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# KỶ YẾU

## SUMMARY RECORD

# HỘI THẢO QUỐC TẾ

## INTERNATIONAL CONFERENCE

"PHÁT TRIỂN NGUỒN LỰC DU LỊCH  
TIỂU VÙNG SÔNG MÊ KÔNG"  
"DEVELOPING TOURISM RESOURCES  
IN THE MEKONG SUB-REGION"



NHÀ XUẤT BẢN THÔNG TIN VÀ TRUYỀN THÔNG

TRƯỜNG ĐẠI HỌC VĂN HÓA TP. HỒ CHÍ MINH  
TỔNG CÔNG TY DU LỊCH SÀI GÒN  
HỌC VIỆN CÁN BỘ TP. HỒ CHÍ MINH  
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## LỜI MỞ ĐẦU

Với chiều dài 4.909 km, Mê Kông là con sông dài thứ 12 trên thế giới, chảy qua tỉnh Vân Nam của Trung Quốc và các nước Myanmar, Thái Lan, Lào, Campuchia và Việt Nam. Với sự đa dạng sinh học rất cao, sông Mê Kông đã cung cấp cho con người nhiều nguồn lợi tự nhiên, đồng thời còn tạo thuận lợi cho sản xuất nông nghiệp, nuôi trồng thủy hải sản, sản xuất hàng hóa và phát triển du lịch. Do vậy, lưu vực sông Mê Kông là địa bàn sinh sống của những cộng đồng cư dân thuộc hơn 100 dân tộc khác nhau. Nói cách khác, khu vực địa văn hóa này có bề dày lịch sử văn hóa lâu đời và chính sự đa dạng, phong phú về lịch sử - văn hoá đã tạo nên tiềm năng du lịch to lớn và độc đáo của Tiểu vùng.

Với những lợi thế về du lịch sinh thái, du lịch văn hóa..., từng quốc gia trong tiểu vùng sông Mê Kông đã chủ động trong việc khai thác phát triển du lịch gắn với những điều kiện cụ thể. Mặt khác, ngành du lịch các nước trong tiểu vùng ít nhiều đã có sự hợp tác trong khai thác phát triển du lịch và đã đạt được những thành tựu nhất định.

Từ năm 1992, với sáng kiến Hợp tác kinh tế của Ngân hàng Phát triển Châu Á, sự hợp tác nói chung, hợp tác phát triển du lịch nói riêng giữa các quốc gia trong tiểu vùng ngày càng được đẩy mạnh, bao gồm nhiều lĩnh vực:

- Giao thông vận tải;
- Năng lượng;
- Môi trường;
- Du lịch;
- Bưu chính Viễn thông;
- Thương mại;
- Đầu tư;
- Phát triển nguồn nhân lực;
- Nông nghiệp và phát triển nông thôn

Như vậy, phát triển du lịch là một trong những nội dung trong các chương trình hợp tác giữa các quốc gia trong khu vực tiểu vùng sông Mê Kông mở rộng. Tính đến nay, sự hợp

tác đó đã đạt được những thành tựu nhất định. Tuyên bố chung của Hội nghị Thượng đỉnh Hợp tác tiểu vùng sông Mê Kông mở rộng lần thứ 5 tại Bangkok, Thái Lan (ngày 20 tháng 12 năm 2014) đã nêu rõ:

*Trong lĩnh vực du lịch, xây dựng nhằm cải thiện kết nối và đơn giản hóa yêu cầu thị thực nhập cảnh, khách du lịch đến khu vực tiểu vùng sông Mê Kông mở rộng tiếp tục tăng đạt 52 triệu khách năm 2013. Dự án Phát triển cơ sở hạ tầng du lịch hỗ trợ cho tăng trưởng toàn diện khu vực tiểu vùng sông Mê Kông mở rộng đã được phê duyệt vào năm 2014 và một sáng kiến mới nhằm củng cố Văn phòng Điều phối Du lịch Mê Kông cũng đang được tiến hành. Thái Lan, hợp tác với Ngân hàng Phát triển Châu Á, sẽ tiến hành đăng ký và hoàn thành thủ tục pháp lý thành lập Văn phòng Điều phối Du lịch Mê Kông. Chiến lược ngành du lịch khu vực tiểu vùng sông Mê Kông mở rộng cập nhật cho giai đoạn 2016 - 2026 đang được chuẩn bị và sẽ cung cấp các kế hoạch chi tiết cho hợp tác tiểu vùng mở rộng trong lĩnh vực này trong thập kỷ tới.*

