

CHAPTER IV

RESULTS

This research focused on the international tourists' satisfaction towards environment management in Sukhothai Historical Park has produced a series of interesting and useful findings. The researcher collected data the response from 400 respondents of the international tourists by using questionnaire. Furthermore, the statistics used to evaluate the data are percentage and mean. Data analysis would be show as follows;

1. General information of international Tourists
2. International tourists' satisfaction towards environment management in Sukhothai Historical Park
3. The recommendation and suggestion for improving of environment management in Sukhothai Historical Park

General information of International Tourists

Percentage of international tourists by Gender

This survey focused on international tourists who visit in Sukhothai Historical Park. The results show a difference between males and females. The survey found that (62.0%) of international tourists at Sukhothai Historical Park were males and (38.0%) were females as shown in table 2

Table 2 Number and percentage of international tourists distributed by Gender

Gender	Number	Percentage (%)
Male	248	62.00
Female	152	38.00
Total	400	100.00

Percentage of international tourists by Region

This research focused on international tourists who visited at Sukhothai Historical Park. This research classified age of tourists into 5 categories, which were Asia, Europe, The American, Africa, and Australia/New Zealand.

Table 3 Number and percentage of international tourists distributed by Region

Region	Number	Percentage (%)
Asia	112	28.00
Europe	132	33.00
Australia/New Zealand	76	19.00
The America	52	13.00
Africa	28	7.00
Total	400	100.00

According to region, it was found that most of all was Europe region (33.0%) and next was Asia region (28.0%) as show in table 3. According to region, it was found that most of all was Europe region such as Norwegian, French, England and Germany.

Percentage of international tourists by Age

This research focused on international tourists who visited at Sukhothai Historical Park. This research classified age of tourists into 6 categories, which was under 20 years, 21 – 30 years, 31 – 40 years, 41 – 50 years, and 51 – 60 years. In term of age, it was found that most of international tourists was between 21 – 30 years (32.0%), next was 31 -40 years of ages (18.5%) as show in table 4

Table 4 Number and percentage of international tourists distributed by Age

Age	Number	Percentage (%)
21 – 30 years	128	32.00
31 – 40 years	74	18.50
51 – 60 years	72	18.00
41 – 50 years	70	17.50
Under 20 years	35	8.80
Over 60 years	21	5.20
Total	400	100.00

Percentage of international tourists by Occupation

This research classified occupation into 5 categories, which were government official, commercial personnel, student, employee, and other careers.

Table 5 Number and percentage of international tourists distributed by Occupation

Occupation	Number	Percentage (%)
Government Official	146	36.50
Other	102	25.50
Commercial Personnel	86	21.50
Employee	47	11.75
Student	19	4.75
Total	400	100.00

This research of international tourists found that 36.50% of them was government official, 25.5% was other careers, 21.55% was commercial personnel and 11.75% was employee as show in table 5

International tourists' satisfaction towards environment management in Sukhothai Historical Park

From the study of international tourists' satisfaction towards environment management in Sukhothai Historical Park by using three dimensions to measure the satisfaction of environment management. Three dimensions include: physical, infrastructure and facility and administrative and management dimension as shown in Table 6.

Table 6 Three dimensions to measure the satisfaction

Dimensions	Question
Physical	<ul style="list-style-type: none"> ■ Visibility of scenery and environment ■ Accessibility to area ■ Attractive of tourist site ■ Completeness of historical site
Infrastructure and Facilities	<ul style="list-style-type: none"> ■ Parking area ■ Entrance ■ Toilets ■ Footpath ■ Telephones ■ Sign posts ■ Food and beverage shops ■ Souvenir shops ■ Tram car ■ Tourist information centre
Administrative and management	<ul style="list-style-type: none"> ■ The production of material for promote historical site such as brochure ■ Convenient opening hours to the tourist ■ Maintain and take care of area

Moreover, the researcher uses the Likert scales to adapt for measuring international tourists' satisfaction as five levels of agreement, which will use in the questionnaire survey on environment management in Sukhothai Historical Park as following: strongly agree, somewhat agree, average, somewhat disagree, strongly disagree. An analysis as follows;

Physical Dimension

The research found that overall satisfaction of physical dimension was good satisfaction (average point is 3.46), in most of definitely accessibility to area and completeness of historical site (average point is 3.59), next was good satisfaction for visibility of scenery and environment (average point is 3.55), and was average satisfaction for attractive of tourist site (average point is 3.10) as shown in Table 7.

According to Table 7, most respondents have good satisfaction for accessibility to area at 3.59, on the other hand, some respondents have average satisfaction for attractive of tourist site at 3.10 in part of physical dimension.

Table 7 Number and percentage of international tourists distributed by satisfaction of environment management toward physical dimension

Titles	Strongly disagree	Somewhat disagree	Average	Somewhat agree	Strongly agree	Mean
Physical dimension						
Visibility of scenery and environment	8 (2%)	20 (5%)	188 (47%)	112 (28%)	72 (18%)	3.55
Accessibility to area	16 (4%)	40 (10%)	100 (25%)	180 (45%)	64 (16%)	3.59
Attractive of tourist site	28 (7%)	40 (10%)	220 (55%)	88 (22%)	24 (6%)	3.10
Completeness of historical site	22 (5.5%)	66 (16.5%)	67 (16.8%)	145 (36.3%)	100 (25%)	3.59
Total	4.6%	10.4%	36%	32.8%	16.2%	3.46

Infrastructure and facility Dimension

According to Table 8 presents the number and percentage of international tourists distributed by satisfaction of environment management toward infrastructure and facility dimension in Sukhothai Historical Park.

