



Direction for Tourism Development : Sam Phan Bok Ubun Ratchathani Province (CF12)

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Abstract

The study of tourists' satisfaction on the trip to Sam Phan Bok, Ban Pong Pao, Pho Sai District Ubun Ratchathani Intended to Study the level of tourists' satisfaction towards the tourist attraction of Sam Phan, Ban Pong, Amphoe Pho Sai Ubun Ratchathani This sample group is 3 0 0 Thai tourists traveling to travel. Statistics used in data analysis include percentage (frequency), frequency analysis (Factor Analysis). Most of the samples were female. More than male, aged 31-40 years old, have a lower education degree There is a high level of satisfaction in tourism resources. The government sector or the responsible agency should promote and develop the natural environment to remain pure nature forever. Will be able to increase the number of tourists, creating a huge income for the community and Thailand

Keywords: tourist attraction, tourists, satisfaction

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Introduction

Thailand Tourism Campaign, Path Chic profound conducted in 2017 succeeded in generating tourism profound. Access to attractive and valuable ways that Thailand is unique in each district. The rate of travel demand from the media of TAT (Tourism Authority of Thailand) in the year 2018 80 percent. TAT so to furthering original campaign by enriching the target would be vary according to the needs of the individual. Moreover, the government policy requires that tourism is an important mechanism to stimulate the growth and diversification of the income distribution to the local concept Thailand 4.0. TAT is the best way to make money with Thailand. The " Unique Thai Local Experience" as the main products to communicate and promote the market in 2018, the TAT aims to touch Unique Thai Local Experience and stories of Thailand in various aspects. People may overlook Thailand become a valuable experience that make Thailand the understanding, love and pride in the country.

Ubon Ratchathani Province A large province in the northeastern part. It is located east of the Northeast and the country has a population of 1,869,633 million people, is also the heartland of the time, the country's main longitude 105 degrees east by the provinces first to see the sun before other areas in Thailand. The phenomenon can watch the sun passes over the river in the winter before the year-end and New Year. It also offers local language, culture and traditions that stand out. Ubon Ratchathani Candle Festival is Ableton. And many natural attractions, whether it is Pha Taem National Park , Pha Chanadai Cliff , Sam Phan Bok , Earth Pillar, Sang Chan Waterfall (Long Ru Waterfall) and the natural beauty of the Mekong River. Another is the exclusive province of the major rivers of the Mekong East Chee confluence. By Chi River and

the river confluence in the district Warin. The location of the main train station and Ubon Ratchathani University is not located in the city like any other province. The Government Provincial Capitol Ubon Ratchathani Airport, the city is linked by a bridge to the district Warin Rattanakosin 200 Years Bridge and liberal democracy. The river flows stemming Ableton Warin tea and district level. Before it flows into the Mekong River Scenic Area, including natural cement color Khong Chiam district next Blue Moon.

Ubon Ratchathani province is the major city of the river Mun at has a long history spanning more than 200 years, , and Ban Kan Luang prehistoric. Located in Tambon Wat Ban Kan Luang district in the city. The Fine Arts Department excavated artifacts found since 1996, such as beads, pottery, making the alloy, the bell can ring, iron, and rice husk lot. But found a human skeleton this is presumably ancient archaeological sites between 2500-2800 years ago in the late Cretaceous metal. The province is a vast area after being divided into the new province of Yasothon Province in 1972 and in the year 1993 if the total area of the two provinces separately. Province will have a rating of 1.

Table 1. Statistics travelers Province in the year

2016 to 2018.