Tuy nhiên, đồng thời với những thành tựu, trong khai thác phát triển du lịch ở mỗi quốc gia và hoạt động hợp tác giữa các quốc gia cũng đặt ra nhiều vấn đề, như: bảo vệ môi trường; tính hiệu quả trong hoạt động khai thác tiềm năng du lịch; chiến lược khai thác và phát triển du lịch một cách bền vững; tính thực chất và đồng bộ trong hợp tác; tính chuyên nghiệp trong hoạt động dịch vụ du lịch; đào tạo và liên kết trong đào tạo nguồn nhân lực du lịch; v.v... Đó là những vấn đề cần được xem xét một cách khoa học, toàn diện nhằm phát triển du lịch của từng quốc gia và cả tiểu vùng sông Mê Kông.

Hội thảo Phát triển nguồn lực du lịch tiểu vùng sông Mê Kông là diễn đàn để các nhà khoa học, nhà quản lý, người đang hoạt động trong lĩnh vực du lịch gặp gỡ, trao đổi làm sáng tỏ hơn nữa tiềm năng du lịch, thực trạng hoạt động khai thác - hợp tác, đề xuất giải pháp nhằm phát triển du lịch cho khu vực tiểu vùng sông Mê Kông... Hy vọng, kết quả của Hội thảo sẽ góp phần thúc đẩy việc hình thành một tổng thể thống nhất và toàn diện của Tiểu vùng trên bản đồ du lịch thế giới, tạo điều kiện cho du lịch của cả tiểu vùng và từng quốc gia trong tiểu vùng có bước phát triển mới.

Tính đến nay, Ban Tổ chức Hội thảo đã nhận được 141 bài tham luận của các nhà nghiên cứu, người làm công tác quản lý, giảng dạy và hoạt động trong lĩnh vực du lịch. Nội dung bài viết đề cập đến nhiều góc cạnh khác nhau của chủ đề Hội thảo: Phát triển nguồn lực du lịch tiểu vùng sông Mê Kông. Về cơ bản, có thể phân thành 03 cụm chủ đề:

- Nguồn lực - Định hướng phát triển du lịch tiểu vùng sông Mê Kông.
- Sản phẩm du lịch tiểu vùng sông Mê Kông.

- Hợp tác - Khai thác phát triển du lịch tiểu vùng sông Mê Kông.

Việc phân chia thành ba cụm chủ đề chỉ có tính chất tương đối vì các bài viết thường đan xen nhiều thông tin.

Thay mặt Ban Tổ chức, xin cảm ơn các tác giả đã gửi bài tham luận để Hội thảo được thành công tốt đẹp.

Xin trân trọng cảm ơn.

**Ban Tổ chức**



## **CÁC YẾU TỐ ẢNH HƯỞNG KHẢ NĂNG SẴN SÀNG CHI TRẢ TẠI CÁC KHÁCH SẠN BOUTIQUE VÀ KHÁI NIỆM KHÁCH SẠN LIFESTYLE**

Nghiên cứu này điều tra các yếu tố quan trọng ảnh hưởng đến khả năng sẵn sàng chi trả của khách du lịch trong các khách sạn thuộc loại hình Boutique và Lifestyle. Khảo sát được tiến hành bằng cách lấy mẫu ngẫu nhiên 30 Khách sạn boutique được trao giải thưởng ở Thái Lan và 400 du khách tại thành phố Hat Yai. Các công cụ nghiên cứu bao gồm một phiếu đánh giá khách sạn và một bảng khảo sát nhân khẩu học, lối sống và sở thích của từng khách du lịch đối với các khách sạn thuộc loại hình Boutique và Lifestyle. Kết quả được trình bày theo tỷ lệ phần trăm, theo phương thức, và độ lệch chuẩn. Phân tích thống kê được thực hiện bằng cách sử dụng phân tích biến số (ANOVA), hồi quy bội số sử dụng mẫu giá cả Hedonic. Kết quả phân tích hồi quy bội số của khách sạn boutique lựa chọn ngẫu nhiên cho thấy rằng các yếu tố đó có tác động rất lớn ( $p < 0,05$ ) ảnh hưởng đến khả năng sẵn sàng chi trả của khách du lịch là hạng sao của khách sạn, thương hiệu và có trách nhiệm với môi trường. Hơn nữa, hầu hết các đối tượng được lấy mẫu cũng chỉ ra rằng họ đã quen thuộc với các khách sạn boutique và thích ở tại một khách sạn boutique với số tiền phải thanh toán vào khoảng 2.500 Baht (75 USD) một đêm gấp hai lần chi phí trung bình của phòng khách sạn trong khu vực.

