

Guest and the Great Outdoors-Hotels in Bangkok

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Abstract: With the improvement of people's living standard, more and more people choose hotels not only for safety, clean, good service and reasonable price. More and more people start to pay attention to the hotel's service-scape and the indoor and outdoor environment, which can make guests enjoy more. As a tourist city, Bangkok attracts numerous tourists to visit every year, and the hotel industry is particularly important in this process. This paper discusses whether outdoor hotels can improve the satisfaction and retention rate of guests when they stay at the outdoor hotel. In this paper, the researchers selected two large outdoor hotels in Bangkok for field investigation and interview. Qualitative research is used non-probability purposive sampling technique with in-depth interview method along with open-ended questions to collect the data. The constant comparison analysis method is used to analyse the purposive sampling data collected by interviewing with the 13 guests and 2 managers collected from The Grand Four Wings Hotel Bangkok and The Peninsula Bangkok from 10 March to 16 March, 2020. The results show that more and more tourists not only consider the basic factors such as geographical location, price, service, but also consider the indoor and outdoor environment of the hotel. Whether there are outdoor facilities, what kinds of outdoor facilities they have, or whether outdoor facilities can meet their own needs. Hotel managers also pay more and more attention to the experience brought by the outdoor facilities of the hotel. In addition to strengthening the service and other infrastructure of the hotel, improve the construction of the outdoor facilities of the hotel. In short, good outdoor facilities will improve guest satisfaction and retention.

Keywords: Service-scape; Outdoor hotels; Outdoor facilities; Improvement of satisfaction.

1. Introduction

Tourism industry develops fast with the development of economy and improvement of people's living standards in recent years. With the rapid development of tourism, the hotel industry is also developing rapidly.

There are so many kinds of hotels, for example: business hotels, vacation hotels, conference hotels, tourist hotels, budget hotels, long stay hotels, chain hotels, apartment hotels and so on. With the development of the society, more and more guests of all levels require the hotel not only to have a full range of functional infrastructure, to provide a wide range of professional services and comfortable rooms to relax, but also to have relatively complete outdoor facilities for guests entertainment.

The main attraction of this type of hotel is servicescape. Servicescape is considered to be an environment for service assembly, in which the seller and the customer interact and combine tangible goods that are conducive to service performance or communication. "(Booms & Bitner, 1981, p. 36). It is important to service organizations, including hospitality entities, to manipulate the servicescape effectively to improve customer satisfaction and increase repeat business (Namasivayam & Lin, 2008).

1.1 Statement of Problem (SOP)

With the progress of human society, tourism has gradually become a part of people's life. At present, people's consumption concept has undergone a fundamental change, from the general commodity demand to the new transfer form, and then to the emerging form of tourism, from the initial pursuit of destination tourism product enrichment to the choice of accommodation picky. With the increase of income level and the increase of tourist demand, traditional budget hotels have been unable to meet some visitors want to relax not only in the scenic spots but also in the demand of the hotel.

1.2 The scope of the research

The research main area of this paper is Bangkok, the capital of Thailand, which is an international tourism city with developed tourism industry. This paper focuses on the satisfaction of guests staying in great outdoor hotels in Bangkok, so that tourism practitioners can seize more opportunities and better hotel design, create better products, and attract more and more tourists. In order to firmly grasp the tourism market in Bangkok, the researchers will interview some guests and hotel managers in Bangkok. The study was conducted in Bangkok from January to April 2020.

1.3 Limitations of the research

The most important limitation of the study is the time constraint. The study was conducted from January to April whereas the topic outdoors hotels includes guests and hotel context in tourism industry. They are a big project to study guest's satisfaction to the great outdoors hotels in Bangkok. Also in Bangkok, data can be collected from many places, such as hotel managers and tourists from different countries, but the data and analysis results collected in just four months are incomplete.

1.4 The significance of the study

This study investigates the motivation of tourists to stay in outdoor hotels. By studying the outdoor facilities of relevant hotels in Bangkok and interviewing a large number of hotel guests, it finds out the reasons, provides information for hotel practitioners, and provides references for tourism stakeholders in Thailand, so as to better promote the development of hotel industry and tourism. The study provided a view to look for more opportunities between outdoor hotel and The development of tourism in Thailand.

