



Consumer Attitude toward the Oriental Hotel, Bangkok

By

Vongsa Laovoravit

A PROJECT

Presented to the Faculty of Graduate School of
Computer and Engineering Management

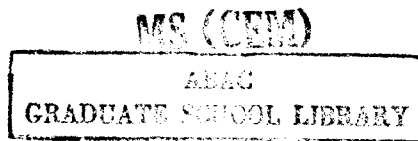
In Partial Fulfillment of the Requirements for the Degree

MASTER OF SCIENCE

in

COMPUTER AND ENGINEERING MANAGEMENT
ASSUMPTION UNIVERSITY

December, 1998



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Project Title : Consumer Attitude Toward The Oriental Hotel, Bangkok
*The title has been changed according to the final approval the committees

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Academic Year : 1998

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December 1998

ABSTRACT

Every Organizations as well as The Oriental Hotel, in its most basic form of marketing concept states that organizations need to anticipate and satisfy customer needs if we want to remain on the top in terms of making profits. Marketing is about ensuring that whatever the firm does is done with consumers in mind.

The best service of The Oriental Hotel does not happen by accident. Therefore, the study of consumer behavior is essential to improve the performance and level of services. The bottom line will reflect the rapid addition of The Oriental Hotel Business. This is in order to maintain the reputation, recognition and brand loyalty as well as to be competitive in the market of The Oriental Hotel.

This marketing research is concerned about the consumer attitude toward The Oriental Hotel which is an exploratory one. It aims at gathering information concerning the nature of consumer preferences, buying behavior and attitudes toward The Oriental Hotel. In this research I strived to search as much as possible the critical information regarding the consumer behavior, buying pattern and suggested areas to develop and improve the hotel facilities to be met with the guests (consumers) convenience during their stay at The Oriental Hotel.

Moreover, to increase the standard level of services for the pleasure of their stay at The Oriental Hotel. I believe that this research can provide even more or less necessary information which can be used as a guideline for the future research on the consumer attitude toward The Oriental Hotel.



ACKNOWLEDGMENTS

My research project will not be completed if I do not have a chance to express my great appreciation to my instructor : Acharn Pornpong Vatanaromya who has provided me knowledge and assigning advice in conducting the research.

Conducting this research is not an individual work. I am attempting to appreciate the cooperation from our respondents who have provided me very useful information and sound opinion.

Special appreciation is due to my family for their fervent and continuous encouragement. Above all, I am forever grateful to my parents whose willingness to invest in my future has enabled me to achieve my educational goal.

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I. INTRODUCTION

A. Hotel Background

For many of its formative years, The Oriental was in fact the only quality hotel in Bangkok and, by today's standards, relatively modest. The story of the Hotel and the many people who helped create it is also a story of Thailand: its re-emergence from two centuries of isolation and the flourishing of a great city.....Bangkok. In 1855, King Mongkut (Rama IV), a ruler of wisdom and foresight, re-opened the kingdom of Siam to the world. The first to arrive one year later were the British, their ships dropped anchor in the Chao Phya River in Bangkok. This marked the beginning of a golden age of trade and cultural exchange. An old palace was made available by royal decree for use as a hostelry. Although no proof exists, this was believed to be the site of the original Oriental. In 1865, a diary entry by Dr. Bradley, an American missionary, recorded the burning down of "The Oriental" The officially recognized date of The Oriental's existence was eleven years later when two Danish sea captain, Jarck and Salje, built a new hotel close to the French Embassy. By 1887, this modest building had come under the enterprising ownership of H.N. Anderson, another Danish sea captain. He later founded the East Asiatic Trading Company and went on to become Siamese Consul to his native Denmark. Anderson commissioned the construction of an elegant Italian building that still survives today known as the Authors' Residence.

The year after its opening, the “new” Oriental welcomed a soon to become famous young merchant marine officer awaiting his first ship as captain: Polish by birth he was later known as the novelist Joseph Conrad. It was during this period that the Hotel’s unique role within the cultural and social life of Bangkok first evolved. More than offering just accommodation, The Oriental became a focal point for Bangkok’s residents and a symbol of all that was European and fashionable. Function to celebrate the various national events of resident expatriates were held here and become a tradition.

In 1890. King Chulalongkorn (RamaV), a liberal innovator, was the first of many ruling monarchs to visit the Hotel. Royalty, statesmen, Politicians, businessmen, authors and performers all found some special affinity with The Oriental. Performances by musicians, actors and dancers became regular events on the Hotel’s calendar.

From the end of the 19th century until the Second World War, The Oriental prospered, consolidating its individuality and providing a sanctuary in the midst of forest and sea. It was a living demonstration that the meeting of East and West was more than possible and in fact gave rise to something quite unique. After a war that saw the occupation of the Hotel by both Japanese and American forces, The Oriental entered the modern era under the enthusiastic ownership of a group of local residents that included Jim Thompson, the “Thai Silk King”. Together they revitalized and revived the Hotel’s former glory.

Improvements in international travel, the rediscovery of the East by tourists and booming local economy contributed to the Hotel's growth. In 1976 the Tower Wing was built followed by the River Wing in 1985. Since the Hotel's centenary, it has been accredited in many overseas journals for its exceptional service and style. In fact it won the accolade of "Finest Hotel in the World" for ten consecutive years. There have been numerous additions to our guest facilities including new international restaurants, a business and sports center, a Thai Cooking School, The Oriental Spa, and three downtown Oriental Shops. Each guest room has been renovated to provide the most luxurious creature comforts. And there is an ongoing programme of architectural refinement to enhance the unique Oriental Style.



B. Research Objectives

The management objectives of this project is classified into primary and secondary objectives as follow:

- The Primary Objective is to measure how customers' attitudes affect purchasing behavior, perception and preferences toward The Oriental Hotel and how it related into action. Moreover, to identify as well as to understand the market and develop effective marketing strategies.
- The Secondary Objective is to find out the consumer's interests and needs together with the weak points of The Oriental Hotel and if possible provide some recommendation for improvement. In addition, to realize the types of motivation that cause people to pay for service at The Oriental Hotel. This is in order to study the role of criteria which influence consumer to stay at The Oriental Hotel and to determine if the hotel features could be improved for their next stay. Beside the above mentioned, this study also attempts to investigate the consumers' opinion about design & decoration of the hotel accommodation, comfort of the hotel accommodation, overall services of the hotel staffs, variety of the hotel restaurants, overall quality of foods & services of the hotel restaurants, hotel facilities, In-room facilities, bathroom amenities, design & decoration of the hotel lobby, design & decoration of hotel garden & public areas, variety of shops in the hotel, meeting room & ball room facilities, hotel fire safety & security system, atmosphere inside the hotel, atmosphere around the hotel and parking lot availability.

C. Research Methodology

1. Sample Design

To achieve the research objectives, I have designed a systematic method of random sampling. The needed and essential information from the research study will be obtained from the guests (customers) who stay at The Oriental Hotel. The necessary data will be gathered by using questionnaires through a series of personal interviews with a strict random sampling of 260 respondents.

2. Random Sampling System

My random sampling system will begin by selecting 4 respondents who walk past the hotel lobby area every day for 65 days. If the respondents came into a group (more than 2 persons), I will choose only the one who shows the sign that he/she is interested in the research and express willingness to give the answers to the research questionnaires.

D. Sampling Size

Under the infinite population of the total number of guests expected to stay at The Oriental Hotel by the end of 1998 being around 51,135 persons of this research study, the statistical formula to be used to determine the sample size is:

$$n = \frac{(PQ) Z^2}{I^2}$$

where n = Sample size
 p = portion with attribute
 q = 1.00 - p
 z = Number of standard deviation above and below selected “ p ”
containing the required portion of case) to equal to confidence level
*required)
 I = Interval range

The sample size depends sharply on the precision desire (I). Ideally, I want high precision but it brings about a large sample size, the high costs and time consumption.

Practically, in term of time and cost, my sample size should be 260 respondents. I therefore, have to trade off a little precision

By the way, with no accurate knowledge about my population's preferences toward The Oriental Hotel, I estimate .05% of my respondents having the desired attitude.

$$n = \frac{(PQ) Z^2}{I^2}$$

$$\text{Error} = 5\%$$

$$I = .05$$

$$z = 1.65$$

$$n = \frac{(0.4 * 0.6) (1.65)^2}{(.05)^2}$$

$$= 261.36$$

260 respondents

E. Limitations

In conducting this research, I have found some limitation as below.

- Some respondents are not willing to answer the questionnaires. They consider it is a waste of their time dealing with me.
- Time limitations.
- The management of The Oriental Hotel are reluctant to provide some internal information.



II. LITERATURE REVIEW

A. An Overview

1. Corporate Information

Director:

Chaijudh Karnasuta

Chairmen:

Adisorn Charanachitta

William Zentgraf

Stuart M. Burnett

Robert E. Riley

Kurt Wachtveitl

Company Secretary:

Baker & McKenzie

Operational Executive:

Kurt Wachtveitl, Managing Director

Jonas A. Schuermann, Resident Manager

Laddawal Sakorncasi, Corporate Controller

Daniela Grendene, Director of Sales

Adrain Rudin, Food & Beverage Manager

Silvano Trombetta, Front Office Manager

Parichat Suksongkroh, Director of Communication

Ankana Gilwee, Guest Relations Manager

Kanee Nuengtawee, Executive Housekeeper

Norbert A. Kostner, Executive Chef

Name:

The Oriental Hotel (Thailand) Public Company Limited

Chain Affiliation:

Mandarin Oriental Hotel Group

Registered Office: *

48 Trok Oriental, Soi Burapha

Charoenkrung Road, Khwaeng Bang Rak

Khet Bang Rak, Bangkok Metropolis

Tel: 236-0400 Fax: 236-1937-9

E-mail: bscorbkk@loxinfo.co.th

Website: <http://www.mandarin-oriental.com>

2. Mission

Our mission is to completely delight and satisfy our guests. We are committed to making a difference everyday. Continually getting better to keep us the best.

- Delighting our guests
- Work together as colleagues
- Promoting a climate of enthusiasm
- Being the best
- Delivering share-holder value
- Playing by the rules
- Acting with responsibility

3. Guiding Principles:

a. Delighting Our Guests

We will strive to understand our client and guest needs by listening to their requirements and responding in a competent, accurate and timely fashion. We will design and deliver our services and products to address their needs. In fact, we are committed to exceeding their expectations by surprising them with our ability to anticipate and fulfill their wishes.

b. Working Together As Colleagues

We will emphasise the sharing of responsibility, accountability and recognition through a climate of teamwork. By working together as colleagues and by treating each other with mutual respect and trust, we will all contribute to the group's overall success more productivity than if we worked alone.

c. Promoting A Climate of Enthusiasm

We are committed to everyone at Mandarin Oriental by providing a caring , motivating and rewarding environment. As an industry leader, we are committed to bringing out the best in our people through effective training and meaningful career and personal development, and by encouraging individual initiative.

d. Being The Best

We will be an innovative leader in the hotel industry and will continually improve our products and services. We will seek from our suppliers the highest quality product and services at the best value.

e. Delivering Shareholder Value

We are committed to being a growing company. Our success will result in investment returns which are consistently among the best in the hotel industry.

f. Playing By the Rules

We will maintain integrity, fitness and honesty in both our internal and external relationships and will consistently live up to our commitments.

g. Acting With Responsibility

We will actively participate in the improvement of the environment, just as we will be responsible members of our communities and industry organizations.



4. A Chronology of Important Events

- 1876 Captains H.Jarck & C. Salje first established The Oriental on its present site.
- 1887 A new building was constructed and opened under proprietorship H.N. Anderson. A champagne banquet for 120 invited guests was held to celebrate the event.
- 1888 Joseph Conrad first visited The Oriental.
- 1890 King Chulalongkorn visited The Oriental.
- 1891 Electric lighting installed. The crown Prince of Russia (Tsar Nicholas) stayed at The Oriental.
- 1893 Louis Thomas Leonowens, son of Anna Leonowens (Anna and the King of Siam) was proprietor.
- 1906 M. Brier, French Chef, was enlisted in France to raise the standards of the cuisine.
- 1910 Madame Maria Maire was proprietress for the next 22 years.
- 1912 Carl Faberge visited and exhibited his jewelry.
- 1913 A performance of Moliere's "Le Medecin Malgre Lui" inaugurated the Alliance Francaise in Bangkok.
- 1916 Vaslav Nijinsky presented the first major performance of Western.
- 1922 W. Somerset Maugham made his first visit.

- 1931 Imperial Airways started regular flights, London to Bangkok. The journey took nine days.
- 1941 Japanese armed forces' requisition at The Oriental.
- 1945 American forces' requisition at The Oriental. Jim Thompson amongst others became proprietor.
- 1949 The Bamboo bar opened.
- 1958 The Tower Wing opened.
- 1967 Kurt Wachtveitl becomes General Manager.
- 1976 The River Wing opened.
- 1979 H.M. Queen Sirikit graciously consented to preside over the conferment of the S.E.A. Write Awards, also in 1980 and 1983
- 1981-90 The Institutional Investor magazine listed The Oriental as the best hotel in the world and has done so for ten consecutive years.
- 1984 The joint meeting ASEAN and EEC Foreign and Prime Minister was held at The Oriental.
- 1986 The Thai Cooking School opened.
- 1988 Charles and Diana, Prince and Princess of Wales, stayed at The Oriental.
- 1989 HRH Prince Philip, the Duke of Edinburgh as Chairman of the World Wildlife Foundation, stayed at The Oriental.
- 1990
 - The China House, our classic Cantonese restaurant opened.
 - Launch of the Thai Culture Programme.

- 1991
 - The Hotel co-hosted the World Bank Conference in Bangkok.
 - The Oriental did the catering for the Royal dinner for the visiting Japanese Emperor.
 - The Oriental Hotel Apprenticeship Programme (OHAP)'s grand opening.
- 1992 The opening of The Oriental Shop at Isetan by M.R.Thanadsri Svasti.
- 1993 The grand opening of The Oriental Spa, Thai Health and Beauty Center.
- 1994
 - The Oriental, Bangkok was selected the Environment Category Award winner for the prestigious 1994 PATA Gold Awards.
 - The return of The Oriental, Bangkok to No.1 position in the annual World's Best Hotel ranking, organized by the prestigious Institutional Investor of New York.
 - The Oriental acquired the Ayudhaya Princess and renamed the ship Oriental Queen, for use of day excursion to the ancient capital of Ayudhaya.
- 1995
 - Grand opening of The Oriental Shop at Lake Rajada Office Complex by M.R.Thanadsri Svasti. The 12th time of the World's Best Hotel ranking by the Institutional Investor of New York.

- H.E. the Prime Minister of Thailand, Mr. Banharn Silpha-archa, hosted a cocktail reception for his counterparts, 24 ASEAN and European countries, during the first Asia-Europe Meeting at The Oriental.
- Mr Boris Becker, world class tennis player, returned to The Oriental Mr Michael Schumacher, 1994 Formula One World Champion, visited The Oriental.
- 1996
 - The Oriental, Bangkok organized a National Singing Contest and a National Drawing Contest to the Throne.
 - Former US President, Mr.George Bush,stayed at The Oriental.
 - The Oriental, Bangkok was commissioned to organiz all banquets during the state visit of HM Queen Elizabeth II and HRH Prince Philip,
 - HM Queen Sirikit graciously presided over the Jose Carreras in Royal Recital at The Oriental's Riverside Terrace.
 - The Oriental catered for President Bill Clinton during his visit to Thailand.
- 1997
 - Mr Jean-Claude Vrinat of Taillevent restaurant in Paris has been appointed as the culinary and wine consultant at Le Normandie.
 - The Ballroom is renamed "Royal Ballroom"
 - The opening of The Oriental Shop at Emporium by M.R. Thanadsri.