### **EFFECTED FACTORS FOR WILLINGNESS-TO-PAY IN BOUTIQUE AND LIFESTYLE HOTEL CONCEPT**

**Kaedsiri Jaroenwisan**

*This research investigated the key attributes found in boutique and lifestyle hotels that influence a traveler's willingness-to-pay. Surveys were conducted using a sample population of 30 randomly selected awarding-winning boutique hotels in Thailand and 400 travelers in Hat Yai city. The research tools included a hotel assessment form and a survey of each traveler's demographic, lifestyle and preference toward boutique and lifestyle hotels. Results were presented in terms of percentages, means, and standard deviations. Statistical analysis was conducted using analysis of variance (ANOVA), multiple regression using the Hedonic Price Model. Results of multiple regression analysis of randomly selected boutique hotels revealed that the attributes which showed significant ( $p < 0.05$ ) effect on the traveler's willingness-to-pay were star rating, brand and green responsibility. Moreover, Most of the sample population also indicated that they are familiar with boutique hotels and are interested in staying at a boutique hotel at a willingness-to-pay amount of around 2,500 Baht (75 USD) per night which is twice the average cost of hotel rooms in the area.*



## 1. Introduction

Thailand is one of the top destinations in the world when it comes to tourism. Despite political turmoil, Thailand still offers tourism unique services, breathtaking locations, fantastic food and a memorable cultural experience. Even though the number of tourists dipped during the government protest from the end of 2013 to May of 2014, Thailand should still expect to have more than 15 million tourists visiting its major attractions in 2014 alone (Tourism Authority of Thailand, 2014). Suvarnabhumi International airport alone expects to handle more than 10 million tourists (Bureau of Tourism business and Guide Registration, Department of Tourism, 2013) while top locations such as Phuket and Chiang Mai continue to accept increasing international flights and Phuket is expected to invest more than 2 Billion Baht (600 Million USD) in airport renovations in the next 5 years (Department of Tourism, Thailand, 2013). Having a strong infrastructure in the hotel and services industry provide Thailand with the capability to handle the increasing number of tourists, while the trend around the world toward boutique and lifestyle hotels have given selective tourists with high purchasing power the ability to choose the type of experience they would like to receive during their hotel stay (Freund de Klumbis, 2007). Prices for hotels in Thailand can range from as low as 400 Baht per night (15 USD) to as high as several 100,000 Baht per night (3,000 USD); however, foreign travelers in Bangkok and Chiang Mai can expect to pay around 2,000 - 3,000 Baht for a 2-3 Stars Hotel or as much as 4,000 - 5,000 Baht for a 4-5 Stars hotel (Thailand Boutique Awards, 2011).

This range of selectivity and potential for growth in boutique and lifestyle hotels in Thailand has led to the importance of this study in analyzing the potential for such investment in the Southern part of Thailand. By investigating the top boutique hotels in Thailand, the research was able to narrow down the main factors influencing the willingness of tourists to pay a certain price for these hotels. Moreover, this study applied these findings into formulating a constructive survey that help to bring about conclusions on the potential of investment in boutique and lifestyle hotels in the city of Hat Yai, which is a major business and tourism hub in Southern - Thailand. Attributes such as traveler's characteristics and personal lifestyle were used to assess their preferences in the type of services they expect in these hotels along with their willingness-to-pay.