A.D	Foreign Tourists (number of people)	Thailand Tourists (number of people)	Total
2016	21,036	278,646	299,952
2017	10,708	362,860	373,568
2018	10,953	372,633	383,586

However, even though the Province has abundant tourism resources, such as above,



but with the neighboring province of Buriram Phanom Rung Historical Park with the name. , Surin Castle Sikhoraphum so this is a tourist attraction as well as giving tourists the opportunity to choose to travel to neighboring provinces. However, even though the Province has abundant tourism resources mentioned above but with the neighboring provinces such as buriram province with phanom rung Historical Park that is popular. Surin, sikhoraphum Castle, which are tourist attractions such as the same groups, tourists have the opportunity to choose to travel to nearby provinces. Therefore, researchers would explore the satisfaction of tourists coming to Thailand travel. Sam Phan Bok located at ban Pong Pao ,Amphoe Pho Sai,Ubon Ratchathani province in order to be useful for various organizations and Government departments, as well as those who are involved can be used as a guideline in planning the improvement of tourism. To provide services, it is appropriate, in accordance with the requirements of the tourists and promote the publicity tour of the province Ubon Ratchathani, following.

The research objective.

To determine the satisfaction level of tourists from Thailand on tourist targets
Sam Phan Bok located Ban Pong Pao ,Amphoe PhoSai ,Ubon Ratchathani

Review of the literature

The operating plan. The TAT (tourism authority of Thailand, 2018) Stimulate travel, coupled with the communication. Under the marketing campaign, "Thailand Travel Route Radical chic "that deliver a fresh perspective to life on the tour to meet the needs of different target groups. Through exposure (Unique Thai Local Experience), a unique selling point as linear value (Value Proposition) of each region. Include North - the over dreams, millions of inspiration. ISAN-the heart of ISAN, Isan Sabnua Central-Eastern colours and reach Eastern-Southern Thai pinned South stop at using the inbound Marketing Event,

including point of sale, areas, piling more clearly.

Prapasri Herkkunthod (2008: 7) says that tourism is a form of recreation that occurs during free time. The journey involved. It is traveling from one location to another location. The prevailing atmosphere and environment Usually motivated by the need of physical, cultural interaction. And the status of an interaction between tourism, tourists and business services

Warach Madhyamapurush (2009: 30) has set forth three forms of tourism. It quoted one is Patterns in nature (natural based tourism).

Contains the ecotourism means tourism in natural and unique culture with respect to ecosystem, backed by a process of mutual learning those involved under the environmental management and tourism with the participation of local importance focused on maintaining a sustainable ecosystem. Holloway, 1983 means of travel, whether it is a person temporarily departed by travelling to other places, a short time to visit relatives or to travel in a range of tourism activities, the novelty is made.

Concept and theory about satisfaction.

Kochakorn Paosuwan and colleagues (2007) have discussed the meaning of satisfaction that what should be according to demand. Satisfaction is the result of the expression of a person's attitude to another format, which is the sense leaning of the mind that we have received may be more or less, and is feeling towards something which is both positive and negative, but when you have something that can meet the demand, it is feeling positive feeling satisfied but, on the contrary, if it creates feelings of disappointment, it will cause negative feelings, feeling dissatisfied. **Applewhite (1965)** have discussed a sense of satisfaction in individual performance. These include a personal sense of satisfaction in the



performance of individuals. Including satisfaction with the physical environment. **Kotler (2000)** says that the satisfaction level is the feeling of a person resulting from the comparison between the perception of value obtained from the goods or services to the individual's expectations before you apply for or receive goods or services.

Somyos Navikarn (1996) describes the measurement of the satisfaction that can be done in several ways. As follows: 1) using the query designer, the query needs to know which comments can be made in the manner prescribed, select answer or answer questions, the independent. Such a question might ask a satisfied in different side 2) the interview as a way to measure the direct satisfaction requires great technique and great ways to get information that is actually 3) observations as to how to measure customer satisfaction by the behaviour of the target person. Whether it's showing out of the speech, gesture, this method requires observations vigorously and with rules.

Sukontarn Suradetpipob (2006), the study of satisfaction of tourists from Thailand in the tourism city of Chiang Saen, Chiang Saen district history. Chiang Rai province found that the factors affecting the satisfaction of tourists Thailand statistically significant at the 1 percent level ($\alpha = 0.01$), including transportation, security, service, gift shop and the role of government

Prapasri Herkkunthod (2008) conducted a study on the satisfaction of tourists travel to Thailand are Phra Chetuphon Vimolmangkalaram Temple (Wat Pho) found. Thailand tourists were satisfied with the overall highest level in three areas: Customer Cost, Convenience. and Communication

Conceptual framework in research.