2. Literature Review

The purpose of this chapter is to analyze tourists' satisfaction with hotel servicescape. This chapter refers to some indoor and outdoor articles, as well as an article on the hotel's indoor and outdoor design, hotel environment, for reference and analysis. The researchers will summarize the results of previous studies.

2.1 Review of related literature

Servicescape is considered to be an environment for service assembly, in which the seller and the customer interact and combine tangible goods that are conducive to service performance or communication. "(Booms & Bitner, 1981, p. 36). Bitner (1992) defines servicescape as the built environment, it has an artificial physical environment which is opposite to the natural or social environment. Physical environment is an important concept, which is widely considered in various consumption behaviors and tourism sectors. Physical environment, the alternative terms of which include environmental stimulation and atmosphere stimulation a group of customer approach / avoidance reactions (such as cognitive, emotional, physiological) and behaviors (such as return, spending, more stay) (Bitner, 1992; Han and Hyun, 2017; Mehrabian and Russel, 1974).

The physical environment is especially critical in the hotel industry. In hotels, guests interact more with the physical surroundings than any other service consumption (Jani and Han, 2014). Physical environment quality (indoor and outdoor quality) may vary greatly between different brands and properties, such as design, decoration and function (Jang et al., 2011). Different hotel brands try to integrate their own brand characteristics into the design decisions of indoor and outdoor, so as to make themselves different. In this regard, many hotels are now enhancing their characteristics by decorating and building their internal and external facilities to make their target market unique and attractive.

2.2 Literature Review

Heesup Han, Hyoungun Moon, Sunghyup Sean Hyun, (2019), Indoor and outdoor physical surroundings and guests' emotional well-being A luxury resort hotel context. This paper adopts the field survey method of convenient sampling by using quantitative data analysis with 603 cases. The data collection was at six luxury resort hotels located in tourist destinations in South Korea. It aims to study the relationship between emotional well-being and internal/external physical environment, likely influences that is related with guest satisfaction and regard of existing customer in price perception. This paper concludes that a good internal and external physical environment can increase the emotional health of guests and ultimately contribute to the establishment of guest satisfaction and retention. That is to say, the indoor and outdoor atmosphere of a luxury resort has a considerable overall and indirect impact on its subsequent construction.

Kirk L. Wakefield, Jeffrey G. Blodgett, (1996), The effect of the servicescape on customers' behavioral intentions in leisure service settings. This paper used quantitative analysis to collect data from self-report questionnaires at five different college football fields, minor league (AA) baseball games in two large southern cities, and three different casinos in Reno, Nevada. It examines the effects of layout accessibility, facility aesthetics, electronic equipment, seating comfort, and cleanliness on the perceived quality of the servicescape by using the measurement model and then tested by the structural model. In the football sample, a random sample of 3,600 consumers got a response rate of 39.4%, while in the baseball sample, a random sample of 600 consumers got a response rate of 54.6%. A quota sample of three casinos resulted in a 90.67 percent available recovery rate. The conclusion of this study shows that the main determinant of perceived service quality is the aesthetic attraction of facility architecture and decoration. Usually, the customer will form a first impression of the service provider based on the appearance of the facility. In the case of many leisure services, service landscape is the object of continuous observation and evaluation, so as to strengthen the effect. This proves that more and more people enjoy the infrastructure as well as the indoor and outdoor environment, which will make them buy again and again.

Rachel Kirito Kirima, Richard Makopondo, Mary Mutungi, (2017), Effect of external hotel design features on customer attraction and retention. This paper aims to study how customer retention and attraction is done through hotel design features in Nairobi County. A cross-sectional, descriptive survey design, utilizing both quantitative and qualitative research method was chosen. Stratified sample procedure was used for preliminary sampling of hotels in 3-5 star rating. Purposive sampling was used for the hotel managers and marketing managers and convenience sampling for the guests. The main instruments that were used in the collection of data for the study were questionnaires and interview guides. Data analysis involved the use of Statistical Package for Social Sciences (SPSS) in the analysis of quantitative data. The results of this paper is external hotel design features greatly influence hotel choice as indicated by an overwhelming majority (80%). Majority of the respondents (28%) pointed out that hotel external design influence on the hotel choice to a very great extent. 3% of the surveyed guests pointed out to a little extent hotel external design influenced their hotel choice. This shows that the physical property of the hotel is very significant when it comes to driving the hotel client's hotel choice.

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