



Deciding on a Hotel for Indian Tourist Wedding in Chiang Mai

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Abstract:- Thailand besides tourist attractions both cultural and the natural way that is known as beautiful as any country But Indians Now they are starting to see Thailand as another suitable place for marriage and honeymoon The trend of Indian weddings abroad has been around for almost 20 years and each wedding is very expensive. The cost of organizing the event at that time was almost 10 million baht. Owns a diamond jewelry business, which every couple has many relatives to follow. Some couples even buy the whole building for relatives on both sides to rest. It is therefore an important opportunity that the Thai hotel business sector especially in the tourism industry should turn to wedding services for more integrated Indian married couples Due to such a large market and high spending. This paper aimed to study deciding on a hotel for an Indian tourist wedding in Chiang Mai. of Indian tourists by using a quantitative research method The target group in the study was 400 Indian tourists traveling to Thailand by random sampling the research instruments consisted of Structured interview and a questionnaire with a validity value between 0.67 - 1.00 and a confidence value of 0.894 and an interview form. Data were analyzed by frequency, percentage, mean, and standard deviation. It was found that the factors affecting the selection of reward travel in Thailand for Indian tourists are as follows: Cost of living ($\bar{x} = 4.81, S.D. = 3.77$) Meeting room ($\bar{x} = 4.70, S.D. = 3.50$) Tourist attractions ($\bar{x} = 4.68, S.D. = 3.15$).

Keywords: Deciding; Indian Tourist; Wedding

Introduction

Seeking new tourist markets other than Chinese tourists will increase the distribution of foreign tourists in Thailand This reduces the volatility of tourism revenue in the event of an incident that affects Chinese tourists in the future. Indian tourists may be one of the answers to potential Thai tourists. Due to India's high economic growth, Indian tourists visiting foreign countries tend to increase. The middle-income population is expected to grow at an average of 7.4% per year. The wedding industry is also an attractive market. Because most Indians attach great importance to marriage. and spend on average one-fifth of their lifetime earnings (Tourism, A. 2018).

India currently exports more than 16 million global travelers annually, of which approximately 1 million (1,028,414 in 2013) came to Thailand, almost double the number of tourists since 2007. India travels to Thailand with only 5 hundred thousand people. And information from the Ministry of Tourism and Sports shows that Indian tourists can earn more than 37,537 million baht in Thailand, which is an important tourist market that needs to be paid a lot of attention. Top Tourist Destination Countries Thailand is one of the top 3 countries most visited by high potential tourists. The top 5 countries for high potential tourists in India are (1) United Arab Emirates (2) Singapore (3) Thailand (4) the United States (Tourism, A. 2015).

The results of a booking.com survey comparing data between March and April 2020 are consistent with the results above. This shows that Indians are eager to travel again after COVID-19 and that one of the most popular destinations in Thailand. According to statistics from the Ministry of Tourism and Sports, Thailand had a total of 1.41 million Indian tourists in 2017, increasing to 1.59 million in 2018 and 1.98 million in 2019 and before the outbreak of the coronavirus 2019, it is also estimated that in 2020 there will be 2.2-2.4 million Indian tourists traveling to Thailand, second only to



Chinese tourists. Although Indians are unable to travel abroad anytime soon. But the survey of tourism behavior indicates that Thailand is a top destination for Indian tourists. As a result, it is expected that there will be a large number of Indian tourists traveling and shopping in Thailand after the situation has eased. Thai entrepreneurs are involved in the hotel industry, accommodation, services, travel agencies, restaurants, shops, products, and health services. Popular among Indians before the COVID-19 pandemic.

When considering factors such as economic growth, population, or even middle-income population growth, India is the most suitable answer. Because it is one of the countries with the highest economic growth in the world, and will remain high over the next five years (IMF, 2017). In addition, India is the 2nd largest population in the world, with the United Nations expected to be No. 1 in place of China in 2022 and the National Council of Applied Economics. Research also estimated that the number of the middle-income Indian population (reflecting affordability) will reach 547 million by 2026 (Ministry, T. 2018).