B. Hotel Awards

1. The Most Honoured Hotel In The World

In the past 20 years, no other hotel in the world has consistently received so many honours from so many prestigious travel and business publications and organizations.

a. Major Awards, 1980's - 1990's

- “The World Best Hotel” / Institutional Investor, USA (1981-1990)
- “Top Hotel of The World” / Conde Nast Traveler, USA (1990)
- “The World Best Grand Modern Hotels” / Lifestyles of the Rich and
- “Ten Great Hotels of The World” / Travel & Leisure, USA (1987)
- “The Best Hotel in The World” / Australian Business, Australia (1987)
- “Best Business Hotel in The World” / Business Traveler, UK (1990)
- “Best Hotel in The World” / Euromoney, UK (1989)
- “Best Individual Hotel” / Pata Travel News and Travel Trade,
Gazette/Pata (1989-1990)
- “Hotel of The Year” / Execitive Travel, UK (1983, 1987 and 1988)

2. A Sampling of Recent Awards

- “Best Business Hotel in The World” / Business Traveler, Germany (1997, 1998)
- “Second Top Hotels Worldwide” / Institutional Investor, USA (1996)
- “Fifth Top 100 Traveller’s Choice” / Conde Nast Traveler’s Readers, USA (1996)
- “The Best Business Hotel Award” / 1997 Travel Awards/PATA
- “Best Hotel in The World 1996” / Andrew Harper’s Hideaway Report, USA
- “Second in 1997 Conde Nast Traveller ” / Conde Nast Traveler, USA (1997)
- “The Best Business Hotel Worldwide” / Travel & leisure, USA (June 1997)
- “The Region’s Top Hotels” / Asiamoney-Business, HongKong (April 1997)
- “Third Top 20 International City Hotels” / Hideaway Report, USA (September)
- “Best Individual Hotel for Business Traveller” / Business Traveler, UK (1997)
- “Top Hotel in Bangkok” / Asian Wall Street Journal, HongKong (March 1998)
- “No.1 Hotel in Thailand” / Asianmoney, HongKong (April 1998)

3. World's Best Service

a. Top Ten Overall (1998 Annual poll by Travel & Leisure Magazine, U.S.A.)

- 1st The Oriental, Bangkok / 95.0
- 2nd The Peninsula, HongKong / 94.9
- 3rd Hotel Ritz, Paris / 94.8
- 4th Ritz-Carlton, Cancun / 94.6
- 5th St.Regis, Aspen (formerly the Ritz-Carlton) 94.5
- 6th Four Seasons Resort Hualalai, Hawaii / 94.0
- 7th Ritz-Carlton, Naple, Florida / 94.0
- 8th Amanpuri, Phuket, Thailand / 93.8
- 9th Halekulani, Oaha / 93.2
- 10th Lodge at Koele, Lanai / 92.9

b. Asia Best Service Hotels

- 1st The Oriental, Bangkok / 95.0
- 2nd The Peninsula, HongKong / 94.9
- 3rd Amanpuri, Phuket, Thailand / 93.8
- 4th Amandari, Bali / 92.5
- 5th The Regent, HongKong / 92.2

C. The Oriental Hotel, Bangkok

1. Hotel Accomodation

| ROOM TYPE | NO. OF ROOMS |
|----------------------|--------------|
| Superior | 304 Rooms |
| Deluxe (Garden wing) | 44 Rooms |
| Deluxe (River wing) | 14 Rooms |
| Executive Suite | 13 Rooms |
| Deluxe Suite | 10 Rooms |
| Authors Suite | 4 Rooms |
| Two-bed rooms Suite | 7 Rooms |
| Total | 396 Rooms |

2. Tariff sheet

| | | |
|---|----------|----------------|
| River Wing Rooms | Superior | Deluxe |
| Single | USD 250 | USD 310 |
| Double | USD 250 | USD 310 |
| Garden Wing Rooms | | |
| Single | | USD 310 |
| Double | | USD 310 |
| Suites | | |
| Authors' Suite | | USD 880 |
| (Joseph Conrad, Somerset Maugham, James Michener, Noel Coward) | | |
| The Authors's Residence | | USD 2,200 |
| (Four Authors' suites plus four rooms) | | |
| Executive Suite | | USD 380 |
| Deluxe Suite | | USD 650 |
| (Jim Thompson, Graham Greene, Captain Andersen, Bicentennial, Barbara Cartland, John le Carre, Gore Vidal, Kukrit Pramoj, S.E.A. Write, Wilbur Smith) | | |
| Deluxe Two-bedroom Suite | | USD 880 |
| (16th floor River Wing: Adage, Melita, Vesatri, Bristol, Natura, Giorgio Berlingieri) | | |
| The Selandia Suite | | USD 1,100 |
| (Two bedrooms, one sitting room on 16th floor River Wing) | | |
| The Oriental Suite | | USD 2,000 |
| (Two bedrooms, one sitting room, one dining room and service pantry on 16th floor River wing) | | |
| The Royal Suite | | On Application |
| (Entire 16th floor with private elevator) | | |
| Extra Bed in Room | | USD 25 |
| Cots | | Free of charge |
| Family Plan: Two connecting twin-bedded rooms | | USD 420 |

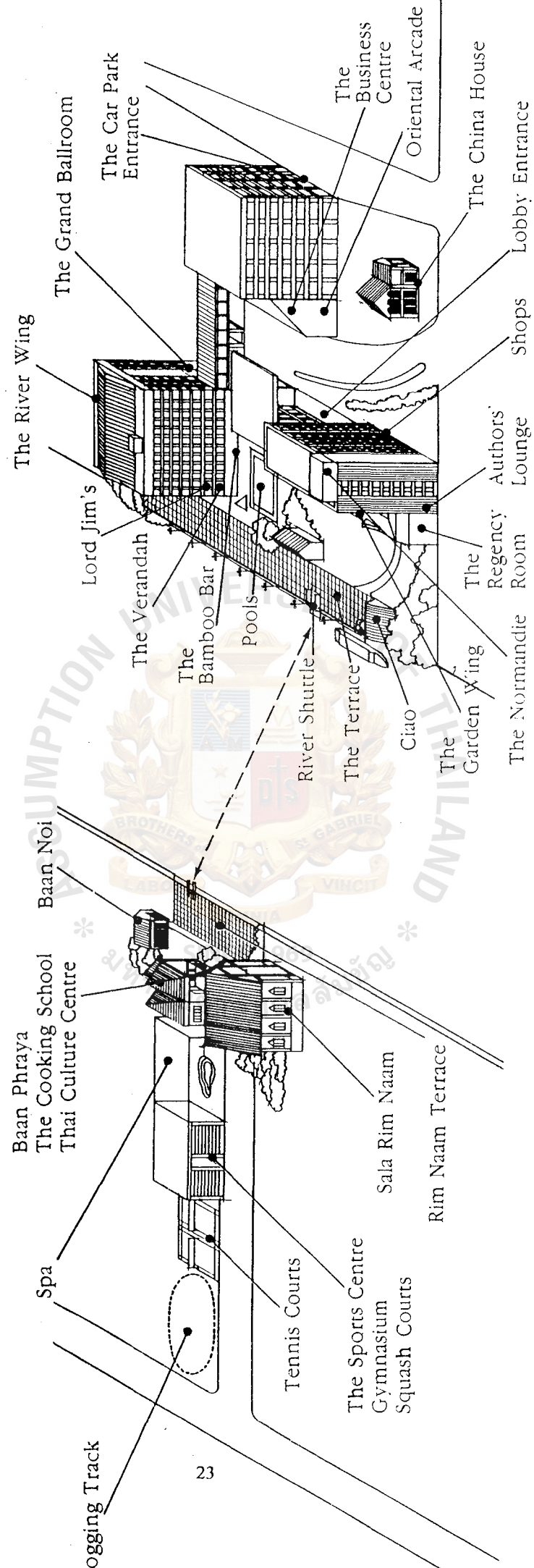


Figure 2.1. The Oriental Hotel Map

4. Featuring

On the banks of Bangkok's Chao Phya---the fabled "River of Kings"---stands The Oriental, which can genuinely lay claim to being one of the world's truly great hotels. The Oriental is renowned for its unique ambience of timeless colonial-style elegance in an exotic Eastern setting. Over its 121 years of existence, it has acted as host and inspiration for such great writers as Joseph Conrad and Somerset Maugham. The Oriental today maintains the same traditions of graceful living and skilled---yet--unobtrusive service which has built its reputation over the years. Every great city has one great hotel. In Bangkok, its The Oriental.

- A riverside setting in cooperating tropical gardens and two swimming pools.
- The world famous Thai Cooking School and Thai Cultural Programme.
- The unique experience of The Oriental Spa which blends East and West in distinctly different approach to mental and physical well-being.
- A Sports Center with high-tech gymnasium, tennis and squash courts, sauna.
- Fully equipped business center, including translation service, telex, facsimile, internet access, secretarial services and private meeting rooms.
- The Oriental river cruise to Ayudhaya, the old capital and Bang Pa-In.
- Shopping arcades.
- A short boat ride to River City where a wide selection of antiques.
- The nearby Silo business and shopping area.

a. Guest Rooms

Guest rooms are exquisitely appointed in delicate Thai accents with river view.

- The Oriental has 35 suites and 361 rooms.
- Garden Wing rooms are of unique split level type.
- All guest rooms include colour television, satellite programming, refrigerator, mini-bar, telephones with direct international dialing.

b. Meeting Facilities

Ideal facilities for executive conferences, large or small social events and private parties.

Table 2.1. Function Rooms Capability

| Room | Conference Style | Cocktail Style | Dining |
|--------------------|------------------|----------------|--------|
| Royal Ballroom * | 350 | * 1,000 | 450 |
| Chao Phya Room | 120 | 270 | 150 |
| Maeklong Room | 120 | 270 | 150 |
| Embassy Room | 50 | 80 | 60 |
| Board room | 14 | - | 16 |
| Regency Room | 50 | 200 | 120 |
| The Oriental Queen | - | 180-230 | 180 |

c. Restaurants & Bars

The hotel offers a full slate of venues as listed below in order to ensure the complete enjoyable moment of the guests during their stay at The Oriental Hotel.

Table 2.2. Restaurants & Bars Capability

| | Type of cuisine | Number of seats |
|-------------------|------------------------------|------------------------|
| The Normandie | French cuisine | 80 |
| The China House | Classic Cantonese | 135 |
| Lord Jim's | Seafood | 140 |
| The verandah | Thai & International cuisine | 140-inside/ 80-outside |
| Riverside Terrace | Steak & seafood barbecues | 400 |
| Ciao | Italian cuisine | 50 |
| Rim Naam Terrace | Thai cuisine | 250 |
| Sala Rim Naam | Thai cuisine with Thai dance | 200 |
| Bamboo Bar | International entertainment | 70 |
| Authors' Lounge | Afternoon tea | 50 |

5. Additional Facilities and Services

At The Oriental, you will discover there are much more facilities and services that the hotel offers

- Airport arrival and departure service
- Daimler and Mercedes Benz limousine service
- All major credit cards accepted
- Barber Shop
- Beauty Parlor Salon
- Book Kiosk
- Butler service for every room
- Car hire
- Conference facilities and specialist conference team
- Complimentary daily newspaper
- En suite bathroom
- Flower shop
- Foreign exchange
- Golf arrangements and transport
- Golf driving net
- Helicopter transfer to and from the airport
- Incentive travel specialists

- In-house and pay movies
- In-room safe deposit
- Live music
- Medical service (24 hours)
- Post and parcel service
- Room service (24 hours)
- Same day laundry and valet (24 hours)
- Satellite TV news
- Shopping arcades
- 24 hours financial reports
- Cigar Divan shop
- Power supply:220 volts, 50 cycles A.C.
- Check-out time 12 noon
- Baby-sitting
- Travel tickets
- Shoe repairs and cleaning
- Sightseeing advice
- Daily newspaper
- Credit and banking arrangements
- Travel boutique

6. In-Room Facilities & Bathroom Amenities

All guest rooms at The Oriental are luxuriously appointed with an exclusively In-Room facilities and bathroom amenities.

- Safe deposit box
- Voice mail
- 2-line phone
- Internet access
- Alarm clock
- Hanging closet
- Hair dryer
- Flash light
- Hair dryer
- Sewing Kit
- Umbrella
- Shoehorn
- Shampoo & Conditioner
- Dental Kit
- Bath foam
- Baht Salt
- Cotton bud
- Detergent
- Nail Care
- Moisturizer
- Shower Cap
- Powder
- Mouth washer
- Beauty Kit

7. Fire Safety and Security System

At The Oriental, fire safety and security system have been taken as a serious subject to ensure the pleasure of all guests during their stay.

- Smoke detectors in all guest rooms
- Safety chains on guest room doors
- Emergency exit maps in guest room/hallways
- Smoke detectors in public areas
- Uniformed security
- Emergency lighting
- Audible smoke detectors
- Parking garage or area attendants
- Well-lit exit signs
- Sprinklers in hallways
- Well-lit parking area(s)
- Guest room windows open
- Fire detectors in all guest rooms
- Video surveillance in hallways
- Guest room doors have dead bolts
- Fire detectors in public areas
- Staff trained in CPR

- Ventilated stairwells
- Visual alarms for hearing impaired
- Smoke detectors in hallways
- Public Address System
- Emergency information in all guest rooms
- Hardwired smoke detectors
- 24 hours security
- Multiple exits for each floor
- Sprinklers in all guest rooms
- Parking area patrolled
- Well-lit walkways
- Sprinklers in public areas
- Video surveillance in public areas
- Guest room doors have viewpoints
- Fire detector in hallways
- Video surveillance at entrance
- Restricted access to guest room floor
- Secondary locks on guest room windows
- Fire extinguishers in hallways
- Auto link to the fire station
- Staff trained in first aid

D. Quality Service

1. Key Principle Of Quality Service

a. Customer Focus

To provide services that meet customer requirement by using the concept of “ Voice Of Customer ” or (VOC). It is what the customer thinking which can be done through interview & questionnaire (John, 1997).

b. Continuous Improvement

To up hold the image and reputation of The Oriental Hotel. The continuous improvement project is considered as the on going process for the hotel in order to improve the standard level of services to reach to the customer satisfaction.

2. Process In Quality Service

a. Quality Planning

Quality Planning is refer to identifying customer, requirements, products, and feature.

b. Quality Control

Quality Control is included produce services, evaluate against original requirement

c. Quality Improvement

Quality Improvement is the active quality on continuous basis

3. Quality Audit

a. Areas of investigation

Areas of investigation is based upon the critirias which influence customer in decided to stay at The Oriental Hotel.

- Design & decoration of the hotel accommodation
- The comfortable of hotel accommodation
- Overall services of the hotel staffs
- Variety of the hotel restaurants
- Overall quality of foods & services of the hotel restaurants
- Hotel facilities
- In-room facilities
- Bathroom amenities
- Design & decoration of the hotel lobby
- Design & decoration of hotel garden & public area
- Variety of shops in the hotel
- Meeting room & ballroom facilities
- Hotel fire safety & security system

- Atmosphere inside and around the hotel
- Parking lot availability

4. Standards For Measurement

This is to determine whether the hotel facilities should be classified as a strength or weakness (Reich, 1997). Moreover, to decide on the particular classification, each are should be analyzed according to some defined criteria. Several options follow:

a. Dose our performance good enough for the guest?

Whice of the are investigated is critical to the hotel's management, or objectively by customers. (Various types of competitor analysis reports and customer surveys can be used to measure the hotel's positioning)

b. What do the customers think?

Since the customer expectations and the hotel's efforts will change over time, an analysis should be made of the hotel's current performance in light of those changes (Blythe,1997). Areas relating to overall customer satisfaction, product quality, value, decor, location, and promotional effectiveness can be considered. Both absolute product quality and relative perceived product quality should be measured. Absolute quality is measured in off-premise taste tests (for example in the restaurant),to eliminate the intervening effect of the customer's impression of other components of the business.

Relative perceived product quality would be measured with surveys after the customer's experience. A comprehensive internal analysis should include surveys (formal surveys, comment card, and focus groups).

5. Internal Audit

a. Restaurants

Menu mix (types of food offered and number of items of each food category offered- appetizers, entrees, desserts, and so forth) individual product sales; daypay sales; sales by day, week, month, and seasonal fluctuations; the type of service and its compatibility with the restaurant's concept.

b. Hotels

Offering such as the number and types of rooms, meeting facilities, catering services, room service menu, workout facilities, concierge, types of restaurants, menus meals offered (e.g., breakfast, Sunday brunch), and a breakdown of sales for each revenue-producing area.

c. Atmosphere and furnishings

For both restaurants and hotels to meet customer's expectations and state of repair.

