

# The Decision to Use the Hotel Service of Tourists During the Situation Coronavirus (COVID-19) Outbreak in Cha-Am District, Phetchaburi Province

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**Abstract**— Study of Deciding to choose hotel services of tourists during the epidemic of the Coronavirus (COVID-19) in Cha-am District, Phetchaburi Province. The objectives of the study were 1) to study the marketing mix factors in selecting hotel services of tourists during the epidemic of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province.2) to study the decision to choose the hotel service of tourists during the epidemic of the Coronavirus (COVID-19) in Cha-am District, Phetchaburi Province; 3) to compare the decision to use the hotel service of tourists during the epidemic situation Coronavirus (COVID-19) in Cha-Am District, Phetchaburi Province Classified by personal data 4) to study the marketing mix factors affecting the decision to choose hotel services of tourists during the epidemic of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province. A sample of 400 people was selected by using a questionnaire as a tool for collecting data and using statistics to analyze the data: percentage, mean, t-test hypothesis (One-Way ANOVA) and Multiple Regression Analysis.

It was found that most of the respondents were female, aged between 21-30 years, student occupations/students. Bachelor's degree The average monthly income is less than or equal to 15,000 baht and the status is single. Marketing mix factors and service selection decisions are at a very important level. Occupational Personal Data Hypothesis Test Results different factors affect tourists' decision to use hotels during the outbreak of the coronavirus disease (COVID-19) differently; marketing mix factors product side service process and physical characteristics Influencing tourists' decision to choose hotel services during the epidemic of the Coronavirus (COVID-19) in Cha-am District, Phetchaburi Province. Statistically significant at the 0.05 level.

Recommendations from the study results Hotel business operators should focus on participating in the certification of safety standards against communicable diseases in accommodation, staffing and environment. that is ready to serve tourists Including the provision of equipment to take care of the safety of guests. Set a reasonable, clear price with a variety of booking and payment channels. There are standards and safety in every step. Advertising through various social media channels to reach more consumers.

**Keywords**— marketing mix factors, decision-making, coronavirus.

## I. INTRODUCTION

Thailand is an important and internationally admired tourist destination. The Thai tourism business is therefore one of the country's main incomes. Thailand has many tourist attractions spread across all regions. It consists of tourist attractions such as beaches, nature, history, culture. and city type present transportation communication Access to tourist attractions has become more convenient. causing the number of tourists to increase coupled with culture and the friendliness available to the tourists of Thailand Make Thailand popular with tourists from all over the world. Tourism is therefore an important service industry for the economy of Thailand. That stimulates employment and income distribution. Including promoting the continuation of many branches of business And it is believed that the importance of tourism will increase in the future. because the government has a continuous promotion policy In addition, tourism is a leisure that relieves stress while creating a better understanding between visitors and local owners. (Van Esterik, 2020)

Ministry of Tourism and Sports Has driven various activities according to the missions of the relevant agencies under The key policies are 1) tourism as a tool to reduce income inequality, 2) tourism must be "convenient, clean, safe, unique and sustainable", 3) establishment of tourism clinics, and 4) increasing efficiency. Working with the application of technology, many things are progressing well. Emphasis on building confidence for tourists by promoting a safety image. Facilitate both Thai and foreign tourists. Develop human resources to support the growth of tourism, including training volunteers for tourism (good hosts), resulting in the tourism industry growing exponentially. From tax relief for tourists, tax exemption or in the case of organizing training seminars, organizing various tourism promotion activities As a result, the number of tourists increased from 50 million in 2011 to 90 million in 2018, with tourists expanding in every province. is therefore an important cause for sustainable tourism development. bring to a charming uniqueness and increase the value of tourism to be more Especially the hotel and resort business is another important factor to support the growth of the tourism industry. ( Plan, 2013)

