

SMALL ACCOMMODATION STANDARD MANAGEMENT MODEL TO SUPPORT TOURISTS IN CHIANG MAI

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Introduction

Statement and Significant of the Problem

The tourism industry is made up of different types of businesses. Both directly related businesses such as the hotel business and indirectly related businesses or supporting businesses that help create many careers and economic circulation. The tourism industry is a source of income in terms of both Thai and foreign currencies that contribute to the stability of the country's balance of payments. In addition, tourism plays a role in stimulating the use of national resources. widely and help support rehabilitation Preserve arts and culture traditions and attract the attention of tourists. The tourism industry and the hotel business are closely related. The hotel is regarded as the main business that promotes the tourism industry and has an influence on the country's economy (Sontimoon and Khamdetch, 2014: 206). The development of Thai tourism is urgently needed when there is free trade in the ASEAN region. in order to see the concrete that needs to be driven by determining the role of tourism mechanisms at all levels to be linked to quality tourist attractions One mechanism that drives the tourism industry is small hotel business But in reality, it was found that the small hotel business was overlooked by the government sector. not systematically supported As a result, personnel and small hotel business organizations are not developed to enhance skills and knowledge to be able to Compete on the national or global stage In addition, the important issues that make it interesting to study about small hotels are due to the changes in global trends regarding the needs of customers who use the service. Change your needs from staying in a large 5 - star hotel to staying in a smaller hotel that offers Good service, like a large hotel business, has a high degree of privacy. And has been closely cared for, creating more familiarity than a large hotel business As a result, customers who are both domestic and international tourists have increased demand for such services. (Tanongphaeng, 2017 : 2)

Recently, small hotel businesses that do not require a lot of capital have increased in number and expanded in various places, especially in various tourist destinations. Because it responds to the lifestyle of tourists. New generation who like to seek accommodation in a way that is not too informal. But it is comfortable, clean, the number of rooms is not large. Pay attention to service and gain a unique experience from the atmosphere inside and outside the accommodation that is different from the big hotels. These factors have resulted in an increase in the demand for small hotels, increasing the demand for more rooms. It is also a solution for small capital owners who cannot compete with larger hotels with more capital and marketing. which is considered a distribution of income to small entrepreneurs Because this business does not require a very high investment. Entrepreneurs who see business opportunities and invest in various fields because they see the value for the investment. Causing more people to turn to small hotel business It also comes from the factor of flexibility in management that has a scope of responsibilities and details of work that are not equal to large hotels in terms of decoration. quality facilities Hiring employees at a high rate and recruiting people with diverse abilities The expansion of the small hotel business is increasing rapidly (Somsawat, 2009: 7).

rapid expansion Causing many small hotels to have problems due to lack of experience in management and the administration of a small hotel as well Limited potential and resources As a result, it cannot fully meet the needs of service users. therefore making the business unsuccessful Including from the relatively high competition (Somsawat, 2009: 8), the situation of most Thai small hotel businesses that operate throughout the country at present Are having problems with management Providing good service with standards according to the needs of customers Especially about obtaining SHA certification from the COVID situation. which cannot serve customers as well as a large 5-star hotel business that focuses on excellent service standards Directly and indirectly affecting the business operation chain that the small hotel business itself is unable to support and respond to the needs of customers. As a result, customers are hesitant and uncertain about accessing the service. These issues must be resolved with proper management. For Chiang Mai, nowadays, there are more and more tourists coming to travel. Tourism Authority of Thailand Office of Chiang Mai (2022) said that Chiang Mai is a province that has attracted both Thai and foreign tourists to travel. continually In each season of Chiang Mai, in 2022, the Tourism Authority of Thailand Chiang Mai office Has set a goal to increase revenue by 10%, the number of tourists from 9.6 million people to 10 million people or an increase of 10% depending on the situation and various factors Including a marketing plan spread the tourism area Stimulate the travel of mainstream tourists and expand the base. potential tourists Therefore causing a lot of hotel businesses in Chiang Mai that tourists have come to use the service. For Kasikorn Research Center (2017) has revealed information that in 2017, the hotel business should have revenues of 564,000-574,000 million baht, an increase of 3.7-5.5 percent. decelerated from 2016 with a growth of 6.0% from the previous year, although the tourism situation in 2017 has a tendency to continue to improve from 2016 and resulted in the hotel business benefiting from providing services to accommodate tourists. Small and medium sized hotels face competitive challenges from other types of accommodation such as condominiums, villas, serviced apartments, etc., which set accommodation prices to compete with three-star hotels and below, which are mostly small and medium-sized hotel operators. The tourists have the option to rent accommodation either directly from the owner. and through intermediary websites or applications as an intermediary The matchmaking network between hosts and travelers. and an intermediary providing transaction services travel through the internet Running a small hotel business in Chiang Mai is a business that is growing and There is more competition in terms of service innovation for tourists. To establish the standard of a small hotel leads to interest in how a small accommodation in Chiang Mai should have a standard management style. in order to meet the needs of tourists and be able to operate in the current situation