- Interior - dining room, hotel room, lobby, bar, meeting space, restroom, hallways
- Exterior - building, parking lot, landscaping

d. Locations

penetration of geographic market, quality, convenience to target customers, accessibility to traffic.

e. Effectiveness of promotions

advertising, public relations, sales promotions, personal selling, merchandising.

6. Quality of Services Survey

a. Areas need to be Improved

After the investigation, it has been analyzed that there are some areas which need to be improved.

- Reservation Service
- Business Center Service
- Sport Center Staffs
- Room Service Staff
- Business Center Facilities
- Sport Center Facilities

b. Excellent Services Recorded

After the investigation, it has been analyzed that there are some areas which have been recorded for excellent of services.

- Limousine Service
- Front Office Service
- Porter Service
- Bulter Service
- Concierge Service
- Housekeeping Service

7. Opinion Voted For Excellent

After the investigation, it has been analyzed that there are some areas which have been voted for excellent of services.

- Design & decoration of the hotel accommodation
- The comfortable of hotel accommodation
- Overall services of the hotel staffs
- Overall quality of foods & services of the hotel restaurants
- Hotel facilities, In-room facilities, and Bathroom amenities
- Hotel fire safety & security system

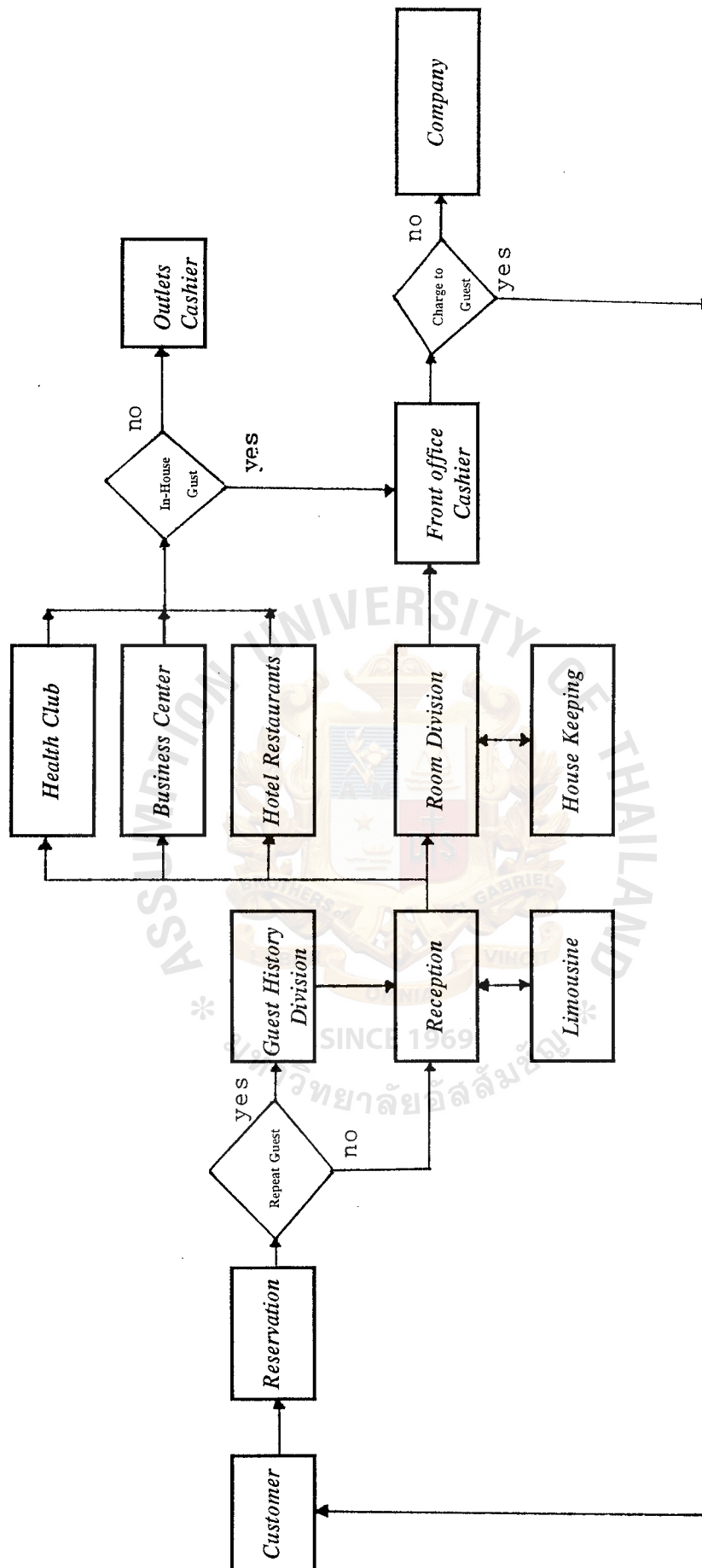


Figure 2.2. Hotel Process

8. Total Quality Management (TQM) in Concerning With The Hotel Process

Table 2.3. Total Quality Management in Concerning With The Hotel Process

| Division | Training | Document & Data Control | Services Identification | Process Control | Contract Review |
|------------------|----------|----------------------------|----------------------------|--------------------|--------------------|
| Reservation | XXX | XXX | XXX | | XXX |
| Guest History | XXX | XXX | XXX | | |
| Reception | XXX | XXX | XXX | XXX | |
| Limousine | XXX | XXX | XXX | XXX | |
| Health Club | XXX | XXX | XXX | | |
| Business Center | XXX | XXX | XXX | | |
| Hotel Restaurant | XXX | XXX | XXX | XXX | |
| Room Division | XXX | XXX | XXX | XXX | |
| F/O Cashier | XXX | XXX | XXX | | XXX |
| House Keeping | XXX | XXX | XXX | XXX | |
| Outlets Cashier | XXX | XXX | XXX | | XXX |

III. BUSINESS EVALUATION

A. Research of Finding

1. Total number of respondents based on sex.

There are totally 260 respondents in my research, 66.92% is male and 33.08% is female.

2. Total number of respondents based on age and sex.

Based on age and sex, the majority of guests who come to visit The Oriental Hotel having age of 36-45 years interval of which most of them are male, followed by 26-35 years interval, 46-55 years interval, 15-25 years interval and below 15 years of which all of them mostly are male.

3. The reason to visit Bangkok based on sex.

Most of the total respondents usually visit Bangkok for business reasons than for travelling purpose. For the business reasons segment most of them are male which is in contrast to the travelling purpose segment of which most of them are female.

4. The acknowledgment of The Oriental Hotel.

The highest percentage of having the acknowledgment of The Oriental Hotel is shown by word of mouth, followed by Travel Agency, brochure & leaflet, magazine & newspaper, known by hotel sales representative, acknowledged by radio, by others reason for instance suggestion form others, and known from passing by the hotel.

5. Frequency of visitation to The Oriental Hotel.

The percentage of respondents who have visited The Oriental Hotel for 2-4 times show the highest, while visiting for the first time show the second, followed by 5-9 times interval, 10-15 times interval, 16-20 times, and none of them have been here for over 20 times.

6. Factors which influence respondents in returning to stay at The Oriental Hotel.

From total respondents of 62.30% who returned to stay at The Oriental Hotel, the highest percentage of satisfactory guests is voted for excellent services of the hotel staff, followed by the comfort of hotel accommodation, next is the result of good variety of hotel facilities (such as Spa, Concierge Service, Business Center, Sport Center, Hotel Library, Thai Cooking School, 2 Swimming pools), the good variety of In-room facilities (such as Alarm Clock, Safe deposit box, Flash light, Voice mail, Hair dryer, Umbrella,

Shoehorn, Sewing Kit, 2-line phone and Hanging closet), next are the magnificent design & decoration of the hotel accommodation and a good variety of the hotel restaurants (French, Chinese, Thai, Italian, Sea Food, Barbecue, Lounge, Bar, and Coffee Shop) in the same percentage, followed by an agreement of the value for money and close to business district in the same percentage as well, preferred the Chao Phya River view, the magnificent design & decoration of the overall hotel public areas, close to the express way to the airport, good fire safety and security system, the high technology of meeting room facilities, the satisfaction of an exclusive bathroom amenities (such as Bath foam, Nail care, Shampoo & Conditioner, Moisturizer, Detergent, Dental Kit, Cotton bud, and Bath salt), closed to shopping center, close to entertainment areas, of close to work place.

7. Factors which influence respondents in deciding to stay at The Oriental Hotel.

From total respondents of 37.69% who visit The Oriental Hotel for the first time, the highest percentage is influenced because the hotel provides a variety of services/ facilities (such as Business Center, Sport Center, Hotel Library, Spa, Thai Cooking School, 2 Swimming pools, Concierge Service), The second highest percentage is influenced because of the variety of hotel restaurants (French, Chinese, Thai, Italian, Sea food, Barbecue, Lounge, Bar, and Coffee Shop), followed by the panoramic view of Chao Phya River and the In-room facilities (such as Alarm Clock, Safe deposit box, Flash light, Voice mail, Hair dryer, Umbrella, Shoehorn, Sewing Kit, 2-line phone, and Hanging closet) in the same percentage, next is the decision for trial experience because of the recognition of the hotel

along with their friend, with the colleague, with their relative, and only a few come along with others.

11. Criteria of the design & decoration of the hotel accommodation in influencing respondents to stay at The Oriental Hotel.

Asking respondents the question how design & decoration of the hotel accommodation influencing them to stay at The Oriental Hotel where (1 = least important and 5 = most important), the majority ranged at stage 4.

12. Criteria of comfortable of the hotel accommodation in influencing respondents to stay at The Oriental Hotel.

Asking respondents the question how comfortable of the hotel accommodation is an influencing them to stay at The Oriental Hotel where (1 = least important and 5 = most important), the majority ranged at stage 4.

13. Criteria of the variety of hotel restaurants in influencing respondents to stay at The Oriental Hotel.

Asking respondents the question how the variety of hotel restaurants influencing them to stay at The Oriental Hotel where (1 = least important and 5 = most important), the majority is ranged at stage 4, and none of them think that it is not important.

14/ The preferable type of food based on sex.

According to the preferable type of foods, most of them are interested in Thai food of which males are the majority, followed by French of which females are the majority, next is Chinese and Japanese of which males are the majority, followed by Italian of which the majority is female.

15/ Criteria of the quality of foods and services of the hotel restaurants in influencing respondents to stay at The Oriental Hotel.

Asking respondents the question how the quality of foods & services of the hotel restaurants influenced them to stay at The Oriental Hotel where (1 = least important and 5 = most important), the majority is ranged at stage 3.

16/ Criteria of the hotel facilities in influencing respondents to stay at The Oriental Hotel.

Being asked respondents questions as to how the hotel facilities influencing them to stay at The Oriental Hotel, the majority is ranged at stage 5.

17. Criteria of the In-room facilities in influencing respondents to stay at The Oriental Hotel

Being asked respondents questions as to how the In-room facilities influencing them to stay at The Oriental Hotel where (1 = least important and 5 = most important), the majority is ranged at stage 4.

18. Criteria of the bathroom amenities in influencing respondents to stay at The Oriental Hotel.

Asking respondents question how the bathroom amenities influencing them to stay at The Oriental Hotel where (1 = least important and 5 = most important), the majority is ranged at stage 3.

19. Criteria of the design & decoration of the hotel lobby in influencing respondents to stay at The Oriental Hotel.

Asking respondents the question how design & decoration of the hotel lobby influencing them to stay at The Oriental Hotel where (1 = least important and 5 = most important), the majority is ranged at stage 3.

20. Criteria of the design & decoration of the hotel garden & public areas in influencing respondents to stay at The Oriental Hotel.

Asking respondents the question how the hotel garden & public areas influencing them to stay at The Oriental Hotel where (1 = least important and 5 = most important), the majority is ranged at stage 2.

21. Criteria of the services of the hotel staffs in influencing respondents to stay at The Oriental Hotel.

Asking respondents the question how the services of the hotel staff influencing them to stay at The Oriental Hotel where (1 = least important and 5 = most important), the majority is ranged at stage 5, and non of them voted for least important.

22. Attitude toward the Reservation Service of The Oriental Hotel.

The attitude of respondents toward the Reservation Service of The Oriental Hotel, is shown that most have good attitudes.

23. Attitude toward the Limousine Service of The Oriental Hotel.

The attitude of respondents toward the Limousine Service of The Oriental Hotel, is shown that most have excellent attitudes.

24. Attitude toward the Front Office Service of The Oriental Hotel.

The attitude of respondents toward the Front Office Service of The Oriental Hotel, is shown that nearly half of the total respondents have excellent attitudes.

25. Attitude toward the Porter Service of The Oriental Hotel.

The attitude of respondents toward the Porter Service of The Oriental Hotel, is shown that more than a half of total respondents have excellent attitudes.

26. Attitude toward the Concierge Service of The Oriental Hotel.

The attitude of respondents toward the Concierge Service of The Oriental Hotel, is shown that most of them have excellent attitudes.

27. Attitude toward the Housekeeping Service of The Oriental Hotel.

The attitude of respondents toward the Housekeeping Service of The Oriental Hotel, is shown that most of them have excellent attitudes.

28. Attitude toward the Butler Service of The Oriental Hotel.

The attitude of respondents toward the Butler Service of The Oriental Hotel, is shown that nearly half of the total respondents have excellent attitudes, while none of them have an improved attitudes.

29. Attitude toward the Business Center Service of The Oriental Hotel.

The attitude of respondents toward the Business Center Service of The Oriental Hotel, is shown that nearly half of the total respondents have excellent attitudes.

30. Attitude toward the facilities at the Business Center of The Oriental Hotel.

The attitude of respondents toward the facilities at the Business Center of The Oriental Hotel, is shown that most of them have good attitudes.

31. Attitude toward the Sport Center Service of The Oriental Hotel.

The attitude of respondents toward the Sport Center Service of The Oriental Hotel, is shown that most of them having good attitude.

32. Attitude toward the facilities at the Sport Center of The Oriental Hotel.

The attitude of respondents toward the facilities at the Sport Center of The Oriental Hotel, is shown that most of them have good attitudes.

33. Attitude toward the Room Service of The Oriental Hotel.

The attitude of respondents toward the Room Service of The Oriental Hotel, is shown that nearly a half of total respondents have excellent attitudes.

34. Criteria of the variety of shops in the hotel in influencing respondents to stay at The Oriental Hotel.

Asking respondents the question how the variety of shop in the hotel influencing them to stay at The Oriental Hotel where (1 = least important and 5 = most important), the majority is ranged at stage 2.

35. Criteria of the meeting room & ballroom facilities in influencing respondents to stay at The Oriental Hotel.

Asking respondents the question how the meeting room & ballroom facilities influencing them to stay at The Oriental Hotel, the majority is ranged at stage 3.

36. Criteria of the hotel fire & security system in influencing respondents to stay at The Oriental Hotel.

Asking respondents the question how fire and security system influencing them in deciding to stay at The Oriental Hotel where (1 = least important and 5 = most important), the majority is ranged at stage 5, where none of them agreed on the least important.

37. Criteria of the atmosphere inside the hotel in influencing respondents to stay at The Oriental Hotel.

Asking respondents the question how the atmosphere inside the hotel influencing them to stay at The Oriental Hotel where (1 = least important and 5 = most important), the major is ranged at stage 5.

38. Criteria of the atmosphere around the hotel in influencing respondents to stay at The Oriental Hotel.

Asking respondents the question how atmosphere around the hotel influencing them to stay at The Oriental Hotel where (1 = least important and 5 = most important), the majority is ranged at stage 4.

39. Criteria of the parking lot availability in influencing respondents to stay at The Oriental Hotel.

Asking respondents the question how parking lot availability influencing them to stay at The Oriental Hotel where (1 = least important and 5 = most important), the majority is ranged at stage 2.

40. Attitude toward The Oriental Hotel.

Asking the respondents attitude toward the design & decoration of the hotel accommodation of The Oriental Hotel, most believe that it is excellent.

Asking the respondents attitude toward the comfortable of the hotel accommodation of The Oriental Hotel, nearly half of the total respondents believe that it is excellent.

Asking the respondents attitude toward the variety of the hotel restaurants (French, Chinese, Thai, Italian, Sea food, Barbecue. Lounge, Bar, Coffee Shop), mostly believe that it is good.

Asking the respondents attitude toward the overall quality of foods & services of the hotel restaurants, most believe that it is excellent.