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The hotel business is a business that is highly related to the tourism industry. This business cannot operate without the driving mechanism of the tourism industry. Gross domestic product (GDP) in the hotel and restaurant category in 2018 accounted for approximately 5.6% of the country's gross domestic product. The whole country, or approximately 9.2 billion baht, due to the advantage that Thailand has a world-class tourist attraction spread Located in different regions across the country, it is one of the most popular destinations for tourists. Bangkok is the main tourist destination that is highly popular. Confirmed by the award received from foreign agencies continuously In addition, the southern and eastern regions also have tourist attractions. famous sea And many provinces in the northern region are also eco-tourism destinations (Camilleri, & Camilleri,2018)

Therefore, the hotel business tends to grow continuously during 2019 - 2021 in line with the growth of the tourism sector in Thailand that has income from the expansion of tourism. Number of foreign tourists and Thai tourists at an average rate of 5 - 7 percent per year and 3 - 4 percent per year, respectively, especially foreign tourists It is the main market that is the People's Republic of China, Malaysia, the Republic of India and Russia, as well as Thai tourists in the past 10 years (2007 - 2017) with an average growth rate of 7% per year, which from the issuance of government tourism promotion measures Therefore, the tourism industry It has a direct influence on all aspects of the hotel business. Because when traveling, whether for reasons Travel to other countries, visit relatives, or go on various errands. People need to find a place to stay for comfort, safety, and other personal needs. tourism activities These are huge amounts of money circulating in the country's economy. So the hotel business can grow. continuously in accordance with the expansion of the tourism industry But at the beginning of the year 2020, there was an epidemic of a new strain of corona virus. (Yang, L., Liu, Liu, Zhang, Wan, Huang, & Zhang, 2020)

The first outbreak was found in Wuhan, Hubei Province, People's Republic of China. Since December 2019 (2019) and has spread rapidly to become "Pandemic" in more than 142 countries and territories around the world. directly affect the international tourism industry and in the country heavily Later the World Health Organization Announced the official name as "COVID-19" (COVID-19), which is a new strain of corona virus, a virus that causes respiratory illnesses, fever, cough, difficulty breathing, if severe, can cause Complications such as pneumonia, pneumonia leading to death This has caused serious concern to public health professionals in many countries.

Many hotels affected by this event Facing a severe decline in the number of tourists This results in loss of revenue and a high risk that the hotel will close. However, at present many measures have begun to be loosened. Equivalent to normal, such as traveling across the province airport opening travel from foreigners entering the Kingdom of Thailand The opening of various service places and tourist attractions makes some hotel businesses that can support themselves. began to return to full service But still not recovering well because tourists are still not confident in the situation and foreign customers are still unable to return. can

travel due to the epidemic situation in foreign countries Still unsolved and there is continued violence. ( Tanphan, et al 2022)

For this reason, the researchers are interested in studying the subject. "The decision to choose a hotel service of tourists during the epidemic of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province" because they want to study. The decision to use various hotel services of tourists During the epidemic situation of the corona virus (COVID-19) that is still spreading at present Including ways to adjust the management of the hotel business. Development of marketing activities in line with customer needs which helps to stimulate more sales and service users.

## II. OBJECTIVES OF THE STUDY

1. To study the marketing mix factors in choosing hotel services of tourists during the epidemic of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province.
2. To study the decision making of tourists choosing hotel services during the epidemic of the Coronavirus (COVID-19) in Cha-am District, Phetchaburi Province.
3. To compare the decision to choose hotel services of tourists during the epidemic of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province. Classified by personal data.

### Assumptions of the study

1. Different personal data have different decision to choose the hotel service of tourists during the epidemic situation of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province.
- 2 Marketing mix factors influencing tourists' decision to choose hotel services during the epidemic of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province.