Research Question

1. What is the condition of managing a small hotel in Chiang Mai?
2. What is the appropriate management style for a small hotel in Chiang Mai?
3. How do small hotels in Chiang Mai have management guidelines to accommodate tourists and create satisfaction?

Research Objectives

1. To study the situation of small hotel management in Chiang Mai Province.
2. To study the appropriate management model for small hotels in Chiang Mai.
3. To present a guideline for managing a small hotel in Chiang Mai to accommodate tourists efficiently and create satisfaction for tourists.

Research Hypothesis

1. Small accommodation management model to support good tourists is caused by financial support factors, marketing factors Accommodation and service factors quality factor human resources and overall management
2. Financial and marketing factors are related.
3. The factors of service and human resources are related.
4. Accommodation and service factors are related to service quality.

Scope of the Study

Study of Small accommodation standard management model to support tourists in Chiang Mai This was a qualitative study along with a quantitative study. (Quantitative Method). Therefore, in conducting the study, the study was conducted to collect data as follows:

Population scope and sample

qualitative research

1. Collect data from research papers, including researching from relevant documents and research related literature
2. In-depth interviews. Interview) with key informants for small hotel operations, namely the Chiang Mai Governor or provincial public health representatives, travel in Chiang Mai Chairman of the Chiang Mai Chamber of Commerce and small hotel operators, totaling 10 people.

quantitative research Data was collected using questionnaires on tourists, which stays in a small hotel in Chiang Mai 18 years of age or older, staying at an inn for the duration of the research, namely between April - December 2023, amounting to 400 people.

Content Scope subject research This standard management model for small accommodation to support tourists in Chiang Mai has defined the scope of content on small hotel management, marketing, finance, accommodation, and services. Quality and Human Resources

Area boundary Conducted a study of small hotels in Chiang Mai.

Research period the study was conducted from April 2023 to January 2024.

Significance of the study

1. Able to apply research results to determine guidelines, improve, develop, and increase readiness for small hotels in Chiang Mai.
results can be used to train entrepreneurs and personnel in the small hotel business in Chiang Mai. to develop tourist services
3. Be able to present the information obtained from the study to relevant agencies to lead to the development of small hotels in Chiang Mai Province .

Definition of Term

Small hotel means a hotel with no more than 30 single rooms.

management small hotel refers to the management process of a small hotel. using existing resources to create customer satisfaction, managing with stakeholder participation, systematic and efficient communication within the organization, registration, data collection and feedback from service receiver.

financial management means Sufficient financing from suitable sources Efficient allocation of financial resources. Financial supervision by establishing an accounting and tax system.

Marketing management means Marketing of products and services price marketing Giving importance to marketing channels or trade channels and marketing communications in various fields.

Management of accommodation and services means Accommodation design and decoration Facilities in various aspects, cleanliness, and hygiene. Comprehensive and diverse services food and beverage service Use of common areas of the property the provision of recreational activities and supplementary tourism Property security, property access and location