Thailand is one of the destinations for Indian tourists. It is characterized by a variety of attractions, activities, and food, as well as not taking long to travel from India to Thailand. Although India is a low-middle-income country and has a low per capita income. But it was the 19th highest expenditure on international tourism in the world in 2016, as well as Thailand, where Indian tourists were the 8th most spending after Chinese tourists, averaging 5,849 baht per day and staying at a time, about 7-8 days. The highlight that will strengthen the Thai tourism sector is that Indian tourists visited Thailand the most during the second quarter, which is the low season in Thailand, thus helping to compensate for the lost tourists from other countries during this period.

Another thing to look out for is the wedding ceremony. Thailand can attract Indian couples for its value for money. The Tourism Authority of Thailand estimates that the average Indian wedding budget in Thailand is between 10 and 50 million baht per couple. (Two times lower than those used in India). In 2015, there were more than 300 couples hosting weddings in Thailand, and this is likely to increase in the future as the population of the working-age population increases.

From the above problem, Therefore, the researcher sees the importance of online media that affects the decision to choose a street Food in Chiang Mai. Therefore, a study was conducted on how social media influences food tourism decisions in Thailand. The results of the study, it is beneficial to those who are interested or food tourism business operators can be used to improve and develop to meet the needs of tourists more.

Research Objectives

The objectives of this research article were to study deciding on a hotel for an Indian tourist wedding in Chiang Mai.

Research methodology

Population and sample

Indian tourists traveling to Thailand Between January 2018 and December 2018, 400 people were obtained by random sampling. By specifying the sample by Convenience Sampling because the true population cannot be known. At a 95% confidence level, the sample size was determined as follows (Thanin, S. 2014) using the formula was set as follows.

$$n = \frac{Z^2 P(1-P)}{E^2}$$

Where:

n = sample size

Z = confidence level (In this study, the confidence level was 95%, the value Z = 1.96)

P = proportion of the population in which the study was randomized.

(When the proportion of the random population (P) is unknown, the highest P-value is 0.5.)

E = maximum error that can occur (At 95% confidence level, E = 0.05)



The number of questionnaires from the sample to be processed must be at an acceptable level with statistical significance at the 0.05 level, i.e., it must be equal to or greater than the calculated sample number. Therefore, it will be a number that can be processed as a representative of the population.

$$n = \frac{(1.96)^2 (0.5)(1 - 0.5)}{(0.05)^2}$$

$$= 384.16$$

Therefore, in this study, the sample size was 385 samples. A total of 400 questionnaires were designed using a non-probability-based sample selection method. (Non-Probability Sampling)

Research Instrument

1) Structured interviews, study documents, and related research covering the issues of factors affecting the selection of reward travel in Thailand of Indian tourists and factors contributing to success in improving the quality of rewarding services in Thailand. Then design an interview form to cover the aforementioned issues. The researcher brought the interview form to the academicians and 3 qualified persons to examine the questions and content of the questionnaire and whether it was applied to the target group or not. Then take the suggestion to improve the interview form appropriately, the experiment was conducted with a non-real sample group of 5 people to check whether the language used in questioning is correct and easy to understand or not. Tool quality test results are consistent with the study objectives and then used in the real sample

2) Questionnaires applied by the researcher based on the review of relevant literature. including the study of scholars in the past in-depth and used as a question in the questionnaire. When the questionnaire has been created The researcher presented the questionnaire to 3 academicians and experts to examine the questions and the content of the questionnaire. To find a reliability value between 0.67 – 1.00 after that the questionnaire was modified and used to experiment with a non-sample population of 30 people. Reliability Analysis of the questionnaire by using the AI coefficient Cronbach's Alpha in estimating the reliability of variable measuring instruments with Rating Scale answers (Suwimol, T. 2003). Cronbach's Alpha of all variable gauges exceeds 0.60 which is an acceptable value (Nunnally (1978) indicating that the questionnaire gauge for each factor Reliability and intrinsic consistency of measurements (Reliability)

Data collection collects information by distributing questionnaires The researcher spent 4 months collecting data from the survey using questionnaires, with one research assistant assisting in distributing the questionnaire to assist the researcher in collecting data from the entire sample group.

Data analyses

1) Qualitative Data Analysis The researcher analyzed the content (Content Analysis) by classifying words. or the message that the informant group has commented on and then interpreted and analyzed with the principle of reason by disaggregating according to research objectives The order of content and content scope in detail Data analysis was performed at the end of each interviewee's interview and the details of the interview were written descriptively.

