

## THE BEHAVIOR OF TOURISTS AFTER COVID 19 SITUATIONS IN RANONG

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### Abstract

The objectives of this research are 1) To study the tourism behavior of tourists in Ranong Province. The sample group includes 400 tourists visiting Ranong Province. Since the total population is unknown, a purposive sampling method was used. The tool used to collect data is a questionnaire. The statistics used in the data analysis include mean percentage, standard deviation,

The results showed that: 1) Market mix factors that affect tourism behavior of tourists in Ranong Province it was found that all aspects of the marketing mix—product, price, promotion, place, people, process and physical Evidence, and overall processes were also included was also at high level.

**Keywords:** Behavior, Tourists, after Covid 19 Situations

### Introduction

Due to the global spread of the COVID-19 pandemic that began in March 2020, many countries worldwide implemented nationwide lockdowns, requiring citizens to stay at home. Numerous businesses had to temporarily cease operations, and strict travel restrictions were enforced, including airspace and border closures between countries. As a result, global tourism significantly declined, and in many cases, came to a complete halt, leading to substantial losses in tourism revenue.

After the initiation of widespread vaccination campaigns in various countries, the tourism sector began to show signs of recovery (National Tourism Development Plan 2021-2022). Currently, the tourism industry is steadily improving. With Thailand reopening its borders to international tourists, there has been a gradual and continuous increase in the number of foreign visitors. Tourism operators must be ready to adapt continuously to meet the evolving demands of tourists.

Ranong Province, located on the western coast of southern Thailand, is a popular destination for tourists due to its diverse attractions, including beaches, waterfalls, forests, and the famous hot springs, "Raksawarin Hot Springs." This natural hot spring consists of three main pools: Father, Mother, and Child, with an average temperature of about 65°C. The Department of Science Service has analyzed the water and found it rich in essential minerals. Remarkably, it is the only hot spring in Thailand that contains no sulfur, making it odorless and highly pure, even drinkable directly from the source without any filtration, a rare quality found in only a few places globally. Due to its purity, this water source was used for sacred rituals, including the holy water blessing ceremony in celebration of His Majesty the King's 60<sup>th</sup> birthday.

Within the vicinity of the hot springs, there are services for mineral baths to promote health and relieve fatigue through therapeutic treatments. Free foot baths are also available for relaxation. In addition, the surrounding area has been developed into a public park called "Raksawarin Park," featuring pavilions and hot spring bathhouses.

Considering these factors, the researcher acknowledges the importance of understanding post-COVID-19 tourist behavior in Ranong Province. The findings from this study aim to be presented to stakeholders involved in tourism recovery and economic

development. This will help to enhance tourism confidence and better meet the evolving needs of tourists. Furthermore, the insights will provide guidance for improving and developing tourist attractions in Ranong Province, transforming it into a stable and income-generating tourism industry in the future.

## **Research Objectives**

To study the tourism behavior of tourists in Ranong Province.

## **Scope of the Research**

### **1. Scope of Content:**

In this research, the researcher studied the tourism behavior of tourists after the COVID-19 situation in Ranong Province.

### **2. Population Scope**

2.1 The population in this research consists of tourists visiting Ranong Province, with the exact number unknown.

2.2 The sample group includes 400 tourists visiting Ranong Province. Since the total population is unknown, a purposive sampling method was used. The questionnaires were distributed at specific tourist attractions in Ranong Province, targeting tourists who visited the area.

### **3. Time Scope:**

The research was conducted from October 2022 to August 2023.

## **Literature Review**

### **1. Concept of Consumer Behavior**

This section explores the fundamental principles of consumer behavior, including how individuals make decisions, factors influencing purchasing decisions, and the psychological, social, and economic factors that drive consumer choices.

### **2. Tourism Marketing Concepts**

This part focuses on marketing strategies specific to the tourism industry, examining how destinations promote themselves to attract tourists, the role of branding, customer engagement, and the impact of digital and social media marketing.

### **3. Concept of Satisfaction**

This section discusses the concept of customer satisfaction, including its definition, how it is measured, and its importance in ensuring customer loyalty and repeat business, particularly in the tourism sector.

### **4. Concepts and Theories Related to the Marketing Mix**

This section delves into the marketing mix (7Ps) and related theories, exploring how businesses combine these elements to effectively market their products or services, with a focus on the tourism industry.

### **5. Related Research**

Sirirat Rojanapanitikul and Supasak Ngaoprasertwong (2022) conducted a study on the Thai Tourist's Attitudes towards the Tourism Components in Pak Chong District, Nakhon Ratchasima Province during the COVID-19 Pandemic. The results showed that: The attitude towards the Tourism Components in Pak Chong District; 1) Attraction: many natural attractions with beautiful atmosphere 2) Activities: many activities but in this situation tourists want to relax and private 3) Access: near Bangkok, convenient roads and most tourists drive their own car 4) Amenities: the facilities are enough and available 5) Accommodation: available in many levels and many prices 6) Assurance: safety and sure to travel.