Asking the respondents attitude toward the hotel facilities (such as Business Center, Concierge Service, Sport Center, Spa, Hotel Library, Thai Cooking School, 2 Swimming pools), nearly a half of total respondents believe that it is excellent.

Asking the respondents attitude toward the In-room facilities of The Oriental hotel (such as Safe deposit box, Voice mail, Flash light, Hanging closet, Hair dryer, Shohorn, Umbrella, Alarm clock, Sewing Kit, 2-line phone), nearly half of the total respondents believe that it is excellent.

Asking the respondents attitude toward the bathroom amenities of The Oriental hotel (such as Nail Care, Dental Kit, Bath salt, Cotton bud, Detergent, Bath foam, Shampoo & Conditioner, Moisturizer, Shower Cap), most believe that it is excellent.

Asking the respondents attitude toward the design & decoration of the hotel lobby, most believe that it is good.

Asking the respondents attitude toward the design & decoration of the hotel garden & public areas, nearly half of the total respondents believe that it is good.

Asking the respondents attitude toward the overall services of the hotel staff , nearly half of the total respondents believe that it is excellent.

Asking the respondents attitude toward the variety of shops in the hotel, most believe that it is just only fair.

Asking the respondents attitude toward the meeting room & ballroom facilities, most believe that it is good.

Asking the respondents attitude toward the hotel fire safety & security system, nearly half of the total respondents believe that it is excellent.

Asking the respondents attitude toward the atmosphere inside the hotel, nearly half of the total respondents believe that it is good.

Asking the respondents attitude toward the atmosphere around the hotel, nearly half of the total respondents believe that it is good.

B. Research Ananlysis

Table 3.1. Total number of respondents based on sex

| Sex | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Male | 174 | 66.92% |
| Female | 86 | 33.08% |
| Total respondents | 260 | 100.00% |

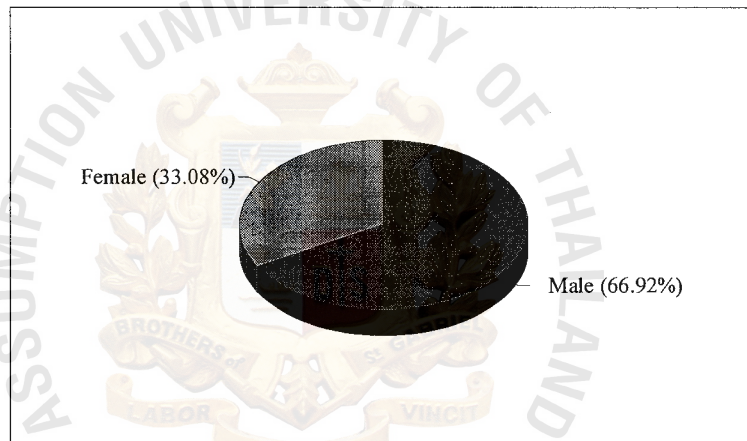


Figure 3.1. Total number of respondents based on sex

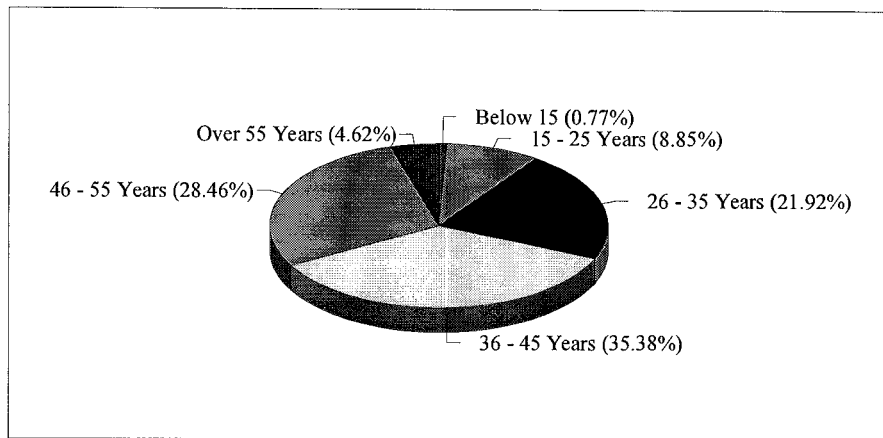


Figure 3.2. Number of respondents based on age and sex

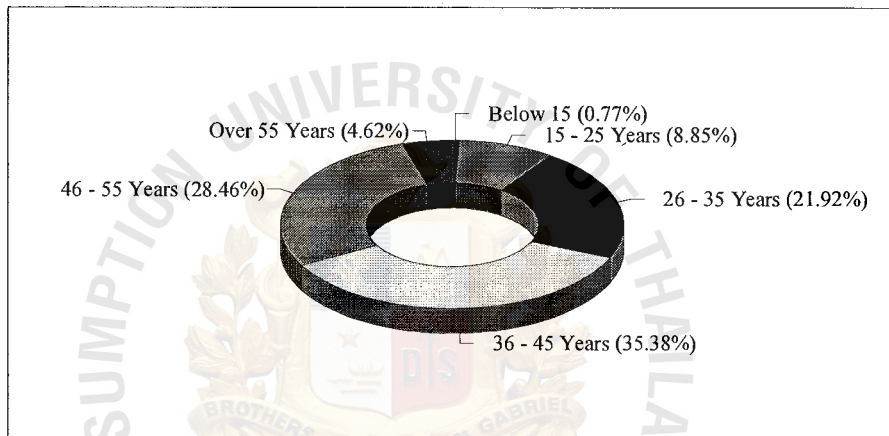


Figure 3.2.1. Number of male respondents based on age and sex

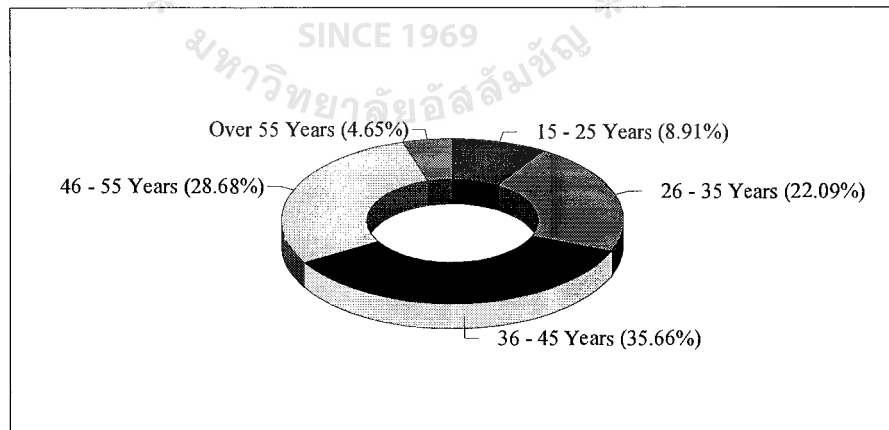


Figure 3.2.2. Number of female respondents based on age and sex

Table 3.2. Total number of respondents based on age and sex

| Age | Total respondents | | Male | | Female | |
|-------------------|--------------------|------------|--------------------|------------|--------------------|------------|
| | No. of respondents | Percentage | No. of respondents | Percentage | No. of respondents | Percentage |
| Below 15 | 2 | 0.77% | 2 | 100.00% | - | 0.00% |
| 15 - 25 Years | 23 | 8.85% | 15 | 65.22% | 8 | 34.78% |
| 26 - 35 Years | 57 | 21.92% | 38 | 66.67% | 19 | 33.33% |
| 36 - 45 Years | 92 | 35.38% | 62 | 67.39% | 30 | 32.61% |
| 46 - 55 Years | 74 | 28.46% | 50 | 67.57% | 24 | 32.43% |
| Over 55 Years | 12 | 4.62% | 7 | 58.33% | 5 | 41.67% |
| Total respondents | 260 | 100.00% | 174 | 66.92% | 86 | 33.08% |

Table 3.3. The reason to visit Bangkok based on sex

| What is the reason to visit Bangkok ? | Total respondents | | Male | | Female | |
|---------------------------------------|--------------------|------------|--------------------|------------|--------------------|------------|
| | No. of respondents | Percentage | No. of respondents | Percentage | No. of respondents | Percentage |
| Business | 173 | 66.54% | 132 | 76.30% | 41 | 23.70% |
| Personal pleasure | 87 | 33.46% | 42 | 48.28% | 45 | 51.72% |
| Total respondents | 260 | 100.00% | 174 | 66.92% | 86 | 33.08% |

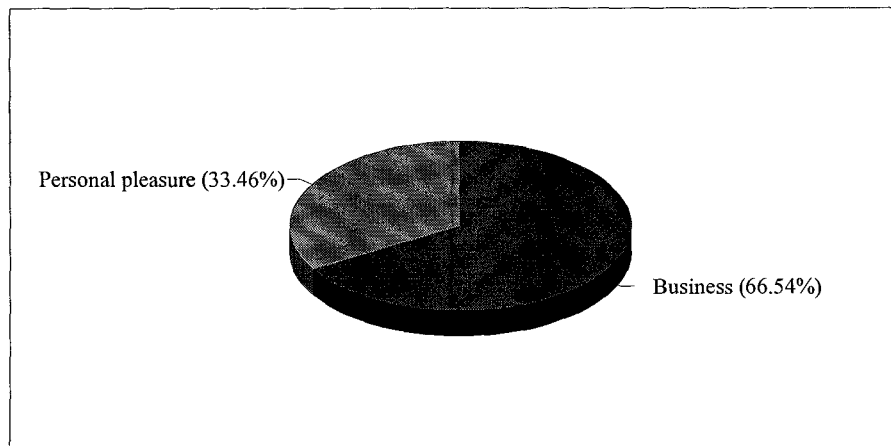


Figure 3.3. The reason to visit Bangkok based on sex

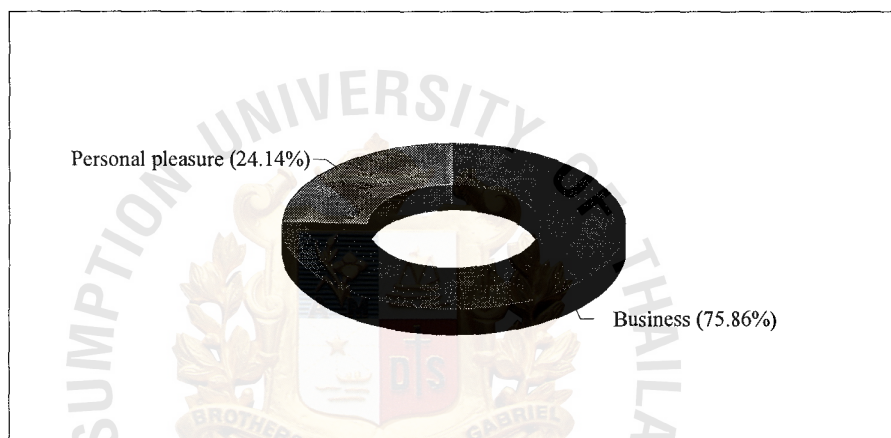


Figure 3.3.1. The reason to visit Bangkok based on sex (Male)



Figure 3.3.2. The reason to visit Bangkok based on sex (Female)

Table 3.4. The acknowledgement of The Oriental Hotel

| How do you know The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| Word of mouth | 101 | 38.85% |
| Hotel Sales Representative | 23 | 8.85% |
| Pass by | 1 | 0.38% |
| Magazine & Newspaper | 29 | 11.15% |
| Radio | 4 | 1.54% |
| Brochure & Leaflet | 38 | 14.62% |
| Travel Agency | 62 | 23.85% |
| Others | 2 | 0.77% |
| Total respondents | 260 | 100.00% |

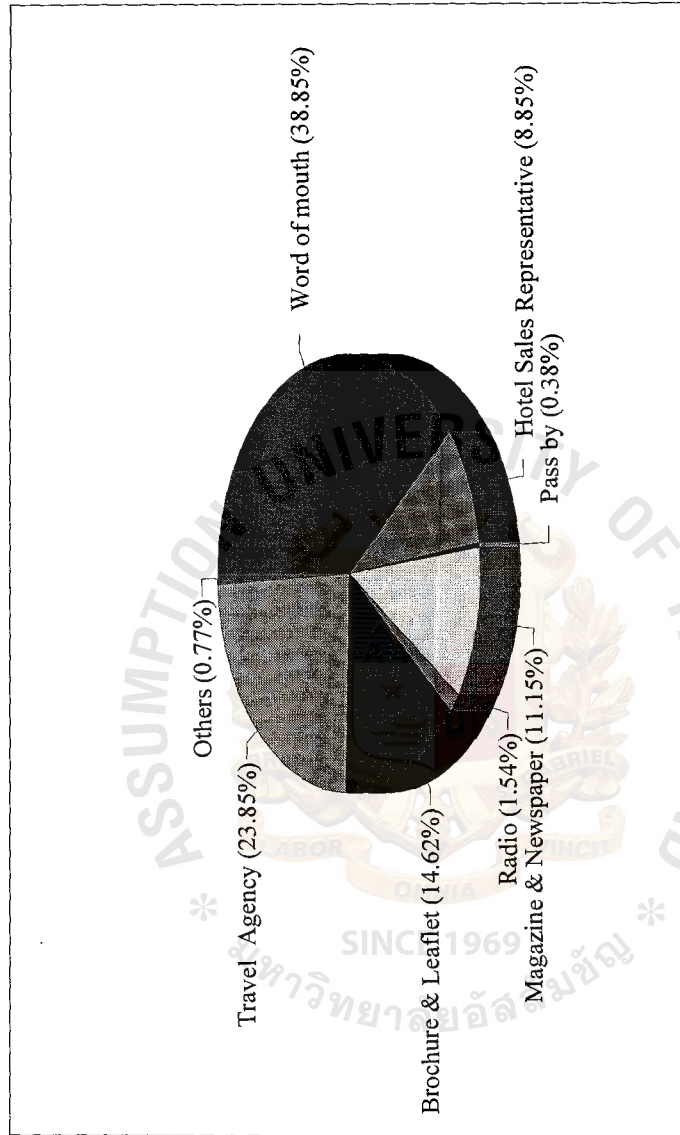


Figure 3.4. The acknowledgement of The Oriental Hotel

Table 3.5. Frequency of visitation to The Oriental Hotel

| How many time have you visited The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| First time | 98 | 37.69% |
| 2 - 4 times | 112 | 43.08% |
| 5 - 9 times | 31 | 11.92% |
| 10 - 15 times | 14 | 5.38% |
| 16 - 20 times | 5 | 1.92% |
| Over 20 times | 0 | 0.00% |
| Total respondents | 260 | 100.00% |

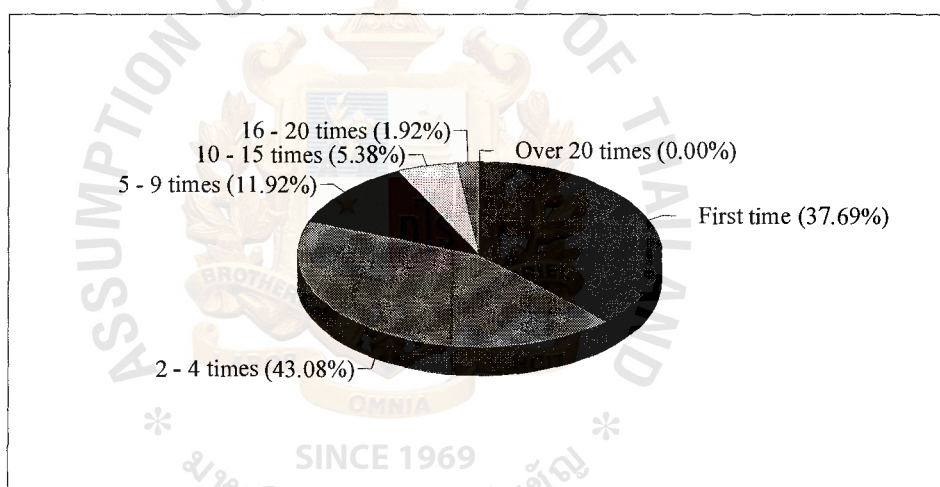


Figure 3.5. Frequency of visitation to The Oriental Hotel

Table 3.6. Factors which influence respondents in returning to stay at The Oriental Hotel

| Why do you decided to return to stay at The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| Good variety of hotel facilities (such as Spa, Concierge Service, Business Center, Sport Center, Hotel Library, Thai Cooking Scholl, 2 Swimming pools) | 14 | 8.64% |
| Good variety of hotel restaurants (French , Chinese, Thai Italian, Sea food, Barbecue, Lounge, Bar, Coffee Shop) | 11 | 6.79% |
| Good variety of In-room facilities (such as Alarm Clock, Safe deposit box, Flash light, Voice mail, Hair dryer, Umbrella, Shoehorn, Sewing Kit, 2-line phone, Hanging closet) | 12 | 7.41% |
| Exclusively of bathroom amenities (such as Bath foam, Nail Care, Shampoo & Conditioner, Moisturizer, Detergent, Dental Kit, Cotton bud, Bath salt) | 5 | 3.09% |
| Excellent services of the hotel staffs | 22 | 13.58% |
| Accommodation is comfortable | 16 | 9.88% |
| Magnificent design & decoration of the overall hotel public - areas | 8 | 4.94% |
| Magnificent design & decoration of the hotel accommdation | 12 | 7.41% |
| Closed to business district | 10 | 6.17% |
| Closed to work place | 3 | 1.85% |
| Closed to shopping center | 5 | 3.09% |
| Closed to entertainment areas (silom, Patpong) | 4 | 2.47% |
| Preferred the Chao Phya River view | 9 | 5.56% |
| Closed to the express way to the airport | 8 | 4.94% |
| Good fire safety and security system | 7 | 4.32% |
| High technology of meeting room facilities | 6 | 3.70% |
| Value for money | 10 | 6.17% |
| Total respondents | 162 | 100.00% |