2) quantitative data analysis General data of the respondents were analyzed by percentage (Percentage), Arithmetic Mean, and Standard Deviation.

Results

The results of the interview decide on a hotel for an Indian tourist wedding in Chiang Mai.

The results of the interview on the factors in deciding on a hotel for an Indian tourist wedding in Chiang Mai. Each reward trip They come as a group, with numbers ranging from 60-600 people, with a duration of 3-7 days. The popular event period is divided into 2 periods: November-February and June-August. Most of the marketing channels are the creation of the company's website, and word-of-mouth of the customers. The Tourism Authority of Thailand organizes companies in India to



explore. products and marketing trips with the group of company's airport reception Should request permission for a special channel (Fast track) to facilitate the visa. through immigration formalities facilitating Regarding the importation of items such as jewelry, and food, the organizers should ask permission to enter the group to the door. The aircraft arranges welcome Thai cultural performances at the airport, such as long drum dances, or prepares flowers or garlands for attendees to feel proud.

The results of factors deciding on a hotel for an Indian tourist wedding in Chiang Mai.

It was found that the factors in deciding on a hotel for an Indian tourist wedding in Chiang Mai. As follows: Cost of living ($\bar{x} = 4.81, S.D. = 3.77$) Meeting room ($\bar{x} = 4.70, S.D. = 3.50$) Tourist attractions ($\bar{x} = 4.68, S.D. = 3.15$)

Table 1 Factors deciding on a hotel for Indian tourist wedding in Chiang Mai

Deciding on a hotel for an Indian tourist wedding	\bar{X}	S.D.	Comment level
Cost of living	4.81	0.90	Very good
Meeting room	4.70	0.77	Good
Tourist attractions	4.68	0.57	Good
Total	4.75	0.46	Very good



Figure 1 Indian tourist wedding in Thailand



Figure 2 Indian Perspective Towards Thailand (Ref: Tourism Authority of Thailand. 2020)



Discussion

From the results of the study on deciding on a hotel for an Indian tourist wedding in Chiang Mai of Indian tourists in order of the top three most to least Cost of living ($\bar{x} = 4.81, S.D. = 3.77$), consistent with the research results of the Tourism Authority of Thailand, ASEAN (2012) The situation of Indian tourists in 2011 – 2012 found that Indian tourists' behaviors are popular for traveling. travel in the region because it is cost-saving and travel time, Indian market Not sensitive to various crises. Popular tourist destinations include Singapore, Malaysia, and Thailand. Hong Kong and Dubai, with Indians often annexing Thailand as one of their destinations. other countries in the region tourist attraction Important places that are popular to visit include Bangkok, Pattaya, and more. more at Phuket, Chiang Mai, Samui, Chiang Rai, Krabi, Phra Nakhon Si Ayutthaya and Koh Chang, etc. Indians popular shopping sightseeing Traveling to visit important places history cultural attractions and amusement parks. More interested are film production groups, meeting travel groups, as well as honeymooners and groups. Coming to the wedding in Thailand more than 50 percent of Indians who travel in Thailand as a group is a Non-meat vegetarian which is in line with Chalongsriphimon Sompong, the demand of tourists. To purchase tourism goods and services at a tourist attraction or destination, tourists must have demand, purchasing power, and willingness to pay for tourism goods and services at a given point in time. An increase or decrease means an increase or decrease in demand for travel.

Meeting Room ($\bar{x} = 4.70, S.D. = 3.50$) The research of Jirawan (2008) has researched factors in purchasing decisions. Unified form of marriage for foreign tourists Case studies in Phuket have been given a suggested that The product aspect is very important, should be more diversified in terms of products such as Thai wedding arrangements Wedding needs according to the traditions of Newlyweds and traditional Phuket style. Pricing should have a credit card network that can accept multiple cards. Types of distribution channels should open the website to open distribution channels. can be sold all over the world marketing promotion There should be discounts and gift giveaways or some free services, such as airport transfer Service personnel should provide service training to employee's service process should establish a system for to work quickly and be able to respond to the needs of customers promptly physical appearance The place should be decorated to be beautiful. The variety meets the needs of customers and has tools and equipment that look good to standards.

