

CHAPTER V

CONCLUSION

The purpose of this research was to perceive international tourists' satisfaction towards environment management in Sukhothai Historical Park and to find guideline and suggestion for improving the environment next time. The researcher made a questionnaire from literate through environment management. Data collecting occurred from October 25, 2004 to December 25, 2004 at Sukhothai Historical Park by random sampling methodology. The research data is collected from the questionnaire survey of tourist satisfaction from international tourists of 400 tourists. The questionnaire includes three sections: personal data of International Tourists, opinion of international tourists' satisfaction towards environment management in Sukhothai Historical Park and suggestion.

From these studies, it has been emphasized that the identification of tourists' characteristics of the relationship between the attributes and tourists' satisfaction are needed. It is argued that such research efforts would help tourism practitioners and planners to have a better understanding of tourism to formulate better strategy and planning about tourism. With these observations in mind, this current study was conducted. Moreover, the data of international tourists' satisfaction towards environment management in Sukhothai Historical Park including of described independence and dependence variables analyze by using percentage and mean. Analysis was performed by using frequency, percentage and mean. Therefore, this chapter includes three sections;

1. Summary of the Study
2. Discussion of the Resulting
3. Recommendation
4. Limitations

1. Summary of the Study

The study involves the study of international tourists' satisfaction towards environment management in Sukhothai Historical Park, Sukhothai Province. So, the purpose of the study was to study the level of tourists' satisfaction towards environment management in Sukhothai Historical Park and provides recommendations for improvement of the environment management in Sukhothai Historical Park, especially how the historical park can better cater to the needs and desires of tourists. According to the purpose of this study, it can be described as follows;

1.1 General information of international Tourists

From the resulting in chapter four, it is clear that there are 400 respondents of international tourists. The result also demonstrates that most of them are male (62.0 percent) and European tourists (33.0 percent). In addition, age is between 21 – 30 years (32.0 percent). About occupation, it was found that most of them were government officials (36.5 percent). This result conforms with Kasemsuwan (1998) who studied the perception of environmental problem of international tourists in Thailand. She found that most of international tourists (63.7percent) are male with 30 years.

1.2 International tourists' satisfaction towards environment management in Sukhothai Historical Park

All three dimensions of environment management were satisfied by tourists in good level that were physical dimension (average point is 3.46), were average level on infrastructure and facility dimension (average point is 3.2), and administrative and management dimension (average point is 2.92).

According to the results, it was found international tourists' satisfaction towards environment management in Sukhothai Historical Park in overall parts and as follows;

1.2.1 Physical dimension – it was found that international tourists' satisfaction towards environment management by accessibility to area and completeness of

historical site (average point is 3.59), next was visibility of scenery and environment (average point is 3.55), and was attractive of tourist site (average point is 3.10).

1.2.2 Infrastructure and facility dimension – it was found that international tourists' satisfaction towards environment management on food and beverage shops (average point is 3.86), next souvenir shops (average point is 3.79), while some respondents were low satisfaction on toilets (average point is 2.48) in infrastructure and facility dimension.

1.2.3 Administrative and management dimension - it was found that international tourists' satisfaction towards environment management for maintaining and taking 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)

2. Discussion of the Resulting

According to the previous chapter, the summaries will be divided into two sections as follows;

2.1 General information of international Tourists

2.2 International tourists' satisfaction towards environment management in Sukhothai Historical Park

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

The first part, the research analyses about general information of international tourists. Almost half of international tourists were from Europe (62.0 percent). It can be seen that international tourists who visited at Sukhothai Historical Park came from Europe. Furthermore, Sukhothai Historical Park should make the environment around area for attracting the tourists. In addition, the result can be shown that age and occupation can influence tourist satisfaction.

Second part, from the results, as described in previous chapter, it is clear 400 respondents have good satisfy for environment management in Sukhothai Historical Park especially, physical dimension. It can be discussed that most international tourists are

interested in the physical in this area more than infrastructure and facility dimension. Therefore, the head office in Sukhothai Historical Park should support the way to improve the historical site for developing environment in order to success tourist destination. Therefore, to the resulted, it was found that three dimensions were affect on level of international tourists' satisfaction towards environment management.