### Concepts, Theories and Related Research

Study of Deciding to choose hotel services of tourists during the epidemic of the Coronavirus (COVID-19) in Cha-am District, Phetchaburi Province. The researchers studied documents, concepts, theories and related research. To be used to define the conceptual framework and guidelines for the study as follows:

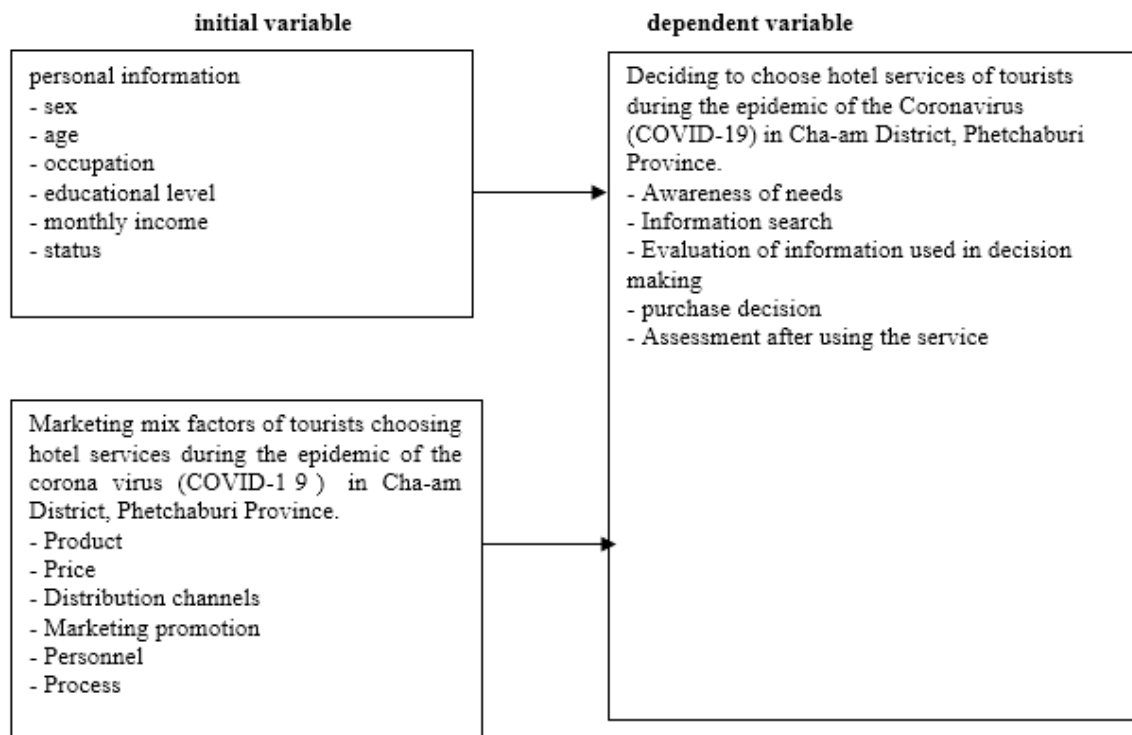
#### Definition of Marketing Mix

The elements of the marketing mix

Marketing Mix is an important component or factor in marketing operations. Because it is something that the entity has control over. Basically, the marketing mix consists of 4 factors: product (Product), price (Price), distribution channel (Place), marketing promotion (Promotion), collectively known as the 4Ps.

#### Conceptual framework in education

From the study of the documents, concepts, theories and related research. can be used to define a conceptual framework as follows:



**Research methodology**

A study on the decision to choose hotel services of tourists during the epidemic of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province. The purpose of this study was to study the marketing mix factors in choosing hotel services of tourists during the epidemic of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province. Deciding to choose hotel services of tourists during the epidemic of the Coronavirus (COVID-19) in Cha-am District, Phetchaburi Province. Comparison of tourists' decision to choose hotel services during the epidemic of the Coronavirus (COVID-19) in Cha-am District, Phetchaburi Province. Classified by personal data and to find marketing mix factors influencing tourists' decision to choose hotel services during the epidemic of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province. for entrepreneurs to use the results as a guideline for improving the efficiency of the accommodation business and achieving the goals has set the method of study as follows