Moving toward the trend of boutique and lifestyle hotels, Lea (2000) found that the price increase for hotels in the United States from 1995 - 2000 were highest for boutique hotels. Likewise, Londner (2003) found 4 stars hotel in the Fort Lauderdale and Palm Beach County were able to increase the pricing of the their hotels by 30% after they switched their service and facilities toward boutique hotels. Moreover, many researchers have also investigated the major factors influencing the customers' willingness-to-pay for their hotel stay. For example, Espinet et al. (2003) found that hotel rating (category), location (town), hotel size, distance to the beach, and availability of parking spaces were all significant factors in the pricing of hotels along the beach in Spain. Aggett (2007) also found that location, quality, uniqueness, service



provided, and personalized levels of service offered were distinguishing factors that hotel goers in the UK seek when they stay in boutique hotels.

Using the Hedonic Price Model, Rothschild and Chen (2010) found that for Tai Pei, location, availability of LED TV, conference room influenced both the room pricing for weekdays and weekends. While fitness centers affect the prices of rooms on weekdays alone, room sizes significantly impact the price of rooms on weekdays alone. Using a similar Hedonic Price Model in their study on regional Taiwan, Yeh and Chen (2010) concluded that views, swimming pool, brand, and natural surrounding all influenced the pricing of rooms significantly.

Therefore, in this study, the Hedonic Price Model will first be used to investigate the key attributes found in boutique and lifestyle hotels that influence a traveler's willingness-to-pay. Then, these factors will be tabulated into a questionnaire for visitors in Hat Yai, Thailand, in order to determine the effect of demographics, personal lifestyle and traveler's preferences on characteristic attributes of boutique and lifestyle hotels. Finally, a conclusion can be made into the potential for investment in this type of hotel in Hat Yai and the province of Songkhla.

## 2. Methodology

### 2.1 Boutique hotel characteristics and effect on pricing

Using the Hedonic Price Model from Rothschild and Chen (2010), the following factors shown in Table 1 were used investigated. Equation 1 depicts the multiple regression model used to determine the significant impact of each factor on the pricing of randomly selected 30 of the top 100 boutique hotels in Thailand (Thailand Boutique Awards, 2011).

**Table 1: List of attributes or characteristics used in the Hedonic Price Model.**

Attribute or Characteristics	Variable Codes	Variable Definitions
Number of Rooms	Room	Number of Rooms
Location	Center	"1" if near city center
Close to Beach	Beach	"1" if within 2 km of beach
Distance from Airport	Airport	Actual distance from airport in km
View	View	"1" if provides view of natural scenery such as river, mountain, sea, lake, or waterfall
Leisure Facilities	Leisure	"1" if provide any of the following leisure services such as spa, sauna, jacuzzi, or Thai massage
Sport Facilities	Sport	"1" if provides at least 1 of the following sports activities such as swimming, fitness, or tennis
Design Style	Design	"1" if rooms are decorated in at least one unique style, such as modern, contemporary, conservative, or Thai or Western





Attribute or Characteristics	Variable Codes	Variable Definitions
Unique Concept	Theme	"1" if hotel as a unique decoration theme such as minimalist, elegant, bright, fun-exciting or natural
Category	Star Rating	Star Rating "1", "2", "3", "4", "5"
Internationalization	Brand	"1" if hotel has an international brand or franchise
Personalized Service	Personal Serv	"1" if provide at least one type of personalized service such personalized breakfast (not buffet)
Internet Access	WiFi	"1" if provide Free Wifi service
Experiences	Extra activities	"1" if provide specialized activity for specific target group such as cooking, adventure activity, cultural activity, or kids and family activities
Social Responsibilities	Green	"1" if hotel has received Green Leaf distinction or carries out at least one environmentally awareness program

$$\begin{aligned} \text{Log}(HPRICE) = & \alpha^g + \beta_1^g \text{Room} + \beta_2^g \text{Leisure} + \beta_3^g \text{StarRating} + \beta_4^g \text{Brand} \\ & + \beta_5^g \text{personalServ} + \beta_6^g \text{Sport} + \beta_7^g \text{Design} + \beta_8^g \text{Theme} + \beta_9^g \text{View} \\ & + \beta_{10}^g \text{Airport} + \beta_{11}^g \text{Center} + \beta_{12}^g \text{Beach} + \beta_{13}^g \text{WiFi} + \beta_{14}^g \text{ExtraAct} + \beta_{15}^g \text{Green} + \varepsilon^g \end{aligned}$$

Where HPRICE is the price vector of different types of hotels. The definitions of variables are stated above.  $\alpha^g$  is a constant,  $\beta_i^g$  is the coefficients of individual variables,  $\varepsilon^g$  is an error term in a normal distribution with an expectation value of zero.