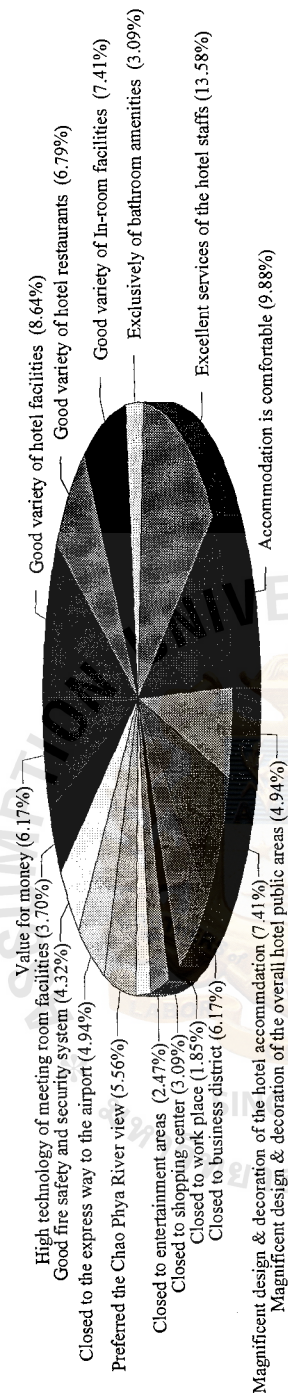


Table 3.6. Factors which influence respondents in returning to stay at The Oriental Hotel

Table 3.7. Factors which influence respondents in deciding to stay at
The Oriental Hotel

| Why do you choose to stay at The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| Suggestion from others | 4 | 4.08% |
| Trail experience (Recognized of the hotel reputation) | 9 | 9.18% |
| Closed to business district | 8 | 8.16% |
| Closed to work place | 6 | 6.12% |
| Closed to shopping center | 3 | 3.06% |
| Closed to entertainment areas (Silom, Patpong) | 2 | 2.04% |
| Panoramic view of Chao Phya River | 10 | 10.20% |
| Closed to the express way to the airport | 5 | 5.10% |
| Good sales promotion | 6 | 6.12% |
| The room rates are reasonable | 0 | 0.00% |
| Hotel provides variety of services/ facilities (such as Business Center, Sport Center, Hotel Library, Spa Thai Cooking School, 2 Swimming pools, Concierge Service) | 14 | 14.29% |
| Having variety of the hotel restaurants (French , Chinese Thai, Italian, Sea food, Barbecue, Lounge, Bar, Coffee Shop) | 12 | 12.24% |
| Hotel provides variety of in-room facilities (such as Alarm Clock, Safe deposit box, Flash light, Voice mail, Hair dryer, Umbrella, Shoehorn, Sewing Kit, 2-line phone, Hanging closet) | 10 | 10.20% |
| Hotel provides full set of bathroom amenities (such as Bath foam, Shampoo & Conditioner, Moisturizer, Detergent, Dental Kit, Nail Care, Cotton bud, Bath salt) | 6 | 6.12% |
| Hotel provides reliably fire safety and security system | 3 | 3.06% |
| Total respondents | 98 | 100.00% |

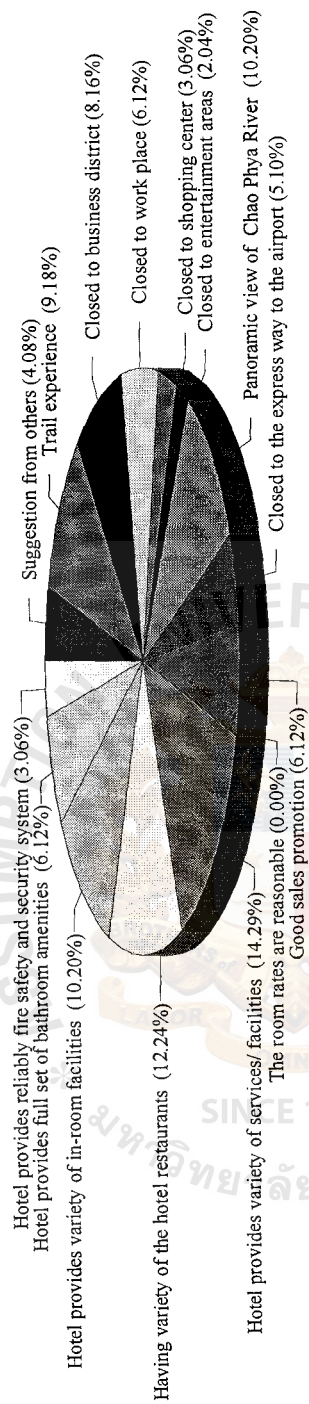


Table 3.7. Factors which influence respondents in deciding to stay at The Oriental Hotel

Table 3.8. Total number of night spent at The Oriental Hotel

| How many night do you stay at The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| 1 night | 83 | 31.92% |
| 2 - 3 nights | 151 | 58.08% |
| 4 - 5 nights | 17 | 6.54% |
| More than 5 nights | 9 | 3.46% |
| Total respondents | 260 | 100.00% |

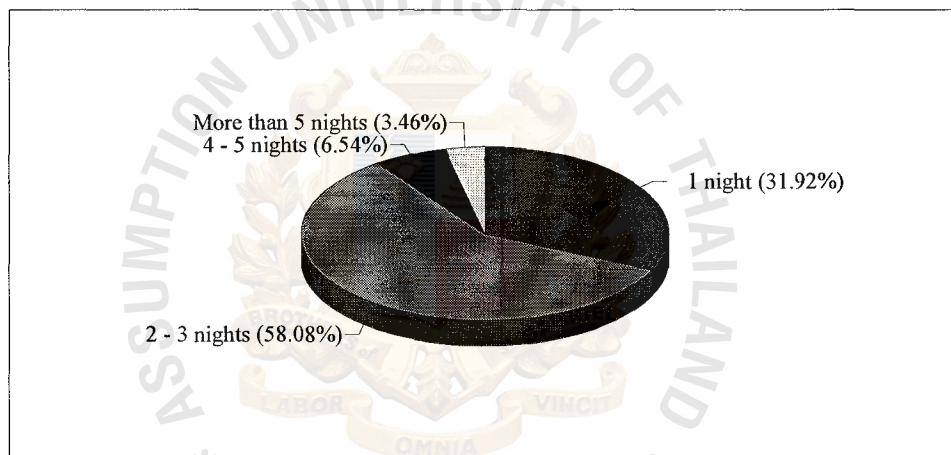


Figure 3.8. Total number of night spent at The Oriental Hotel

Table 3.9. Total number of people stayed at The Oriental Hotel

| How many people come along with you to The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| Come alone | 114 | 43.85% |
| 2 - 3 people | 103 | 39.62% |
| 4 - 5 people | 27 | 10.38% |
| More than 5 people | 16 | 6.15% |
| Total respondents | 260 | 100.00% |



Figure 3.9. Total number of people stayed at The Oriental Hotel

Table 3.10. Relationship of the respondents who stayed together at
The Oriental Hotel

| With whom do you come to The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| Family | 55 | 37.67% |
| Friend | 19 | 13.01% |
| Colleague | 58 | 39.73% |
| Relative | 13 | 8.90% |
| Others | 1 | 0.68% |
| Total respondents | 146 | 100.00% |

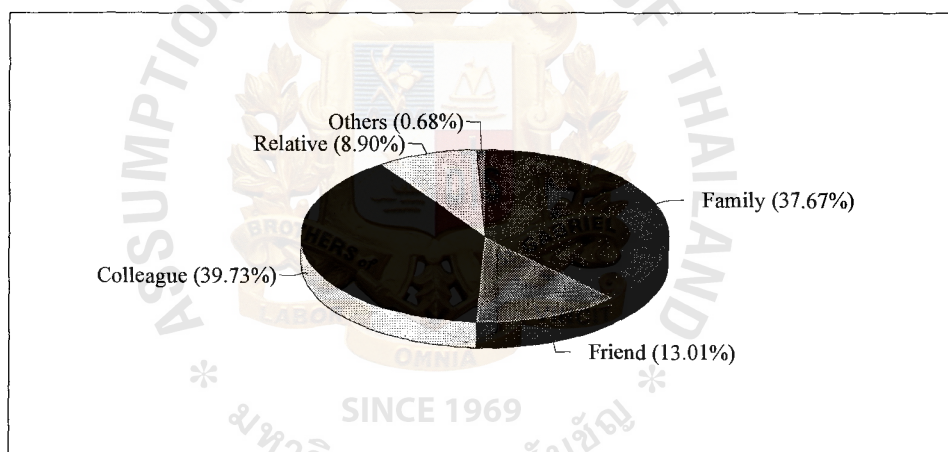


Figure 3.10. Relationship of the respondents

Table 3.11. Criteria of the design & decoaration of the hotel accomodation in influencing respondents to stay at The Oriental Hotel

| How the design & decoration of the hotel accomodation influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 9 | 3.46% |
| 2 | 13 | 5.00% |
| 3 | 58 | 22.31% |
| 4 | 99 | 38.08% |
| 5 = most important | 81 | 31.15% |
| Total respondents | 260 | 100.00% |

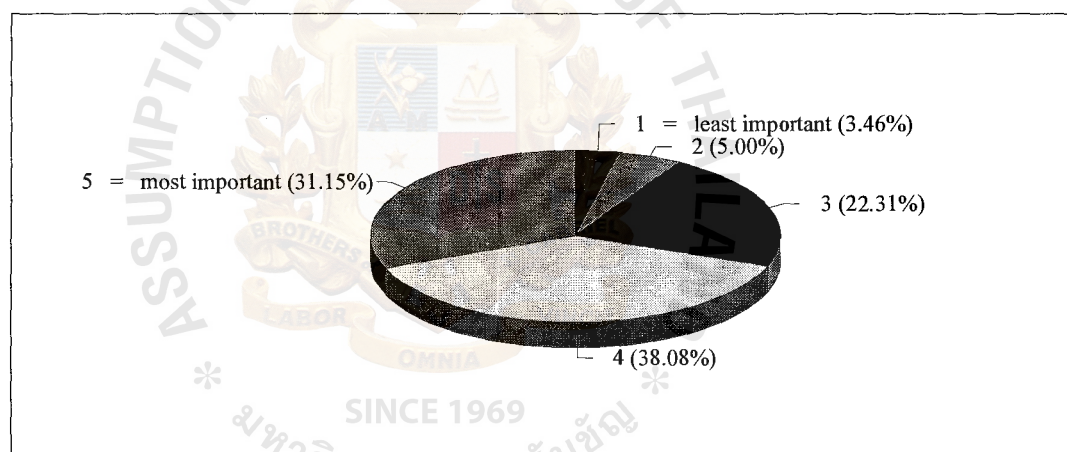


Figure 3.11. Criteria of the design & decoaration of the hotel accomodation

Table 3.12. Criteria of the comfortable of the hotel accomodation in influencing respondents to stay at The Oriental Hotel

| How the comfortable of the hotel accomodation influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 2 | 0.77% |
| 2 | 26 | 10.00% |
| 3 | 58 | 22.31% |
| 4 | 97 | 37.31% |
| 5 = most important | 77 | 29.62% |
| Total respondents | 260 | 100.00% |

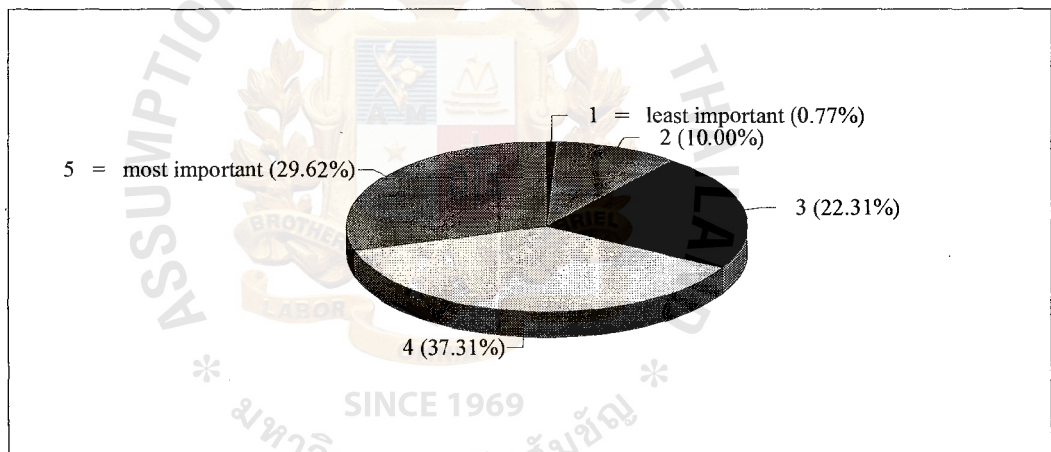


Figure 3.12. Criteria of the comfortable of the hotel accomodation

Table 3.13. Criteria of the variety of the hotel restaurants in influencing respondents to stay at The Oriental Hotel

| How the variety of the hotel restaurants influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 0 | 0.00% |
| 2 | 18 | 6.92% |
| 3 | 34 | 13.08% |
| 4 | 125 | 48.08% |
| 5 = most important | 83 | 31.92% |
| Total respondents | 260 | 100.00% |

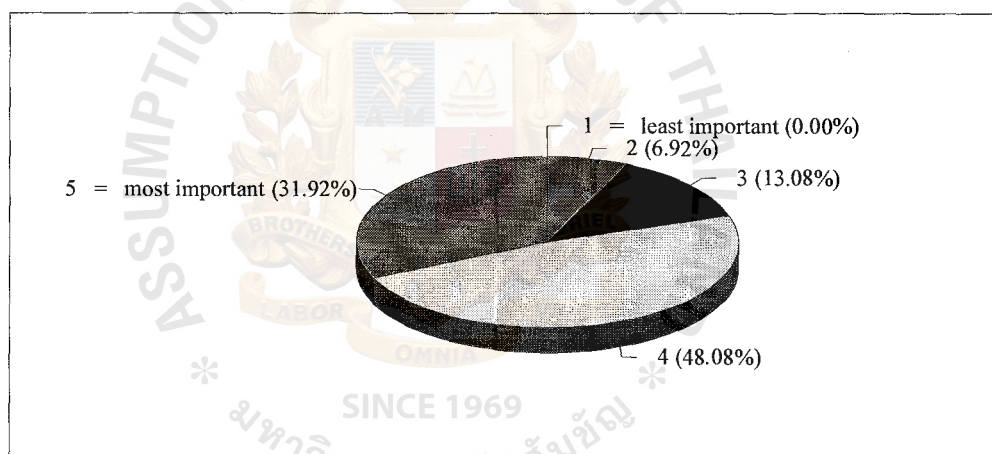


Figure 3.13. Criteria of the variety of the hotel restaurants

Table: 3.14. The preferable type of foods based on sex

| What type of foods d you prefer ? | Total respondents | | Male | | Female | |
|--------------------------------------|--------------------|------------|--------------------|------------|--------------------|------------|
| | No. of respondents | Percentage | No. of respondents | Percentage | No. of respondents | Percentage |
| Thai | 70 | 26.92% | 50 | 19.23% | 20 | 7.69% |
| French | 29 | 11.15% | 12 | 4.62% | 17 | 6.54% |
| Chinese | 64 | 24.62% | 54 | 20.77% | 10 | 3.85% |
| Japanese | 55 | 21.15% | 39 | 15.00% | 16 | 6.15% |
| Italian | 41 | 15.77% | 18 | 6.92% | 23 | 8.85% |
| Others | 1 | 0.38% | 1 | 0.38% | 0 | 0.00% |
| Total respondents | 260 | 100.00% | 174 | 66.92% | 86 | 33.08% |