**Population and samples used in the study**

The population of this study was visitors to the hotel of tourists during the outbreak of Coronavirus (COVID-19) in Cha-Am District, Phetchaburi Province. A sample of 400 people was chosen to perform the calculations in this study. Using the calculation of sample size (Sample size) with known exact population of (Taro Yamane, 1973) .

$$n = P(1-P)(Z)^2/(e)^2$$

$$n = (.5)(1-.5)(1.96)^2/ (.05)^2$$

$$n = (.5)(.5)(3.8416)/.0025$$

$$n = .9604/.0025$$

$$n = 384.16$$

In the calculation, there will be a sample of 385 people, but in order to prevent errors that may occur in answering the questionnaire. The information is incomplete. Therefore, 400 samples were used.

**Method of data collection**

In order to complete the study, there are methods for collecting data as follows: Data collected from Study and research from various sources, including textbooks, documents and other relevant research results. information obtained from Answering the questionnaire of the target group and get it back on your own Carry out checks To ensure that the questionnaire is complete and complete and can be used for further data analysis.

**Data processing and analysis**

The data obtained from the questionnaire was processed by a computer program by finding the percentage ratio (Percentage) and the mean (Mean) program Microsoft Excel, which is a ready-made program for creating pie charts (Pie Chart) and bar charts (Bar Chart) with words. explain the result and bring the results from the chart to present for analysis according to the characteristics of the variables

**Results of research**

A study on tourists' decision to choose hotel services during the epidemic of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province. A questionnaire of 400 sets was used as a data collection tool and 400 sets were returned, representing 100%.

The results of the study were divided into 5 sections as follows: Stepped multiple regression of marketing mix factors. with the decision to choose hotel services of tourists during the epidemic of the Coronavirus (COVID-19) in Cha-am

District, Phetchaburi Province as a whole

| Marketing Mix             | B    | Std. Error | Beta | t     | Sig.  | Test |
|---------------------------|------|------------|------|-------|-------|------|
| ค่าคงที่(Constant)        | .773 | .099       |      | 7.785 | .000* | yes  |
| 1.Product                 | .199 | .056       | .224 | 3.555 | .000* | yes  |
| 2. price                  | .008 | .071       | .010 | .118  | .906  | no   |
| 3 . distribution channels | .091 | .065       | .102 | 1.393 | .164  | no   |
| 4 . Marketing Promotion   | .032 | .050       | .039 | .646  | .518  | no   |
| 5. Personnel              | .100 | .069       | .114 | 1.466 | .144  | no   |
| 6. service process        | .228 | .073       | .258 | 3.130 | .002* | yes  |
| 7. physical aspect        | .147 | .071       | .167 | 2.061 | .040* | yes  |
|                           |      |            |      |       |       |      |

\* Statistically significant at the .05 level (2-tailed)

It was found that the marketing mix factors product side service process and physical characteristics Influencing tourists' decision to choose hotel services during the epidemic of the Coronavirus (COVID-19) in Cha-am District, Phetchaburi Province. Statistically significant at the 0.05 level.

### Summary, Discussion, and Recommendations

Study of The decision to choose hotel services of tourists during the outbreak of the Coronavirus (COVID-19) in Cha-am District, Phetchaburi Province has the objectives. To study the marketing mix factors in choosing hotel services of tourists during the epidemic of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province. Deciding to choose hotel services of tourists during the epidemic of the Coronavirus (COVID-19) in Cha-am District, Phetchaburi Province. Comparison of tourists' decision to choose hotel services during the epidemic of the Coronavirus (COVID-19) in Cha-am District, Phetchaburi Province, classified by personal data. and marketing mix factors affecting tourists' decision to choose hotel services during the epidemic of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province. A questionnaire of 400 sets was used as a tool for data collection and statistical analysis was used for data analysis, ie percentage, mean, t-test, hypothesis test (One-Way ANOVA), and Multiple Regression Analysis. as follows