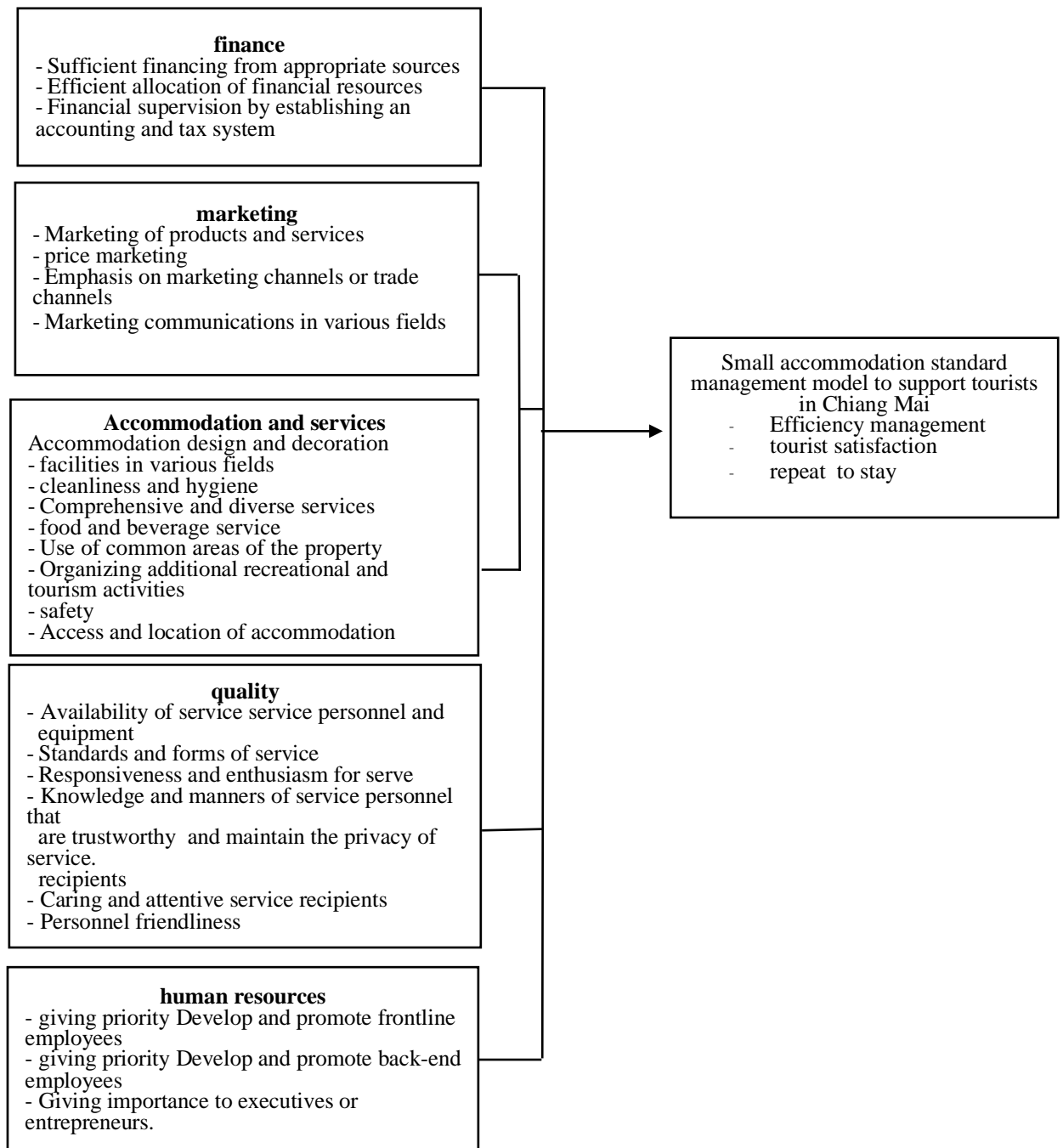
Quality management means service availability Service personnel and equipment service standards and forms Responding to needs and enthusiasm for service Knowledge and etiquette of service personnel Trustworthy and maintains the privacy of service recipients. The care and attention of the service recipients and the friendliness of the personnel.

Theoretical concepts and related literature

1. Concepts and theories about tourism
2. The concept of management theory
3. Hotel Concepts and Theories
4. Satisfaction Theory Concept
5. Case studies of small hotels
6. Related research
7. Theoretical concepts of strategic planning
8. The concept of the theory of manpower planning
9. The concept of tourism marketing theory
10. Tourism Development Plan No. 3 62566-2570)
11. The 13th National Economic and Social Development Plan
12. Related Research
13. Conceptual Framework

and compiling theoretical concepts to set a research framework as follows:

Conceptual Framework



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