$P_i$  : Average Price of Boutique or Lifestyle Hotels

$\beta_{ik}$  : Coefficients of Individual Variables

$w_{ik}$  : Characteristic Variable

$\alpha$  : Constant

$\varepsilon_i$  : Error

## 2.2. Correlations between Lifestyle and Hotel Preference

In order to test the effect of personal lifestyle on the attributes that make up boutique and lifestyle hotel, One-Way Analysis of Variance (ANOVA) using T-test and F-test at a significant level of  $p < 0.01$  was used. SPSS 18.0 software was used to analyze the data compiled from the 400 travelers who visited Hat Yai between Jan-May of 2013.

## 3. Results and Discussions

### 3.1 Hedonic Price Model for Determining the Willingness-to-Pay

From the analysis of the attributes or characteristic variables of boutique and lifestyle hotels which were sampled from 30 of the top hotels in Thailand using the Hedonic Price Model,

it was found that three factors significantly affected the price of the boutique hotels ( $p < 0.05$ ). They include Star Rating, Brand, and Green Environment. The multiple regression analysis found that the model can explain up to 86.2% ( $R^2 = 0.8611$ ) of the sample population and the coefficients are given in the following equation.

Using the above equation, it can be seen that both Star Rating and Green (environment awareness) had a *positive effect* on the price or the willingness-to-pay of hotel travelers in Thailand. However, Brand actually had a *negative effect* on the price the travelers were willing to pay. Thus, lists sample calculations for 8 different cases the significant effect of all 3 attributes mentioned previously as shown in Table 2.

$$\text{Ln(Price)} = 6.5316 + 0.2892 (\text{Star Rating}) - 0.3663 (\text{Brand}) + 0.2551 (\text{Green})$$

**Table 2: Example of predicted prices using the hedonic price model.**

Model	In (Price)	Star Rating	Brand	Green	Price*
1	7.9435	4	0	1	2,817.20
2	7.6884	4	0	0	2,182.88
3	7.5772	4	1	1	1,953.15
4	7.3221	4	1	0	1,513.38
5	7.6543	3	0	1	2,109.70
6	7.3992	3	0	0	1,634.68
7	7.2880	3	1	1	1,462.64
8	7.0329	3	1	0	1,133.31

1= Have, 0 = Do not have, Price\* = willingness-to-pay or highest amount willing-to-pay

From the table, it can be seen the effect of Green as an important attribute in selecting boutique and lifestyle hotel. In general, a traveler would be willing to pay only 1,133.31 Baht for a 3 Stars hotel that has a brand or is a part of a franchise, but if the hotel shows awareness or responsibility toward the environment, the price would be increased to 2,109.70 Baht. In addition, for hotel with a Stat Rating of 4 and also show responsibility toward the environment, its cost per room can be increased from 1,513.38 to 2,817.20 Baht which is an 86.15% increase in value. This agrees with the research by Freund (2007), higher Star Rating will also attract consumers with higher purchasing power which will lead to increasing the value of the hotel. Thus, by addressing these 2 issues; Green and Star Rating, boutique and lifestyle hotels in Thailand will be able to increase its value dramatically.

### **3.2. Characteristics Travelers in Hat Yai city on selection of Boutique and Lifestyle hotels**

From the results of statistical analysis using One-Way ANOVA and both t-test and F-test at a significant difference of 99% ( $p < 0.01$ ), a correlation between a particular characteristic

of the traveler and their preference toward a boutique hotel was made. The following observations were obtained indicating that the differences in personal characteristics and lifestyle significantly affect hotels preferences for as shown below.

### *3.2.1 Personal Characteristics*

**Age:** Travelers in the age group from 25-30 and 31-35 years old made up the largest group surveyed and they both had special preference on personalized service, the Internet, and extra activities.

**Income:** Different income groups had a special preference for hotel characteristic that differ in 8 areas, including location, leisure facilities, sports activities, star rating, historical story, personalized service, the Internet, and extra- activities. Moreover, the two groups that represented the highest percentage of surveyed travelers were those with income between 25,001 - 45,000 Baht and 45,001-65,000 Baht both preferred personalized service, the Internet and extra activities.

