused on the study in term of potential and prospect of tourism market in Songkhla province. The purpose of this study was to show potential and prospect of tourism market in Songkhla. Therefore, for develop the tourism in Songkhla to

be sustainable with other components should be concerned for further research, for example are as a following:

1. Study the tourism marketing strategy development plan for tourism sustainable development for Songkhla.
2. Study the illegal guide problem in Songkhla.
3. Study the appropriate specific practice of training programs to providers and local people in Songkhla province
4. Study to develop the tourism product and activities

In addition, the researcher hopes this research will benefit to local governments and TAT zone one to develop the tourism market in Songkhla to support expansion tourism in the future for tourism sustain in Songkhla.