The importance of marketing mix factors in choosing hotel services of tourists during the epidemic of the corona virus (COVID-19) in Cha-am District, Phetchaburi Province. It was found that the marketing mix factors The overall picture is at a very important level, with every item consisting of personnel in terms of physical characteristics. process, price, distribution channel Marketing Promotion and product respectively, with the following details:

product aspect, price aspect, distribution channel aspect (location), marketing promotion aspect, personnel aspect,

service process aspect and physical characteristics The average is very important. The details are as follows:

1. Products The results of the study showed that the overall mean was very significant. With 7 important details at a very important level, including the hotel joining the SHA standard, which is a COVID-19 safety standard certification, room amenities such as face masks, portable alcohol sprays, etc. Room view Accommodation such as Garden View, Sea View, Pool Villa. Hotel facilities such as swimming pool, internet, fitness, etc. Various room sizes such as small, medium, large room construction / decoration / design of the hotel. famous hotels, respectively

2. In terms of price, the results of the study showed that the overall average was at a very significant level. There are 6 important details at a very important level, including clarity in room pricing. and services A variety of payment methods such as cash, credit debit cards, Internet Banking, Mobile Banking and prices are suitable for the room size. The value of the price compared to other rooms, such as having complete facilities. Variety of room rates such as Standard Room, Superior Room, Deluxe Room, Suite Hotel food and beverage prices are appropriate respectively.

3. Distribution channels The results of the study showed that the overall mean was very significant. The important details are at a very important level, 4 items consisting of booking services via the Internet. Convenience of traveling to the accommodation, such as a signpost or a shuttle service Convenience of parking places such as enough parking spaces Reservations are available through tour operators or agents, respectively.

4. Marketing promotion The results of the study showed that the overall mean was very significant. There are 5 important details at a very important level, consisting of advertising and public relations through media such as travel journals. social media Organizing packages for customers who come in groups Room decoration to surprise important dates and festivals such as wedding anniversaries, honeymoon days, birthdays, Christmas, discounts for regular customers or member customers. Arrangement of promotional programs in tourism exhibitions, respectively.

5. Personnel The results of the study showed that the overall average was at a very important level. There are 6 important details at a very important level, consisting of employees being vaccinated and ATK checked every week, free from COVID. Employees serve customers equally. Employees have knowledge, understanding and skill in providing services. The service staff is smiling, cheerful, polite and friendly. The staff has the ability to solve immediate problems. and employees have the ability to communicate with foreign tourists respectively

6. Service Process The results of the study showed that the overall mean was very significant. There are 5 important details at a very important level, including standards and security of the payment system. Quality security and fast when problems need help. Calculating the cost of using the service is fast. The speed of the check-in process And the service has measures to prevent the corona virus, respectively.

7. Physical characteristics The results of the study showed that the overall mean was very significant. There are 5

important details at a very important level, consisting of a security system. such as CCTV fire protection system The atmosphere around the accommodation is appropriate, such as good ventilation, quiet, clear, accommodation and the surrounding area is clean, hygienic, accommodation environment. The entrance-exit corridor is fenced off, has lights, and sanitary gloves for picking up common equipment such as dining room equipment, respectively.