**Home Type:** The largest group of people surveyed either own a home or a condominium. These groups preferred personalized service, the Internet, and extra activities

**Car Type:** Different group of car owners had hotel characteristic preference that differ in 8 areas, including location, leisure facilities, sports activities, star rating, historical story, brand, personalized service, the Internet, extra - activities, and environmental responsibility. Like previous categories, both owners of European cars (Audi and Volvo) and Japanese cars (Toyota and Mitsubishi) preferred personalized service, the Internet and extra activities.

### *3.2.2. Lifestyle*

From a survey conducted among 400 travelers in the city of Hat Yai, the following lifestyle were found and separated into two areas which include (1) Activities and (2) Interests

**Activities:** From the survey, it was found that 27.3% of the sample population preferred swimming as their favorite outdoor sport. For indoor sports, they preferred fitness, aerobics, and yoga at 18.8, 18.3, and 7.3%, respectively. In addition to, the frequencies of their sporting activities were once per week (33.3%) and three times per week (26.5%). Furthermore, from this study, the leisure activities that travelers in Hat Yai preferred the most were listening to music/watching TV at 23.8%, followed by reading at 22.0%. The rest of the population enjoyed watching movies, eating out, and shopping at 14.5, 13.0, and 12.8%, respectively. Interesting, more than 30% of the travelers take part in these activities at least 5 times per week. Finally, for the type of travel activity that the sample group preferred, it was found that more 80% preferred nature travel, including going to the beach, mountains, forests, and waterfalls, while 44.8% also prefer eating out, shopping, and nightlife. About half of these travelers travel 1-5 times per year (50.5%) and about the same spend around 10,000 - 50,000 Baht per trip (58.0%).



**Interests:** From the study of the type of hotels that are interested in staying, it was found that 43.3% prefer traditional hotels, followed 27.3% for resort and spa. Other types of accommodations included home-stay, service apartment, and guest house at 11.0, 7.0, and 7.0%, respectively. In addition to, the type of room that they selected most was a studio type room with a bed room and a bathroom (73.3%). Moreover, the room décor that the sample population preferred were Modern style at 33.0%, followed by Minimalist and Contemporary at 20.0 and 18.5%, respectively. For color tone, 37.8% of the people surveyed preferred Earth Tone, while nearly the same percentage chose Bright Colors (36.6%). The type of lighting that they preferred most was Day Light at 56.3 rather than White Light (43.8%). Furthermore, travelers in Hat Yai also preferred showers rather using bath tubes (63.8% to 31.0%).

One likeness that stood out among travelers was the necessity for the Internet as 86.0% of the travelers preferred having the Internet, while only 14% did not need this service. Other special consumer preference included 50.8% for health food diet, 48.8% for non-alcoholic beverage, with coffee, tea, and fruit juices being the most popular choice of drink at 55.5% each. For music, 46.8% of the people surveyed preferred acoustic, while 40.3% enjoyed classical and 37.5% enjoyed pop/dance. Finally, the preference for magazines ranged from 45.3% for beauty and fashion magazines, followed by health, IT/computer and travel magazines at 36.3, 32.8, and 31.8%, respectively.

**Others:** From the travelers surveyed in this research, nearly 50% of the people indicated that they know about boutique and lifestyle hotels (49.0%), while only 19.0% claimed that they did not know what they were. The remaining 32.0% said that they were not sure. Moreover, as much as 68.8% would chose to stay in boutique and lifestyle hotels with only 26.8% saying that they would not. Furthermore, of the travelers who visit Hat Yai, 52.0% of them would chose a destination that is safe and convenient, whereas 45.8% would travel to a place that they never have been to. Finally, 42.5% would choose an accommodation that reflects your lifestyle or personality.

### ***3.3 Discussion on Lifestyle and hotel preference for hotel guidelines***

From the statistical analysis of the 400 travelers that visited Hat Yai, it was found that the business of boutique and lifestyle should consider providing facilities and services that accommodate the customer needs according to the recommendations below.