1. Population and sample

1.1 the population used in this research is that tourists coming to Thailand Tourism, Sam Phan Bok located at Ban Pong Pao ,Amphoe Pho Sai,Ubon Ratchathani province from statistics, tourists travelling in the province as a 666,785 number 2016 (Office of tourism and sport of Ubon Ratchathani province).

1.2 the sample and the sampling methods.

The selected samples, the researchers distributed questionnaires to all 400 series, which was used as a group.

In research of satisfaction of tourists who travel to Sam Phan Bok located at Ban Pong Pao ,Amphoe Pho Sai,Ubon Ratchathani province. There is a conceptual framework for this research.

As shown in table sample determines the size of the sample, the 0.05 confidence Yamane and tolerances are not exceeded 5 percent in storage this time investigators get down from the query repository manually to accuracy of the information that is obtained from the questionnaire.

2. The instrument used in this research

2.1 creating a tool that is used in the survey is a questionnaire which queries created in accordance with the objectives and come from the chanson Repeater. The concept of the theory, the satisfaction of tourists, travelers. Used to collect data to study the satisfaction of tourists can be divided into 2 steps.



Episode 1 query general status of Travelers, including gender, age, occupation, income, education and domiciled with a total of 8 points.

Episode 2 a questionnaire of satisfaction of tourists in various fields towards the Sam Phan Bok located at Ban Pho Sai, Amphoe Pong Pao ,Ubon Ratchathani, the province include resources, attractions and amenities. Transportation Safety & PR advertising information and news are all 5 sides 25 messages.

2.2 Checking the quality of a research tool, this time with 3 experts, people with a tool that is used to measure each variable. Application research of the theory and concepts derived from related research. Researchers have tested the integrity of the contents. Queries to provide travel specialists to consider along with update queries, are clear, including covering the objectives of this research. To check the reliability and performance of the tool by testing the value of trust and fidelity have preset criteria 0.85.

3. collection of information

1. The primary data, derived from data collected by a questionnaire. By random chance, a group of tourists who visit Thailand Sam Phan Bok located at Ban Pho Sai , Amphoe Pong Pao ,Ubon Ratchathani.

2. Secondary data collected information from documents, books, periodicals, newspapers, reports, research, data, Internet and other related statistics.

4. Data analysis and statistics used in the research.

4.1 Data analysis.

The information collected from the questionnaire will be analyzed using computer software to calculate the percentage, average, standard deviation. Select the type of questionnaire response analysis by Frequency distribution taken and calculate the Percentage results in table format, analysis essay.

4.2 statistical methods used to analyze data

1. The statistics used to analyze the general status of the tourists expressed as a percentage of Statistics (Mean), mean (X) and standard deviation (SD).

2. To test the general status to the satisfaction of tourists who travel to Sam Phan Bok located at Ban Pho Sai , Amphoe Pong Pao, Ubon Ratchathani by use of statistics (t-test), in an analysis of the difference between the average satisfaction with gender, age, education, occupation, income, marital status and place of residence.

The results

This study explores the satisfaction of tourists traveling Sam Phan Bok located at Ban Pho Sai, Amphoe Pong Pao ,Ubon Ratchathani by storing the query against the sample number of 400 samples by data collected for processing. By using descriptive statistics and analysis, which assumes the study is divided into 2 steps.

General status of the tourists from the educational status of the samples, including source interview. Gender, age, income, education, profession, domicile and Council within the sanctuary, which has a total of 7 taste, which can be summarized as follows: when classified by gender, found that most are females, than males (63.33 percent) and (36.67 percent), respectively. When classified by age, found that most aged year 31-40 (27.00) is the 21-30 year (25.33 percent) and less than 20 years old (17.33 percent) when classified by occupation is found that most people do not have the most career (34.00) is the owner and Executive (25.33 percent).