It is an opinion questionnaire about tourists' decision to choose hotel services during the epidemic of the Coronavirus (COVID-19) in Cha-am District, Phetchaburi Province. The decision to use the service as a whole is at a very important level in every item. It consists of the perception of needs. information search Assessment after using the service The evaluation aspect used in decision-making. and the level of opinion on purchasing decisions respectively, with the following details:

The perception of needs The results of the study showed that the overall mean was very significant. There are 6 important details at a very important level, consisting of to avoid chaos. to want to relax close to nature to satisfy their own tastes To want to do water activities such as horseback riding on the beach, swimming in the sea, rafting, visiting waterfalls To want to do various adventure activities and sports such as paintball, driving, ATV, giant slider, land balloon, table Poole and old temples and historical parks to pay homage to. sacred things respectively

information search The results of the study showed that the overall mean was very significant. There are 5 important details at a very important level, consisting of online media or websites such as Facebook IG, reviews, inquiries from accommodation directly and from people you know, friends, relatives or people you trust. Find information from various public relations media such as travel journals and ask information from friends who have traveled, respectively.

The field of search for evaluation of information used in decision making. The results of the study showed that the overall mean was very significant. The important details are at a very important level, consisting of 5 items, comparing the facilities of each hotel. Compare the safety of each hotel. Compare the prices of each hotel. Compare the reputation and reviews of each hotel. and compare the service standards of each hotel respectively

purchase decision The results of the study showed that the overall mean was very significant. The importance details are at a very important level, 5 items consisting of high security. have better reviews or feedback than others Reputable and well-known, father, mother, relatives, close people or people you trust to help make decisions. and cheaper than others respectively

Assessment after using the service The results of the study showed that the overall mean was very significant. The details of importance are at a very important level, 5 items are satisfied with various facilities. Come back to use the hotel again although the price will increase are satisfied with the security system will review the travel experience through social media after using the service and will recommend acquaintances and friends to stay at the hotels they use, respectively

### III. DISCUSSION

From the above research results The researcher can discuss the results according to the research objectives as follows.

Marketing mix factors affecting tourists' decision to choose hotel services during the epidemic of the Coronavirus (COVID-19) in Cha-am District, Phetchaburi Province according to product, price, and distribution channel factors. and marketing promotion, personnel, process And in terms of physical characteristics, it was found that the overall picture was at a very important level. This is consistent with the research of Patcharaphon Tulyanisaka (2016) studying opinions on marketing mix factors affecting the use of small resort services in Songkhla Province. It was found that overall marketing mix factors were at a very important level. Phudiswatanakul (2019) studied the decision to use resort services. in Thong Pha Phum District Kanchanaburi Province study found that overall marketing mix factors were at a very important level.

#### **Suggestions, recommendations derived from the study.**

1. Product Hotel business operators should focus on participating in the certification of safety standards against communicable diseases. Provide equipment to maintain the safety of guests. In addition to arranging rooms to have a selling point that is different from other accommodation. Decorate the room beautifully. There are facilities that are sufficient to meet the basic needs of tourists and suitable for room rates.

2. In terms of price, hotel business operators should set room rates appropriately in line with the size. decorative pattern Facilities and services clearly state the price There are various payment methods.

3. Distribution channels (Location) Hotel business operators should provide booking services through various channels such as via the Internet. Through tour operators or agents, etc., there are people responsible for answering questions and issues that tourists ask accurately and quickly.

4. Service personnel Hoteliers should ensure that their service staff are vaccinated and ATK tested weekly to ensure the availability of safe services to their guests. serving tourists equally Employees have knowledge, understanding and skill in providing services. Providing service with a smile, cheerfulness, politeness and friendliness with the ability to solve immediate problems. and have the ability to communicate with foreign tourists

5. Process of service Hotel business operators should pay attention to service standards and safety in every step. Providing services with speed and accuracy When there is a problem that tourists need help, quality service must be provided.

6. Marketing Promotion Hotel business operators should advertise via social media. There is a service for customers who come in groups. There are promotional activities for regular customers or member customers. or at various festivals

7. Physical characteristics Hotel business operators should arrange the environment and atmosphere around their

accommodations to be attractive, beautiful, and have a security system. such as CCTV fire protection system The hotel area has a security system. such as CCTV fire protection system

### **Suggestions for further research**

Subsequent research should explore a hotel management model that is environmentally friendly and creates community values.

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