- Sports: The choice of sports have significant influence on 7 different attributes related to boutique and lifestyle hotels including (1) location, (2) star rating, (3) brand, (4) personalized service, (5) Internet, (6) extra activities, and (7) environmental responsibility. In addition to, groups who preferred swimming, fitness, and golf all consider personalized service, the Internet, and extra activities as their most important criteria in staying at a boutique and lifestyle hotel. These results agree with that of Ogilvy and Mather Thailand (2006) that concluded that the many young travelers



prefer outdoor sports more than indoor sports and spend about 1-4 times per week on these activities. Moreover, since most of the travelers were single, they are considered in the early stages of their professional career and do not have family to worry about. Thus, they tend to have more time to exercise and play sports in order to present themselves as attractive and interesting to the opposite gender whether its during their travel or at work. So, even while they travel, they would prefer to stay in shape and exercise as much as they can.

- Leisure activities: The preference of leisure activities affected all 12 attributes considered in this study, while those who favored shopping, watching movies, and eating out all required personalized service, the Internet, and extra activities as their highest priority.
- Type of accommodations: The choice of accommodations impacted 10 different attributes related to boutique and lifestyle hotels including (1) location, (2) start rating, (3) brand, (4) personalized service, (5) Internet, (6) extra activities, (7) environmental responsibility, (8) view, (9) leisure facilities and (10) sports facilities. Travelers who preferred hotels and service apartments both rank personalized service and the Internet highest among their required services.
- Hotel decor: Travelers who have different hotel decoration preferences also have 10 different attributes that they look for including (1) location, (2) start rating, (3) brand, (4) personalized service, (5) historical background, (6) extra activities, (7) environmental responsibility, (8) number of rooms (hotel size), (9) leisure activities, and (10) sports activities. Interestingly, the internet was not one of the factors that were influenced by the hotel décor preference. In addition to, it was found that travelers who favored modern style and contemporary style selected personalized service and environmental responsibility as their highest priority.

From the above conclusions, hotel businesses can focus their services to accommodate the needs and preferences of the various types of hotel customers in the city of Hat Yai. The information is relevant for future investment, remodeling, and promotion of their hotels to attract the specific target groups that they prefer. Furthermore, these investments may be able to increase the value of their hotel businesses which, as a result, would yield higher profit for the company.

#### **4. Conclusions and recommendations**

From this study, the following conclusions were obtained.

- The boutique and lifestyle hotels should focus on a niche market that requires a unique experience during their visit. From this study, the researcher suggest that target market for boutique and lifestyle hotels can be described as CHIC group, where "C" represents Communication and IT, "H" represents "Highly Individualized",



"I" represents "Innovation", and "C" represents "Community Concern." In particular, this group represents trendy, individualistic, young professionals, highly educated, high income, IT focused, health conscious, and environmentally accountable. Thus, hotels must create marketing strategies and services that can meet their needs. The marketing mix of boutique and lifestyle hotels must consider the lifestyle of the target group when developing services. The target market may not be just gender or age, but also their lifestyle.

1. Nowadays, a number of travelers are skilled in IT and prefer modern lifestyle. They are interested in new experiences and place a lot of attention towards the physical designs of products as well as unique type of services. Therefore, they look for trendy accommodations and are willing to pay high prices if their needs can be fulfilled. In order to attract this customer base, companies must invest in tools such as e-commerce, websites, and social media, such as Facebook, Twitter, Line or Instagram. This will increase the speed and efficiency in reaching the target group, while also decreasing the marketing cost.

- Customized activities should be aimed at giving travelers new experiences. These could be focused toward health and environment related activities. By showing social responsibility, especially for the environment, companies can create new values and a sense of accountability for the customers when they visit the hotel. This can make the customers feel like they are contributing the environment, and not just traveling for personal happiness alone.
- For boutique and lifestyle hotels, customers do not consider international brand or franchise as a requirement for their willingness-to-pay. They prefer services that are creative, unique, personalized, and reflect their personality and lifestyle. By providing services that are different from large, general hotels, boutique and lifestyle hotels can overcome the necessity for brand names and increase their value.

1. Health and beauty have become very important for travelers; thus, by accommodating these needs, hotels can increase its value significantly. Examples of these facilities would be fitness, swimming, yoga classes, and aerobic classes.