And the skilled workers (17.33 percent) were classified as average revenue per months. Most earn less than 15,000 baht, most (46.00 percent), followed by 15001-30000 baht (27.33 percent) and 30001-50000 baht (18.00 percent) were classified according to the study. Most undergraduate studies under the most (43.67 percent), followed by the BA (43.33 percent) and Postgraduate (13.00 percent) were classified



by domicile. Most residents of the Northeast, most (of 63.33), followed by Bangkok (percentage 16.00) and the region other than Bangkok (9.67 percent) were classified as marital status was found. The majority are single, most (51.67 percent), followed by the marriage (43.67 percent), divorce and widowhood (4.67 percent).

The satisfaction of tourists in various fields towards the Sam Phan Bok located at Ban Pho Sai, Amphoe Pong Pao, Ubon Ratchathani. In the study, the satisfaction of tourists to study the various questions of the 5 Table 2 shows the average satisfaction of tourists in various fields towards Sam Phan Bok located at Ban Pho Sai, Amphoe Pong Pao, Ubon Ratchathani. Results of the survey in various field as a whole, with an average of 3.72 (level) on each side determined to find it. Visitor satisfaction in tourism resources most 4.09 (level), followed by transportation, with an average of 4.01 (level), the facility has an average of 3.64 (level) security value. average 3.45 (level), and advertising and public relations information with an average of 3.42 (level).

Conclusion

1. The status of general tourists When classified by gender, found that most are females, than males (63.33 percent) and (36.67 percent), respectively. When classified by age, found that most aged year 31-40 (27.00) when classified by occupation is found that most people do not have the most career (34.00) when classified by income, average monthly found that most earn less than 15,000 baht (46.00 per cent) when classified by level of education, found that most residents northeast (63.33 percent) when classified by marital status found that most marital status single (51.67 percent.)
2. The satisfaction of tourists in various aspects of the overall average 3.72 (high level). When considering each side found that the side attractions and resources. The mean maximum

4.09 (high level), followed by transportation with an average of 4.01 (high level), the facility has an average of 3.64 (high level) security, with an average of 3.45 (high level) and advertising. Information and Public Relations, with an average of 3.42 (high level).

Discussion of results.

This study found that the general status of most tourists. When classified by gender, age, occupation, most don't differ in accordance with Thammanoon Yamnak (2013) mentioned that gender, age, marital status, the difference will not affect the decision to use a satisfaction level of tourists towards Sam Phan Bok different, most tourists are satisfied in terms of tourism resources, including the natural beauty of the stone that occurs naturally.

As Sam Phan Bok is a natural tourist attraction built up beautifully and perfectly. Grand Canyon is the top of Ubon Ratchathani province and all of our attractions and the beauty of the Mekong river which flows through the confluence of the two colors between Thailand and Laos which is a neighboring country of great beauty that is found not to be from somewhere else, but with the satisfaction of personal feelings, so the satisfaction of samples against Sam Phan Bok, therefore, may vary according to your preference, satisfaction of each individual.

Recommendations from research

This research was made known to the satisfaction of the tourists who come Sam Phan Bok located at Ban Pho Sai, Amphoe Pong Pao, Ubon Ratchathani to be useful for various organizations and Government departments, as well as those who are involved can be used as a guide in planning development. Travel updates, providing services consistent with the needs of tourists and the promotion and publicity of the tourists of Ubon Ratchathani province.



Suggestions to further study.

This research study to know there are still things to learn more. Therefore, the suggestions are as follows.

1. There should be to promote and preserve the tourist market and support the tourist market by using the media. In order to provide access to a group of tourists, both Thailand and foreigners, most include: Internet, TV, journalism and tourism should be promoted more. Tourists get tourist information attractions and alternatives. The number of tourists will be able to add more.

2. There should be a study on the potential and the capacity to cater for Sam Phan Bok located at Ban Pho Sai, Amphoe Pong Pao, Ubon Ratchathani, should have more research on the participation of people in tourism development communities.

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