Finally, most international tourists were satisfied with environment management in good level. However, Sukhothai Historical Park must try to improve the tourist information center and toilets. Moreover, Sukhothai Historical Park should improve quality of service divided by any sections for example, food and beverage service – They should to have capability to speak foreign language, good manner, good consideration and high potential to service.

3. Recommendation

This section has suggestions for Sukhothai Historical Park. According to the result of this research, it can be seen that most international tourists are good satisfy for environment management at Sukhothai Historical Park. Therefore, all staffs in Sukhothai Historical Park must take care of the environment in this area for understanding tourists' satisfaction about environment management. In addition to the results, it was found that the important problem found by tourist was inadequate knowledge of maintaining the environment.

Furthermore, to the results of the research, the researcher has some recommendations to improve the environment in Sukhothai Historical Park as:

1. Sukhothai Historical Park is necessary to have an infrastructure in place that is of benefit to locals and tourists alike.
2. Sukhothai Historical Park should improve infrastructures because A tourism infrastructure is an important part of the overall tourism management plan. It includes the building and maintenance of trails, bridges and the provision of campsites with drinking water.

3. Sukhothai Historical Park and stakeholders are also necessary to talk to tourists and the locals to ascertain the needs and expectations of those stakeholders.

To conclude, in order to create effective marketing strategies for products and services in the tourism market, a better understanding of tourists who visit to the tourist destinations is necessary.

Based upon the results of this study, several recommendations can be made to increase tourists' satisfaction with the Sukhothai Historical Park. The results of the study revealed that even if three factors (Physical, Infrastructures and Facilities, and Administrative and Management Factors) have a significant relationship with the overall satisfaction of tourists. Physical factors such as accessibility and attractive of tourist site were more important factors that influenced overall tourist satisfaction than Infrastructures and Facilities and Administrative and Management factors.

This finding can be useful to the planners and marketers of tourism in formulating strategies to maintain or enhance their competitiveness. In other words, they should focus more on maintaining or improving physical factors that contribute to the overall satisfaction of tourists. For example, Sukhothai Historical Park should improve and conserve many attractions should reflect such features as architectures, traditional scenery, and arts as part of the tourist attractions, and museums, galleries, cultural villages, historical buildings, and monuments as part of culture attractions.

In addition, tourism managers and marketers should provide quality service with their general infrastructures and facilities factor such as ease of accessibility, information centers, and food shop and administrative and management factor, Sukhothai Historical Park should make the brochures and Web-sites about the attractions such features as special events, and tour packages. Thus, this study helps to identify the importance of tourist destination factors as perceived by the tourists who visit the Sukhothai Historical Park.

Because this study revealed that there were differences in the overall satisfaction of tourists in terms of gender, age, and region, it is hoped that the results of the study will provide some insights that may help tourism marketers develop specific promotional

strategies. Thus, this finding can be useful to tourism planners to improve and create key attributes for visitors. Also, tourism planners may develop the special services and products that make tourists revisit in Sukhothai Historical Park. For example, marketers can send promotional packages to international tourists in order to induce and maintain their interest in the destinations and attract potential visitors to tourist destinations.

Therefore, Sukhothai Historical Park must pay attention and participate on the environment management. They must not overlook about the impact of environment from tourists or something such as wastes. So, future research in this area should study about the environment for keeping the natural and historical site. Furthermore, Academic Institute and government section such as Ministry of Tourism and Sports and Tourism Authority of Thailand should support the research about satisfaction toward the environment management both Thai and Foreigner in all of historical park.

For the future research should investigate the relationship between tourists' satisfaction and intention to revisit a destination, because repeat visitation to a destination is an important issue for tourism marketers and researchers. Future studies could be applied to other destinations using a similar research method so that a competitive analysis in different destinations can be explored. Also, more refinement is needed in selecting attributes because some respondents felt there was some ambiguity in the questionnaire items.

4. Limitations

Implications drawn here also were subject to several limitations. First, the attributes chosen as independent variables could be a limitation because other attributes, which were not used in this study, could impact tourists' satisfaction. Second, the population sample obtained by the survey instrument presented some challenges due to insufficient information. This limitation resulted from a one-time measurement for data collection, a limited questionnaire, and the timing of the survey

Nevertheless, it is hoped that such limitations could suggest and encourage additional directions and guidelines for future study.