2. From this study, personalized service ranks as one of the highest criteria in the selecting a boutique and lifestyle hotel. In general hotels must focus its attention on providing excellent service, showing attentiveness and professional etiquette while maintain friendly ambient throughout. However, for boutique and lifestyle hotel, additional attention must be paid to individual wants and needs. Each customer will have their own preferences when it comes to food, activities, and lifestyle. As a result, hotels must be able to also provide the customers with specialized activities in order to make their stay even more rewarding and memorable.

3. Hotels with Green Leaf designation are more attractive to hotel travelers with these environmental concerns and may help to increase the value of their hotels. Including environmentally friendly, for example, energy savings architecture design, reduction of plastic usage, energy savings activities, planting trees, using decorations made from natural, degradable materials, moving toward organic materials, and using solar collectors to reduce energy consumption.
4. Hotels should improve the quality of its services and facilities in order to move towards international standard. By increasing its star rating, the boutique and lifestyle hotels should consider gaining a good star rating through their respective hotel association. This research found that customer's willingness-to-pay will be to increase its value significantly.
5. Hotels must train its staffs to understand and recognize the needs of its customers based on the behavior and lifestyle of each type of travelers that stay at the hotel. Services must be quick and efficient in order to make their experience enjoyable and memorable.
6. Hotels must install facilities and prepare amenities that are of high quality or under brand names. This will increase the image of the boutique and lifestyle hotel and appeal more to the customers.
7. Hotels should implement Customer Relationship Management (CRM) technique in its marketing strategy so that customers will want to return for future visits.

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## **ISSUES RAISED HUMAN RESOURCES TRAINING FOR TOURISM DEVELOPMENT OF THE MEKONG DELTA**

*With the advantage of the river and with its own characteristics of a temperate ecoregion plus fruit specialties, the Southwest region has potential of tourism development. However, the tourism development is incommensurate with its inherent potential despite some achievements in exploiting the non-smoke industry resources, motivating the regional economic development in recent years. There are many causes leading to the ineffective tourism exploitation in which the underlying cause is that the human resources don't meet the development requirements. Therefore, the training of tourism human resources is a key task to develop the Mekong Delta fast, effectively and sustainably. The association in the training of tourism human resources is necessary and should be the local government and the tourism industry's concern.*

### **ĐÀO TẠO NGUỒN NHÂN LỰC ĐỂ PHÁT TRIỂN DU LỊCH VÙNG ĐỒNG BẰNG SÔNG CỬU LONG - NHỮNG VẤN ĐỀ ĐẶT RA**

*ThS Trương Đức Cường<sup>(\*)</sup>*

*Với lợi thế của vùng sông nước, có đặc trưng riêng bởi vùng sinh thái ôn hòa cộng thêm những cây trái đặc sản, tạo cho miền Tây Nam bộ có những lợi thế phát triển du lịch. Những năm gần đây, tuy đã có nhiều khởi sắc trong hoạt động khai thác tài nguyên du lịch "ngành công nghiệp không khói", tạo động lực cho phát triển kinh tế toàn vùng, nhưng so với tiềm năng vốn có thì chưa tương xứng. Để khai thác một cách có hiệu quả đối ngành công nghiệp này, có nhiều nguyên nhân nhưng một nguyên nhân cơ bản là nguồn nhân lực chưa đáp ứng được với yêu cầu phát triển. Nhằm tạo cho đồng bằng sông Cửu Long có bước phát triển nhanh, mạnh và bền vững thì việc đào tạo nguồn nhân lực về du lịch là nhiệm vụ trọng tâm. Vì vậy liên kết vùng trong đào tạo nhân lực của ngành du lịch là việc làm cần thiết, rất cần được chính quyền các địa phương và ngành du lịch quan tâm.*

#### **1. Đặt vấn đề**

Thừa hưởng lợi thế của vùng đất trù phú bởi tài nguyên thiên nhiên, đồng bằng sông Cửu Long, có lợi thế sinh thái và tài nguyên quý giá. Tài nguyên rừng, kinh tế biển đồng thời là vựa lúa của cả nước, đây chính là lợi thế so sánh so với các vùng trọng điểm kinh tế của cả nước. Vùng đất rộng lớn, giàu có về tiềm năng tự nhiên và nhân văn được xếp vào top

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<sup>(\*)</sup> Khoa Quản lý Văn hóa Nghệ thuật - Trường Đại học Văn hóa TP.HCM.