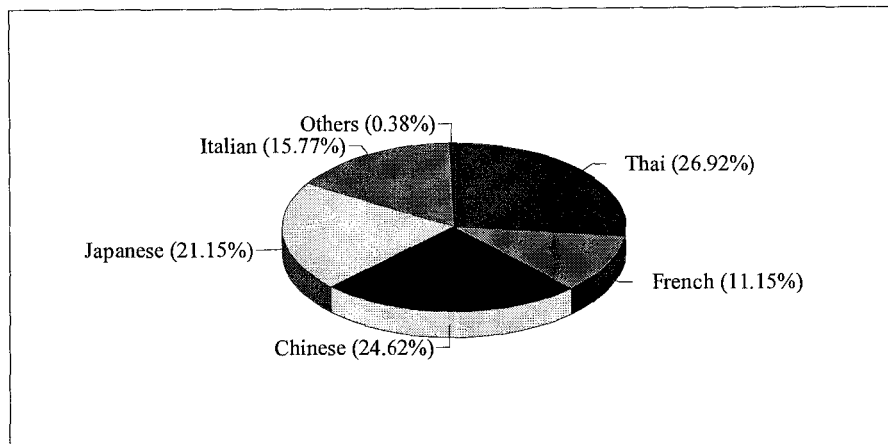


Figure: 3.14. The preferable type of foods based on sex (Total)

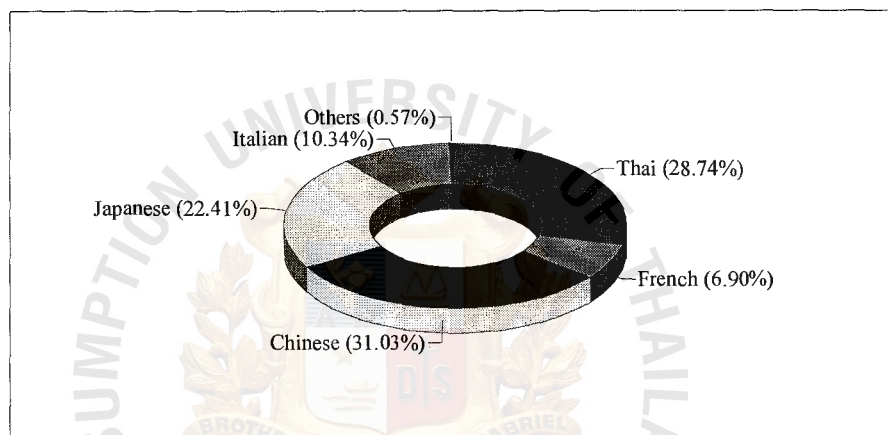


Figure: 3.14.1. The preferable type of foods based on sex (Male)

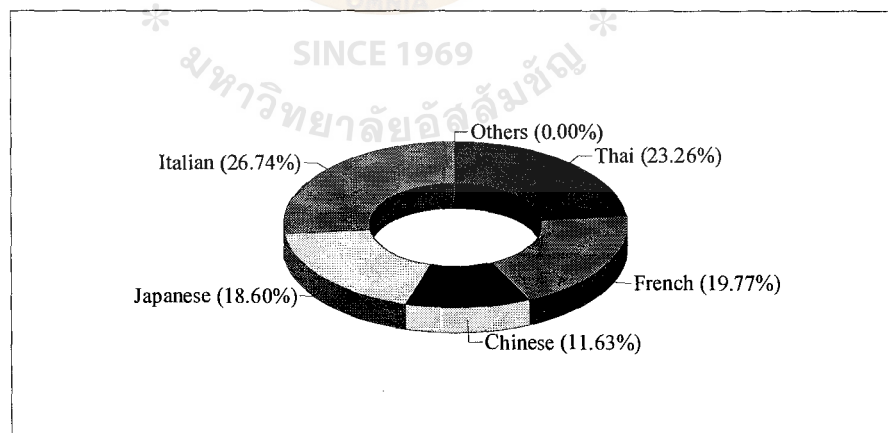


Figure: 3.14. 2. The preferable type of foods based on sex (Female)

Table 3.15. Criteria of the quality of foods & services of the hotel restaurants in influencing respondents to stay at The Oriental Hotel

| How the quality of foods & services of the hotel restaurants influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 18 | 6.92% |
| 2 | 37 | 14.23% |
| 3 | 75 | 28.85% |
| 4 | 68 | 26.15% |
| 5 = most important | 62 | 23.85% |
| Total respondents | 260 | 100.00% |

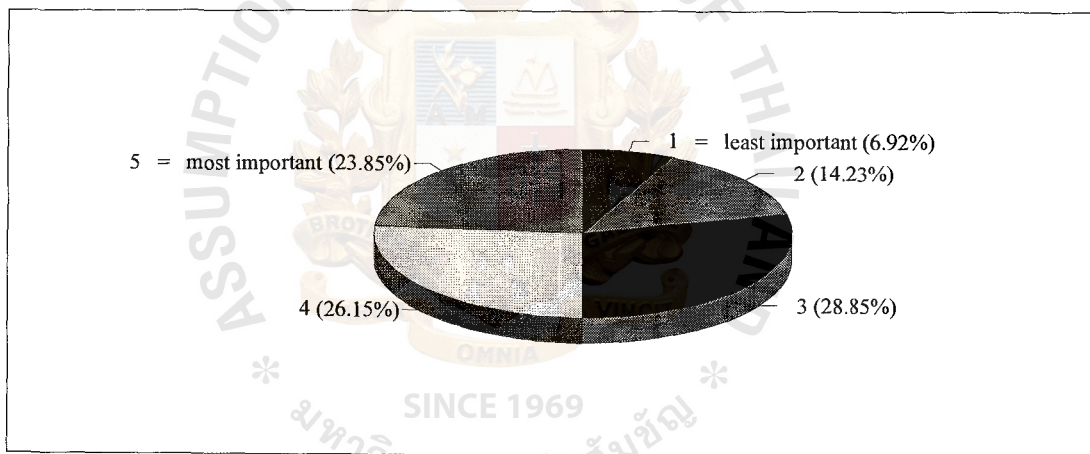


Figure 3.15. Criteria of the quality of foods & services of the hotel restaurants

Table 3.16. Criteria of the hotel facilities in influencing respondents to stay at The Oriental Hotel

| How the hotel facilities influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 5 | 1.92% |
| 2 | 34 | 13.08% |
| 3 | 65 | 25.00% |
| 4 | 31 | 11.92% |
| 5 = most important | 125 | 48.08% |
| Total respondents | 260 | 100.00% |

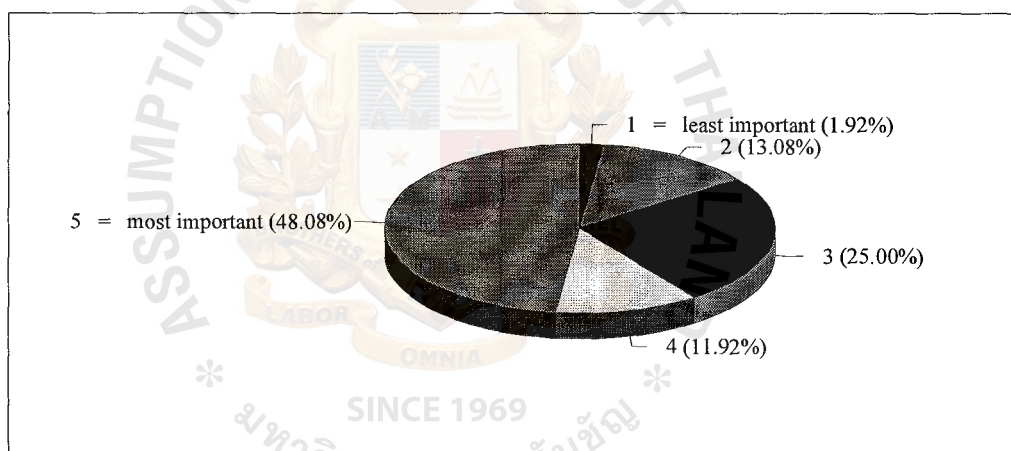


Figure 3.16. Criteria of the hotel facilities

Table 3.17. Criteria of the In-room facilities in influencing respondents to stay at The Oriental Hotel

| How the In-room facilities influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 5 | 1.92% |
| 2 | 29 | 11.15% |
| 3 | 65 | 25.00% |
| 4 | 86 | 33.08% |
| 5 = most important | 75 | 28.85% |
| Total respondents | 260 | 100.00% |

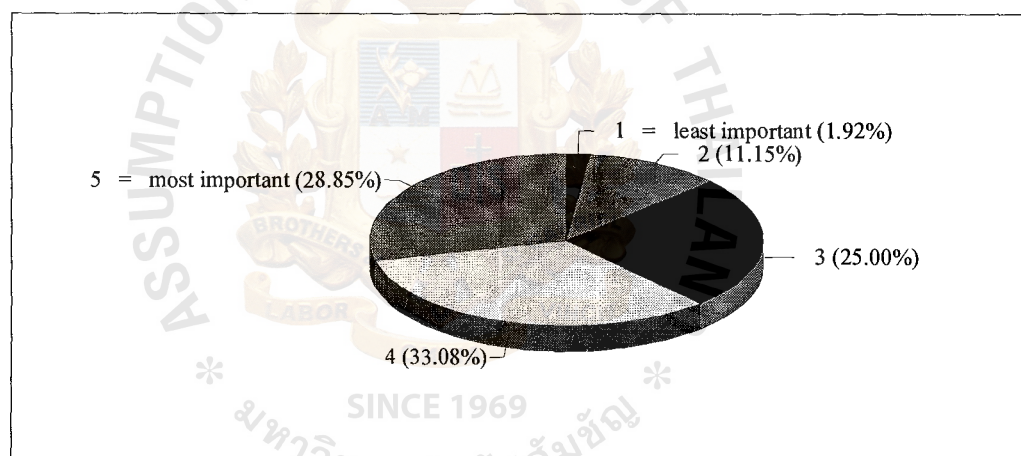


Figure 3.17. Criteria of the In-room facilities

Table 3.18. Criteria of the bathroom amenities in influencing respondents to stay at The Oriental Hotel

| How the bathroom amenities influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 16 | 6.15% |
| 2 | 55 | 21.15% |
| 3 | 75 | 28.85% |
| 4 | 67 | 25.77% |
| 5 = most important | 47 | 18.08% |
| Total respondents | 260 | 100.00% |

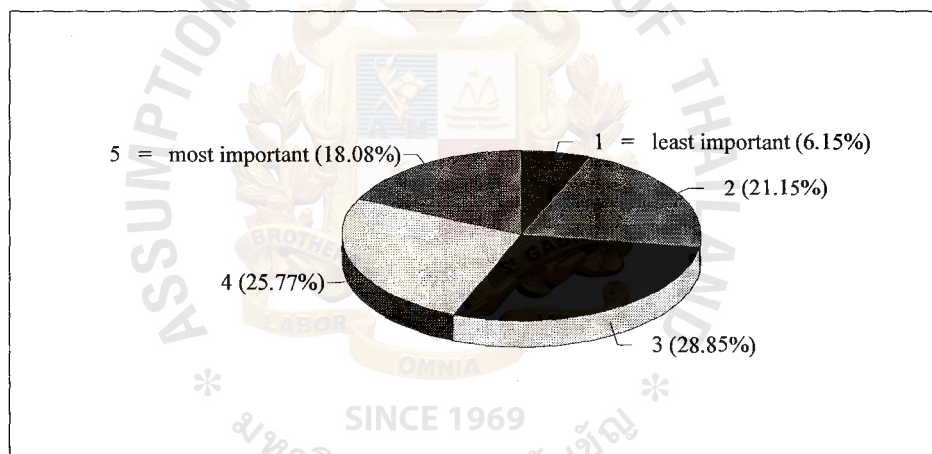


Figure 3.18. Criteria of the bathroom amenities

Table 3.19. Criteria of the design & decoaration of the hotel lobby in
influencing respondents to stay at The Oriental Hotel

| How the design & decoration of the hotel lobby influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 34 | 13.08% |
| 2 | 70 | 26.92% |
| 3 | 114 | 43.85% |
| 4 | 26 | 10.00% |
| 5 = most important | 16 | 6.15% |
| Total respondents | 260 | 100.00% |

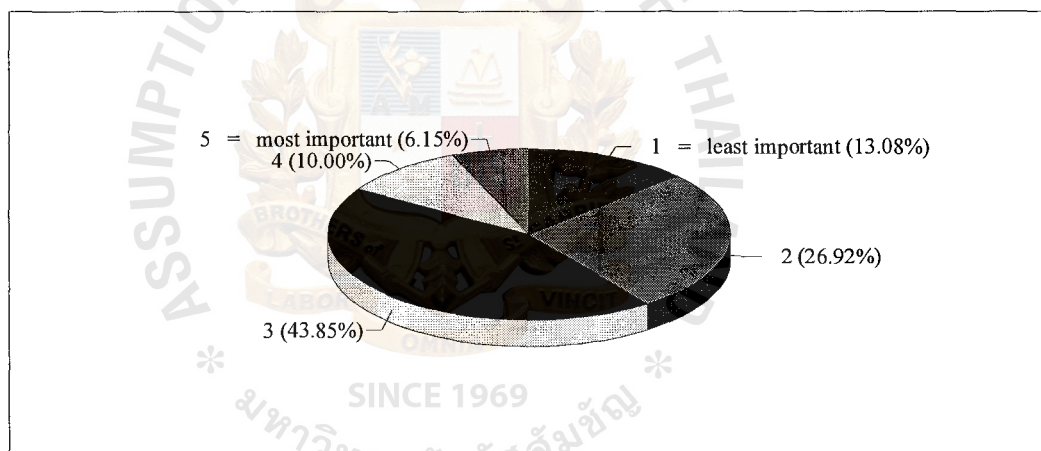


Figure 3.19. Criteria of the design & decoaration of the hotel lobby

Table 3.20. Criteria of the design & decoaration of the hotel garden & public areas
in influencing respondents to stay at The Oriental Hotel

| How the design & decoaration of the hotel garden & public areas influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 70 | 26.92% |
| 2 | 81 | 31.15% |
| 3 | 67 | 25.77% |
| 4 | 36 | 13.85% |
| 5 = most important | 6 | 2.31% |
| Total respondents | 260 | 100.00% |

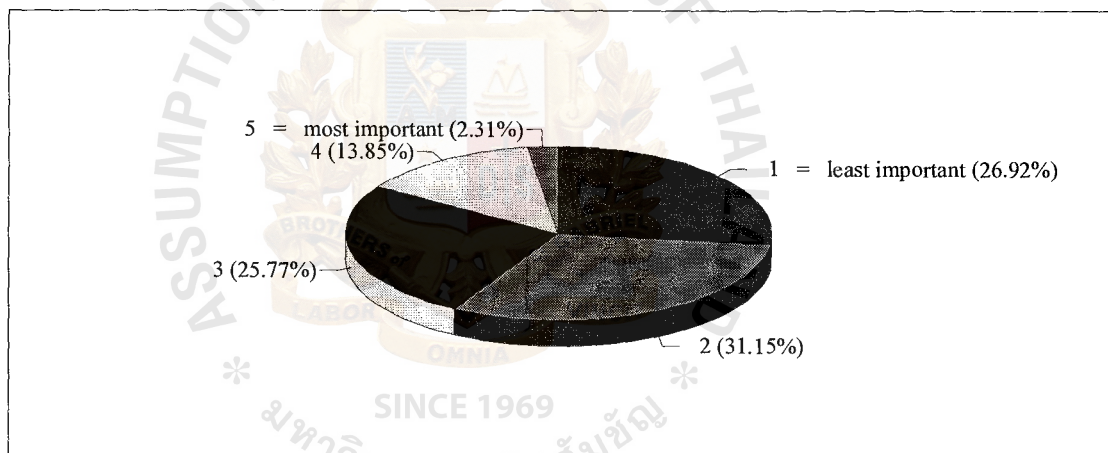


Figure 3.20. Criteria of the design & decoaration of the hotel garden & public areas