Overall satisfaction of infrastructure and facility dimension was average satisfaction (average point is 3.2). Most respondents were good satisfaction on food and beverage shops (average point is 3.86), next were good satisfaction on souvenir shops

(average point is 3.79). While some respondents were low satisfaction on toilet (average point is 2.48) in infrastructure and facility dimension.

Table 8 Number and percentage of international tourists distributed by satisfaction of environment management toward infrastructure and facility dimension

Titles	Strongly disagree	Somewhat disagree	Average	Somewhat agree	Strongly agree	Mean
Infrastructure and facility dimension						
Parking area	24 (6%)	38 (9.5%)	114 (28.5%)	152 (38%)	72 (18%)	3.53
Entrance	40 (10%)	101 (25.3%)	149 (37.3)	97 (24.3%)	13 (3.3%)	2.86
Toilet	56 (14%)	152 (38%)	140 (35%)	48 (12%)	4 (1%)	2.48
Footpath	24 (6%)	56 (14%)	160 (40%)	144 (36%)	16 (4%)	3.18
Telephone	28 (7%)	76 (19%)	172 (43%)	100 (25%)	24 (6%)	3.04
Sign post	20 (5%)	108 (27%)	168 (42%)	72 (18%)	32 (8%)	2.97
Food and beverage shops	16 (4%)	28 (7%)	96 (24%)	116 (29%)	144 (36%)	3.86
Souvenir shops	20 (5%)	26 (6.5%)	74 (18.5%)	178 (44.5%)	102 (25.5%)	3.79
Tram car	12 (3%)	44 (11%)	148 (37%)	144 (36%)	52 (13%)	3.45
Tourist information center	28 (7%)	144 (36%)	156 (39%)	52 (13%)	20 (5%)	2.73
Total	7%	19%	34%	28%	12%	3.2

Administrative and management Dimension

Administrative and management dimension includes: the production of mass for promote historical site such as brochure, convenient opening hours to the tourist and maintain and take care of area.

The research found that overall satisfaction of administrative and management dimension was average satisfaction (average point is 2.92). Most respondents were average satisfaction to maintain and take care of area (average point is 3.24). While some respondents were low satisfaction on the production of mass for promote historical site (average point is 2.56) as shown in Table 9

Table 9 Number and percentage of international tourists distributed by satisfaction of environment management toward administrative and management dimension

Titles	Strongly disagree	Somewhat disagree	Average	Somewhat agree	Strongly agree	Mean
Administrative and management dimension						
The production of mass for promote historical site such as brochure	88 (22%)	124 (31%)	108 (27%)	36 (9%)	44 (11%)	2.56
Convenient opening hours to the tourist	52 (13%)	68 (17%)	160 (40%)	80 (20%)	40 (10%)	2.97
Maintain and take care of area	20 (5%)	56 (14%)	156 (39%)	144 (36%)	24 (6%)	3.24
Total	13.3%	20.7%	35.3%	21.7%	9%	2.92

Overall satisfaction of International tourists toward environment management in Sukhothai Historical Park

Overall satisfaction of environment management in all 3 dimensions (physical, infrastructure and facility, and administrative and management) were average satisfaction (average point is 3.19, S.D=1.03) in most of Physical dimension, next was infrastructure and facilities and administrative and management as show on table 9.

In conclusion, dependence variables, which were affects to international tourists' satisfaction, were physical, infrastructure and facility, and administrative and management.

According to physical dimension, dependence variables, which were affected to international tourists' satisfaction, were accessibility to area, completeness of historical site, next visibility of scenery and environment, and attractive of tourist site.

According to infrastructure and facility dimension, dependence variables, which were affected to international tourists' satisfaction, were food and beverage shops, next souvenir shops, parking, and tram car.

According to administrative and management dimension, dependence variables, which were affected to international tourists' satisfaction, were the production of mass for promote historical site such as brochure, convenient opening hours to the tourist and maintain and take care of area.

Table 10 Mean and Standard deviation of international tourists distributed by satisfaction of environment management towards all three dimensions

Dimension	Mean	S.D.
Physical	3.45	1.00
Infrastructure and facility	3.2	0.99
Administrative and management	2.92	1.10
Total	3.19	1.03

The recommendation and suggestion for improving of environment management in Sukhothai Historical Park

Most international tourists were satisfied with environment management in good level. Furthermore, the result of literacy from concepts, theories, documents and any researches including problem analysis and requirement analysis from international tourists who visited in Sukhothai Historical Park, so the researcher had recommendation and had to suggestion for improving toward environment management as follow;

Sukhothai Historical Park must try to improve the position of tourist information center and increase the number of tourist information center area. Moreover, it should improve cleanness of toilets and increased the number of toilets. Furthermore, it should increase the entrance and sign post capability. Additionally, some respondents suggest adding the brochures or other media to promote and support the historical site in order to be well known.

In summary, all of information in this chapter will be analysed and concluded in chapter V.