Oratai Krutwayscho, Yosita Yamma, Papawarin Srina, Pitchayada Julapan, Teeranart Wajanakhampee and Worapot Treesuk (2021) conducted a study on the Tourism Development Through the Service Marketing Concept from the Perspectives of Gen Y Tourism Travelling in Chiangmai During the Covid-19 Pandemic Crises. This research recommends 7Ps marketing strategy for instance, 1) Product: focus on SHA sanitation standards, 2) Price: consideration of affordability in the COVID-19 era, and 3) Place: contactless service

Pimpawan Sumkham (2022). conducted a study on the Marketing mix factors affecting the decision-making behavior of tourists in secondary cities tourism nan province. The research found that 1) the marketing mix factors affecting the decisionmaking behavior of tourists in tourism in the secondary city Nan Province. It has the overall decision-making level at the highest level following with down to the person side and the distribution channel side, respectively

Warunee Praprimuang (2023) conducted a study on The study of factors influencing change and supporting the guidelines for community-based tourism in new normal during the covid-19 Safety and economy concerns due to the epidemic and economic recession, rising prices of goods and food. Therefore, it is the main factor in tourism for tourists nowadays. The second factor relates to the popularity of places and the environment of tourist attractions that have influenced tourists to change their travel habits after the COVID-19 outbreak.. New tourism guidelines after the spread of COVID-19 found that the sample group. The interviews gave similar opinions, namely, focusing on group tourism that is expected to increase in demand, starting from activities that have potential such as nature, cultural aspects, while creating new activities such as qualitative tourism. Tourism to experience the local lifestyle that adds value and incentives

## **Research Methodology**

This research employed a quantitative research methodology. The sample size was selected using purposive random sampling, and data were collected through a questionnaire. To determine the data sources used in this research, the researcher employed two types of data collection methods:

1. Secondary data: This includes information gathered from existing studies, research findings, articles, journals, theses, statistical data, reports, and internet sources.
2. Primary data: This involves the collection of original data through the distribution of questionnaires.

### **Data Collection:**

Data were collected through a survey conducted between October 2022 and August 2023.

### **Instrument:**

The questionnaire used in this study consisted of two types of questions: closed-ended questions with predefined answer choices, and open-ended questions allowing respondents to provide their opinions. The questionnaire focused on the The Behavior of Tourists after Covid 19 Situations in Ranong. The questions were rated on a Likert scale with five levels: most, high, medium, low, and least.

### **Data Analysis:**

The data were analyzed using a computer program, employing percentage, mean, and standard deviation statistics.

## Research Results

The results showed that: 1) Market mix factors that affect tourism behavior of tourists in Ranong Province it was found that all aspects of the marketing mix—product, price, promotion, place, people, process and physical Evidence, and overall processes were also included was also at high level.

### As shown in Table 1

The table presents the average and standard deviation of the Market mix factors that affect tourism behavior of tourists in Ranong Province

Market mix factors	$\bar{x}$	S.D.	Comment Level
1. Product	4.12	.217	high
2. Price	4.19	.280	high
3. Promotion	4.20	.286	high
4. Place	4.08	.217	high
5. People	4.16	.240	high
6. Process	4.08	.217	high
7. Physical Evidence	4.11	.194	high
<b>total</b>	<b>4.14</b>	<b>.167</b>	<b>high</b>

## Discussion

The results showed that: 1) Market mix factors that affect tourism behavior of tourists in Ranong Province it was found that all aspects of the marketing mix—product, price, distribution channels, and promotional activities—were well covered. Additionally, factors such as personnel, physical characteristics, and overall processes were also included was also at high level. These findings are consistent with the research conducted by Pimpawan Sumkham (2022). conducted a study on the Marketing mix factors affecting the decision-making behavior of tourists in secondary cities tourism nan province. The research found that 1) the marketing mix factors affecting the decisionmaking behavior of tourists in tourism in the secondary city Nan Province. It has the overall decision-making level at the highest level following with down to the person side and the distribution channel side, respectively

## Recommendations

1. Tourist behavior should be studied to adapt to the changes brought about by the COVID-19 pandemic.
2. The impact of the COVID-19 pandemic on other tourist destinations should be examined, with a focus on improving these areas into key tourist attractions to help generate income.

## Acknowledgement

The research on The Behavior of Tourists after Covid 19 Situations in Ranong has been successfully completed. The author would like to express gratitude to Suan Sunandha Rajabhat University and to all graduate schools and executives who provided opportunities and support in developing a thorough and continuous research routine that made this study possible.



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