Attractions of interest ($\bar{x} = 4.68, S.D. = 3.15$) Processing for weddings and honeymoons in Thailand starts with Contact for weddings and honeymoons in Thailand. Wedding planners and organizers in Thailand will proceed for the wedding About the hotel Venue, food, ceremony wedding celebration travel after marriage shopping honeymoon place Wedding performance Indian tourists are satisfied with Organized by adhering to the correct form according to tradition Strictly Indian religion which can be arranged and decorated great as expected This is in line with Philip (2003) concept of consumer behavior that indicates that the factors for important factors that influence consumer behavior Buyer characteristics are influenced by factors such as Culture. Culture is the fundamental and the most profound part that affects consumer behavior. The market must understand the role and culture of the buyer. basic culture subculture and class of society.

Recommendation

A. Recommendations for Practices

Thailand is one of the destinations for Indian tourists. It is characterized by a variety of attractions, activities, and food, as well as not taking long to travel from India to Thailand. Although India is a low-middle-income country and has a low per capita income. But it was the 19th highest expenditure on international tourism in the world in 2016, as well as Thailand. It was found that the deciding on a hotel for Indian tourist wedding in Chiang Mai Indian tourists as follows: Cost of living ($\bar{x} = 4.81, S.D. = 3.77$) Meeting room ($\bar{x} = 4.70, S.D. = 3.50$) Tourist attractions ($\bar{x} = 4.68, S.D. = 3.15$).

1) Entrepreneurs related to the tourism industry should be promoted. in planning marketing for Indian tourists.

2) Weddings are just one of the factors that help make reward travel arrangements more attractive. more interesting But there are other factors. Another thing that must be considered together to make the greatest impression on traveling companions, such as the convenience of the vehicle used



for travel Service that meets the standards of the hotel, accommodation, quality, taste, and variety of each food.

B. Recommendations for Further Research

Another thing to look out for is the wedding ceremony. Thailand can attract Indian couples for its value for money. The Tourism Authority of Thailand estimates that the average Indian wedding budget in Thailand is between 10 and 50 million baht per couple. In 2015, there were more than 300 couples hosting weddings in Thailand, and this is likely to increase in the future as the population of the working-age population increases. It was found that the factors in deciding on a hotel for Indian tourist weddings in Chiang Mai Indian tourists as follows: an average (\bar{x} = 4.75, S.D. = 0.46)

1) There should be research on how social media influences Indian tourists' decision-making foreign countries choose food tourism in Thailand.

2) There should be more research on how the credibility of social media influences decision-making wedding in Thailand.

Conclusion

Thailand besides will receive the nickname Siam Land of Smiles Because people are already full of smiles and friendship. Another famous thing would be inevitable in terms of tourist attractions. both cultural And the natural way that is known as beautiful as any country This can be seen from the large number of tourists who come to visit Thailand each year.

Thailand besides tourist attractions both cultural and the natural way that is known as beautiful as any country But Indians Now they are starting to see Thailand as another suitable place for marriage. and honeymoon The trend of Indian weddings abroad has been around for almost 20 years and each wedding is very expensive. The guests, whether Indians live in India. Or Indians who go to work abroad such as in Hong Kong or Singapore who marry in Thailand are all “rich” and the richer the job, the bigger the job. majestic grandeur To fit the financial status of millionaires in the land of Bharata.

The current trend of traveling to marry Indians abroad is hot. And each marriage costs a lot of money. It is therefore an important opportunity that the Thai service sector especially in the tourism industry should turn to wed services for more integrated Indian married couples because such a large market and the amount of expenditure is very high, many millions of baht low-income families The cost of getting married will fall to \$10,000 per event. For middle-income families, it's between \$1.5 and \$40,000. And a wealthy family cost about \$ 50 thousand to \$ 1.5 hundred thousand. The average duration of the event is 4-7 days and the number of guests attending each event is approximately 200-250 people because Indians are considered. The wedding ceremony is an important tradition. Be the face of the family causing each job to put a lot of money together Therefore, it is an important opportunity to bring income from this wedding into Thailand. penetrate the Indian market. invite to marry in Thailand As for the ways to persuade more Indians to marry in Thailand.



Figure 3 Model deciding on a hotel for an Indian tourist wedding in Chiang Mai



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