Table 3.21. Criteria of the services of the hotel staffs in influencing respondents stay at The Oriental Hotel

| How the services of the hotel the staffs influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 0 | 0.00% |
| 2 | 2 | 0.77% |
| 3 | 36 | 13.85% |
| 4 | 45 | 17.31% |
| 5 = most important | 177 | 68.08% |
| Total respondents | 260 | 100.00% |

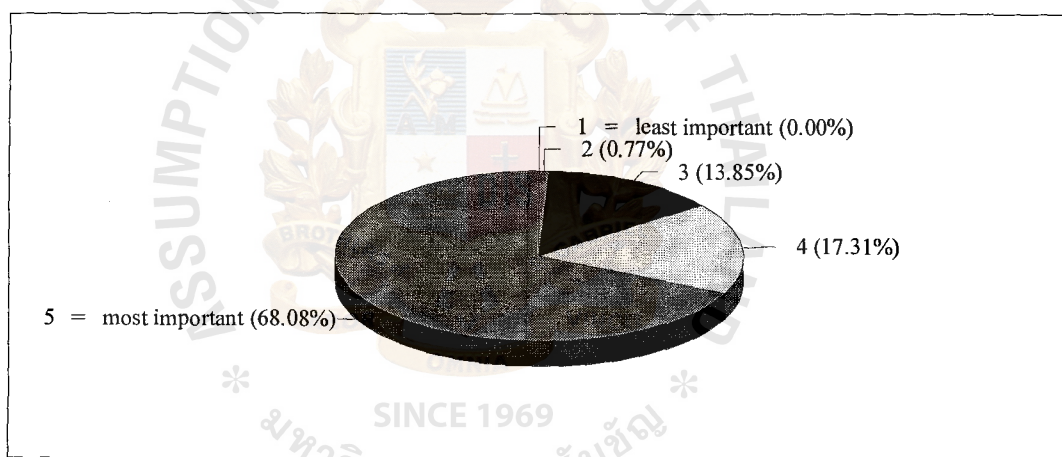


Figure 3.21. Criteria of the services of the hotel staffs

Table 3.22. Attitude toward the Reservation Service of The Oriental Hotel

| What is your opinion toward the Reservation Service of The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| Excellent | 49 | 18.85% |
| Good | 99 | 38.08% |
| Fair | 86 | 33.08% |
| Need Improvement | 26 | 10.00% |
| Total respondents | 260 | 100.00% |

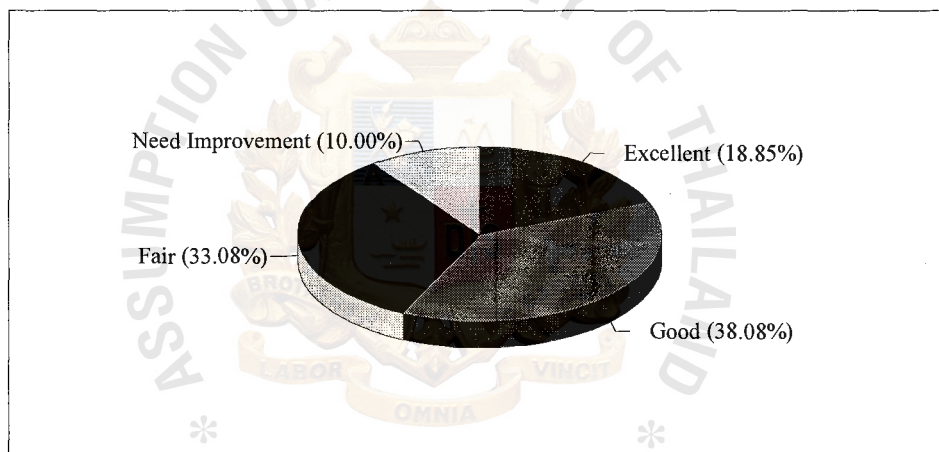


Figure 3.22. Attitude toward the Reservation Service

Table 3. 23. Attitude toward the Limousine Service of The Oriental Hotel

| What is your opinion toward the Limousine Service of The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| Excellent | 96 | 36.92% |
| Good | 88 | 33.85% |
| Fair | 55 | 21.15% |
| Need Improvement | 21 | 8.08% |
| Total respondents | 260 | 100.00% |

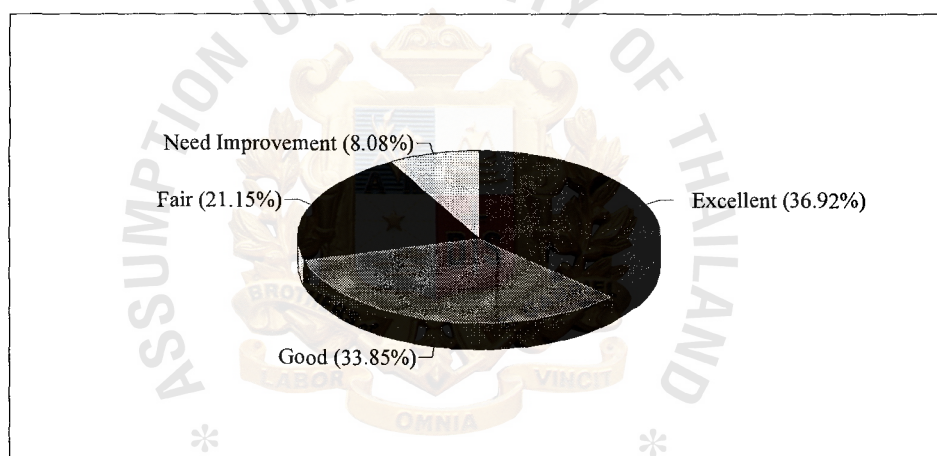


Figure 3. 23. Attitude toward the Limousine Service

Table 3.24. Attitude toward the Front Office Service of The Oriental Hotel

| What is your opinion toward the Front Office Service of The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| Excellent | 122 | 46.92% |
| Good | 96 | 36.92% |
| Fair | 36 | 13.85% |
| Need Improvement | 6 | 2.31% |
| Total respondents | 260 | 100.00% |

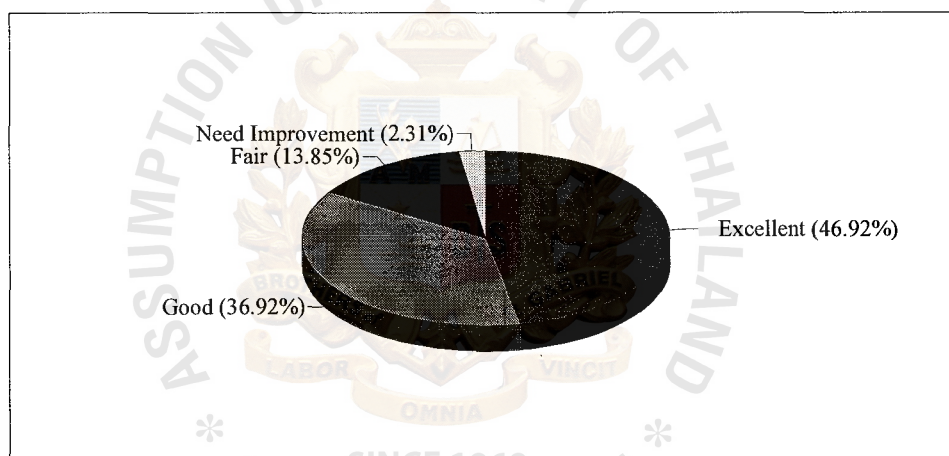


Figure 3.24. Attitude toward the Front Office Service

Table 3.25. Attitude toward the Porter Service of The Oriental Hotel

| What is your opinion toward the Porter Service of The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| Excellent | 133 | 51.15% |
| Good | 83 | 31.92% |
| Fair | 25 | 9.62% |
| Need Improvement | 19 | 7.31% |
| Total respondents | 260 | 100.00% |

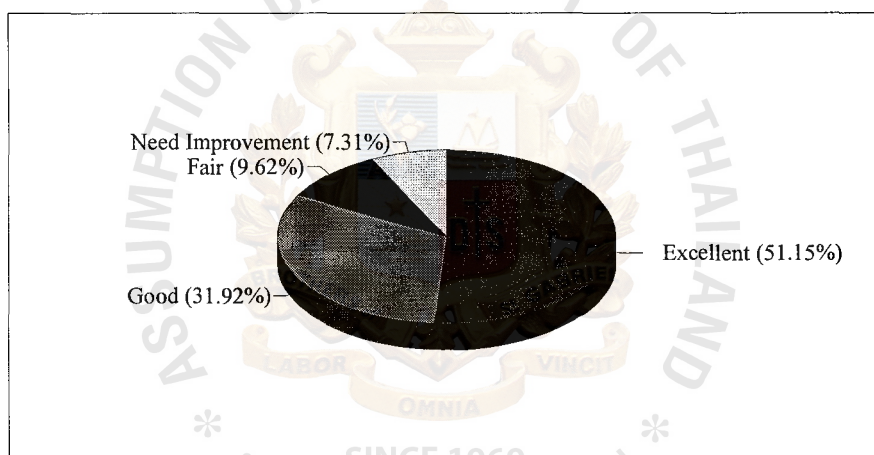


Figure 3.25. Attitude toward the Porter Service

Table 3.26. Attitude toward the Concierge Service of The Oriental Hotel

| What is your opinion toward the Concierge Service of The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| Excellent | 96 | 36.92% |
| Good | 87 | 33.46% |
| Fair | 62 | 23.85% |
| Need Improvement | 15 | 5.77% |
| Total respondents | 260 | 100.00% |

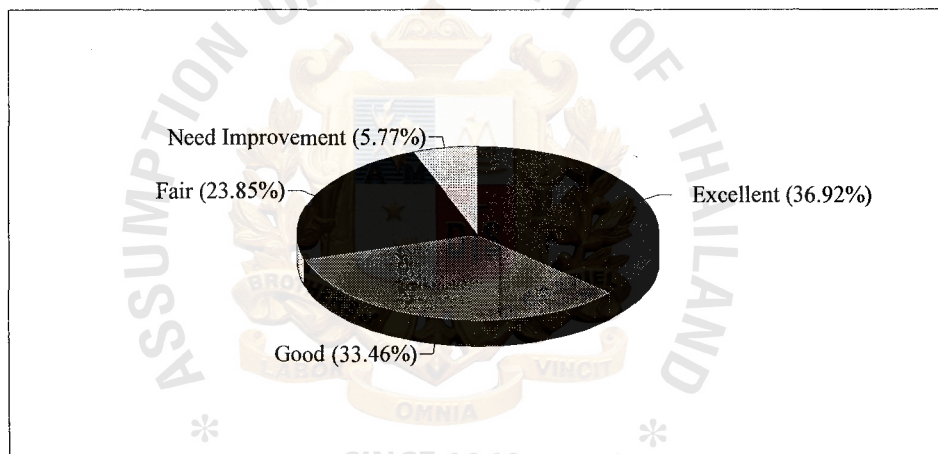


Figure 3.26. Attitude toward the Concierge Service

Table 3.27. Attitude toward the Housekeeping Service of The Oriental Hotel

| What is your opinion toward the Housekeeping Service of The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| Excellent | 111 | 42.69% |
| Good | 95 | 36.54% |
| Fair | 44 | 16.92% |
| Need Improvement | 10 | 3.85% |
| Total respondents | 260 | 100.00% |

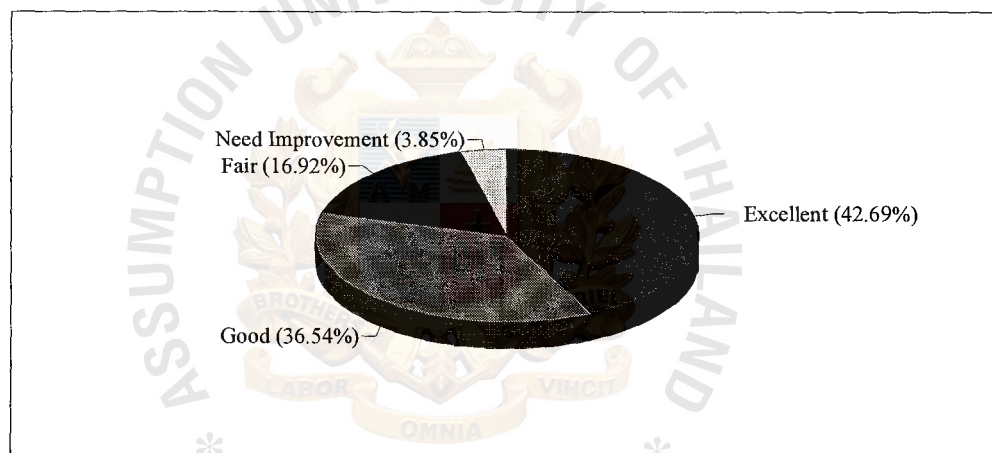


Figure 3.27. Attitude toward the Housekeeping Service

Table 3.28. Attitude toward the Butler Service of The Oriental Hotel

| What is your opinion toward the Butle Service of The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| Excellent | 117 | 45.00% |
| Good | 96 | 36.92% |
| Fair | 47 | 18.08% |
| Need Improvement | 0 | 0.00% |
| Total respondents | 260 | 100.00% |

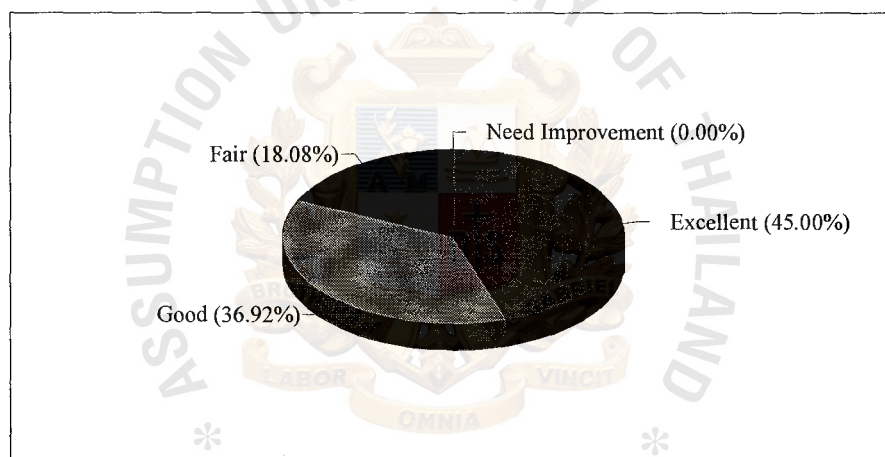


Figure 3.28. Attitude toward the Butler Service of The Oriental

Table 3.29. Attitude toward the Business Center of The Oriental Hotel

| What is your opinion toward the Business Center Service of The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| Excellent | 49 | 18.85% |
| Good | 117 | 45.00% |
| Fair | 81 | 31.15% |
| Need Improvement | 13 | 5.00% |
| Total respondents | 260 | 100.00% |

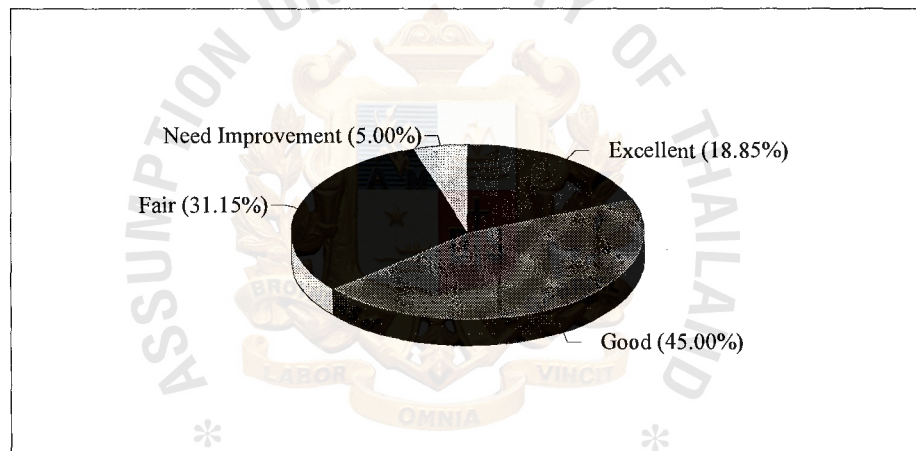


Figure 3.29. Attitude toward the Business Center

Table 3.30. Attitude toward the facilities at the Business Center of The Oriental Hotel

| What is your opinion toward the facilities at the Business Center of The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| Excellent | 65 | 25.00% |
| Good | 86 | 33.08% |
| Fair | 75 | 28.85% |
| Need Improvement | 34 | 13.08% |
| Total respondents | 260 | 100.00% |

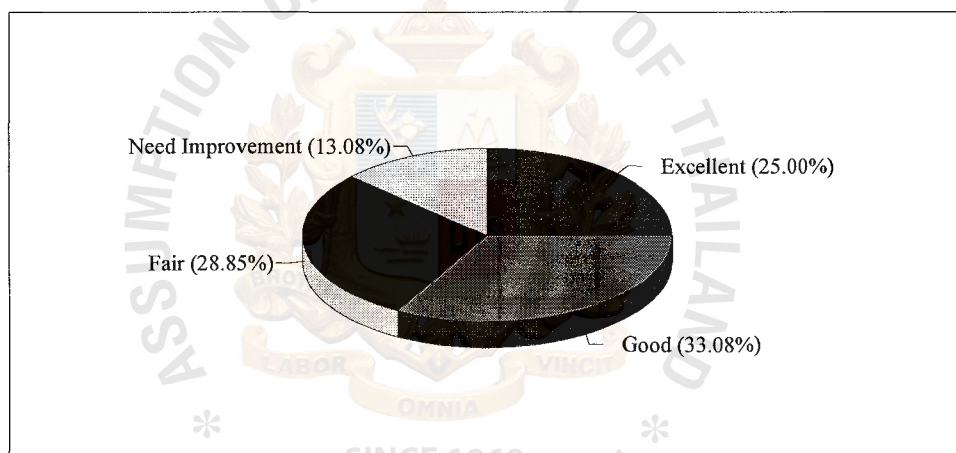


Figure 3.30. Attitude toward the facilities at the Business Center

Table 3.31. Attitude toward the Sport Center Service of The Oriental Hotel

| What is your opinion toward the Sport Center Service of The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| Excellent | 81 | 31.15% |
| Good | 101 | 38.85% |
| Fair | 68 | 26.15% |
| Need Improvement | 10 | 3.85% |
| Total respondents | 260 | 100.00% |

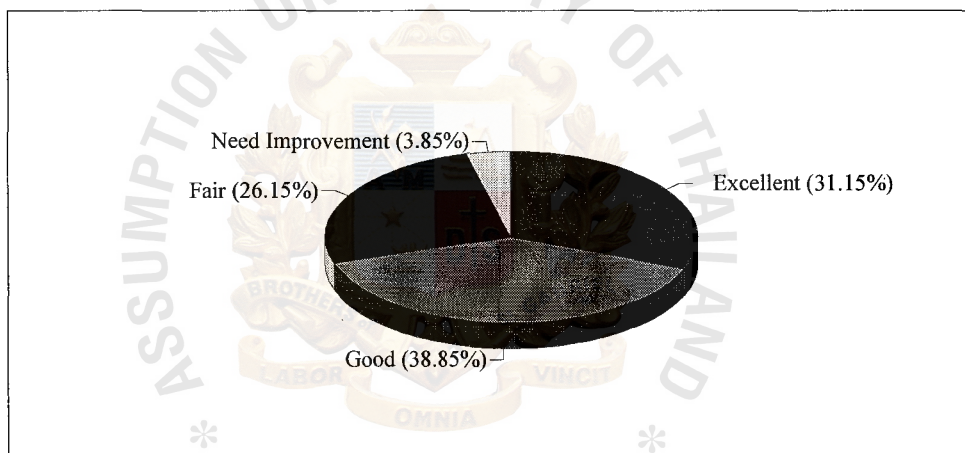


Table 3.31. Attitude toward the Sport Center Service

Table 3.32. Attitude toward the facilities at the Sport Center of The Oriental Hotel

| What is your opinion toward the facilities at the Sport Center of The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| Excellent | 73 | 28.08% |
| Good | 81 | 31.15% |
| Fair | 62 | 23.85% |
| Need Improvement | 44 | 16.92% |
| Total respondents | 260 | 100.00% |

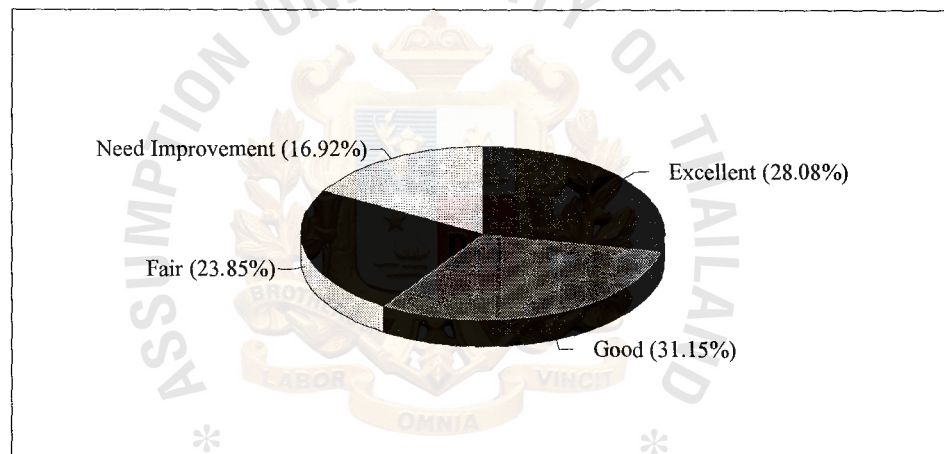


Figure 3.32. Attitude toward the facilities at the Sport Center

Table 3.33. Attitude toward the Room Service of The Oriental Hotel

| What is your opinion toward the Room Service of The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| Excellent | 112 | 43.08% |
| Good | 98 | 37.69% |
| Fair | 47 | 18.08% |
| Need Improvement | 3 | 1.15% |
| Total respondents | 260 | 100.00% |

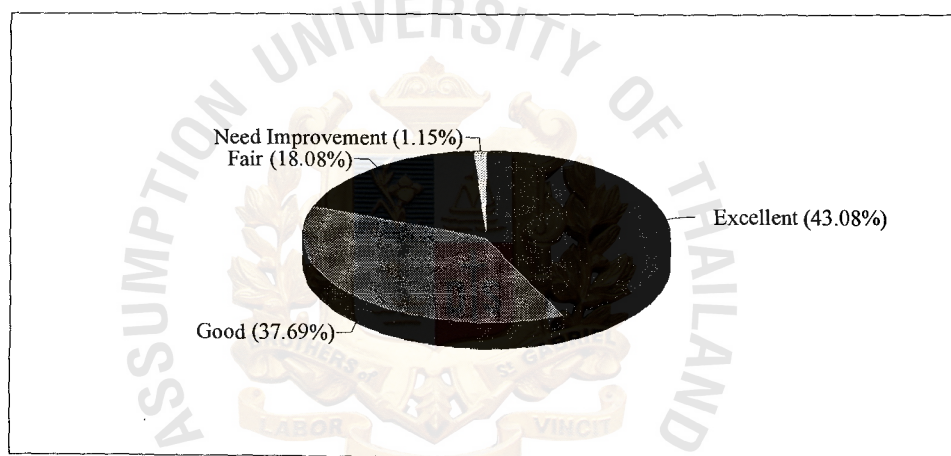


Figure 3.33. Attitude toward the Room Service

Table 3.34. Criteria of the variety of shops in the hotel in influencing respondents to stay at The Oriental Hotel

| How the variety of shops in the hotel influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 34 | 13.08% |
| 2 | 116 | 44.62% |
| 3 | 54 | 20.77% |
| 4 | 47 | 18.08% |
| 5 = most important | 9 | 3.46% |
| Total respondents | 260 | 100.00% |

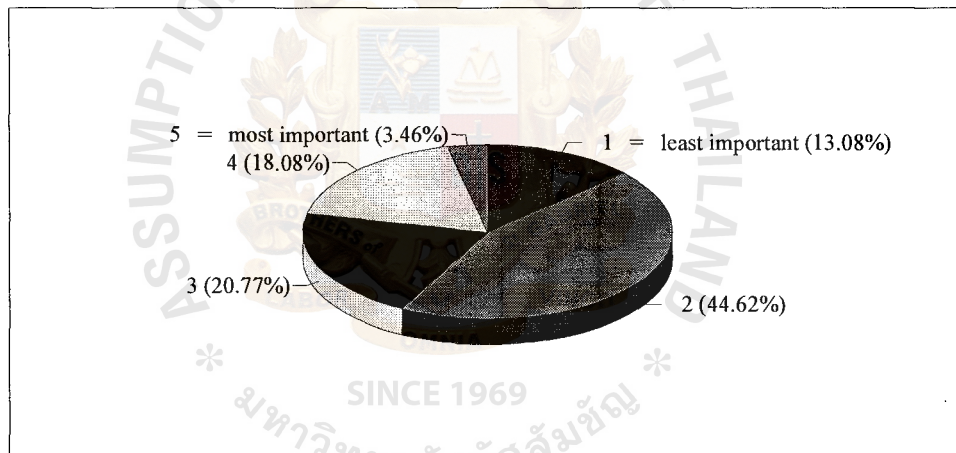


Figure 3.34. Criteria of the variety of shops in the hotel

Table 3.35. Criteria of the meetings room & ball room facilities in influencing respondents to stay at The Oriental Hotel

| How the meeting rooms & ball room influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 31 | 11.92% |
| 2 | 55 | 21.15% |
| 3 | 86 | 33.08% |
| 4 | 62 | 23.85% |
| 5 = most important | 26 | 10.00% |
| Total respondents | 260 | 100.00% |

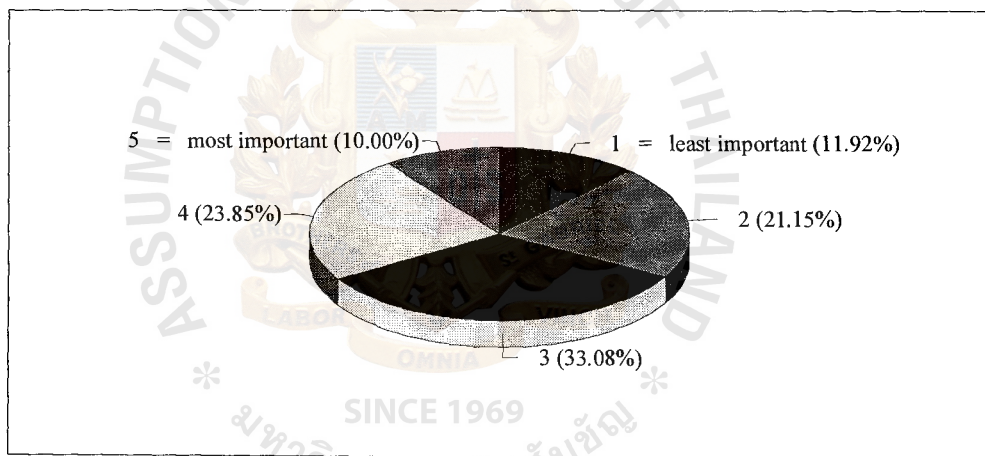


Figure 3.35. Criteria of the meetings room & ball room facilities

Table 3.36. Criteria of the hotel fire and security system in influencing respondents to stay at The Oriental Hotel

| How the hotel fire and security system influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 0 | 0.00% |
| 2 | 8 | 3.08% |
| 3 | 62 | 23.85% |
| 4 | 81 | 31.15% |
| 5 = most important | 109 | 41.92% |
| Total respondents | 260 | 100.00% |

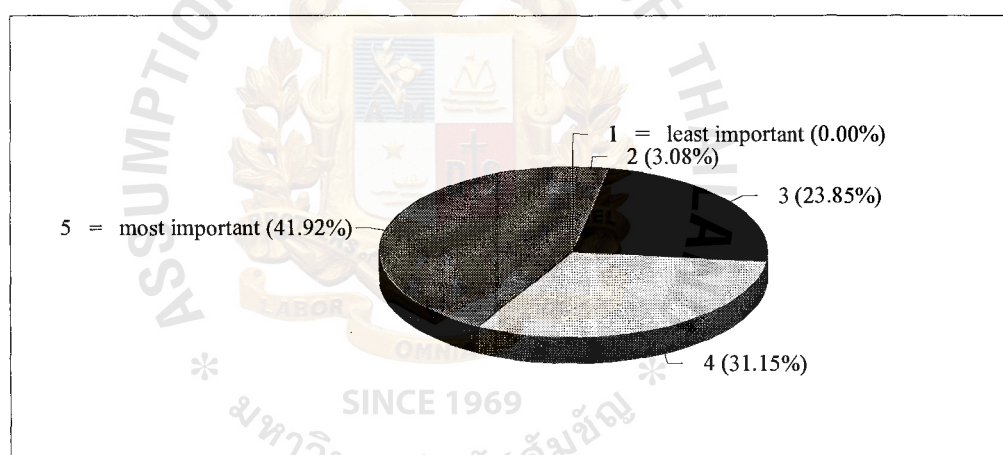


Figure 3.36. Criteria of the hotel fire and security system

Table 3.37. Criteria of the atmosphere inside the hotel in influencing respondents to stay at The Oriental Hotel

| How the atmosphere inside the hotel influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 5 | 1.92% |
| 2 | 47 | 18.08% |
| 3 | 57 | 21.92% |
| 4 | 70 | 26.92% |
| 5 = most important | 81 | 31.15% |
| Total respondents | 260 | 100.00% |

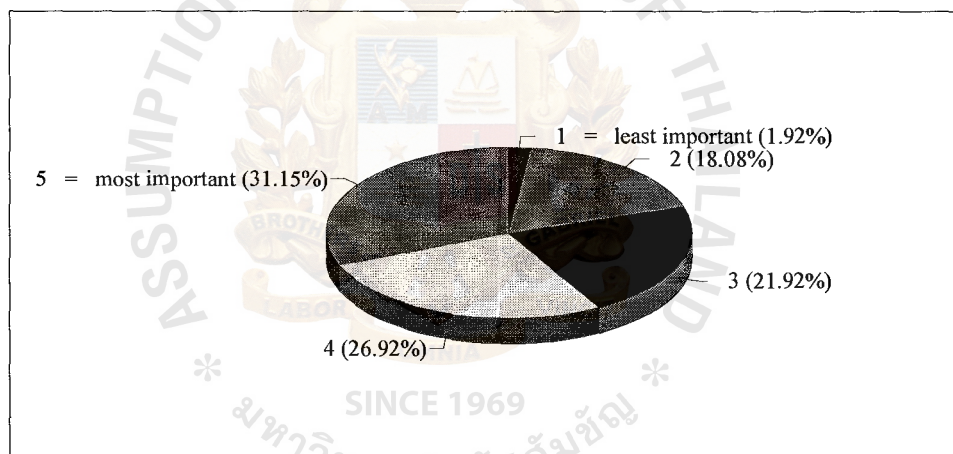


Figure 3.37. Criteria of the atmosphere inside the hotel

Table 3.38. Criteria of the atmosphere around the hotel in influencing respondents to stay at The Oriental Hotel

| How the atmosphere around the hotel influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|---|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 26 | 10.00% |
| 2 | 39 | 15.00% |
| 3 | 62 | 23.85% |
| 4 | 83 | 31.92% |
| 5 = most important | 50 | 19.23% |
| Total respondents | 260 | 100.00% |

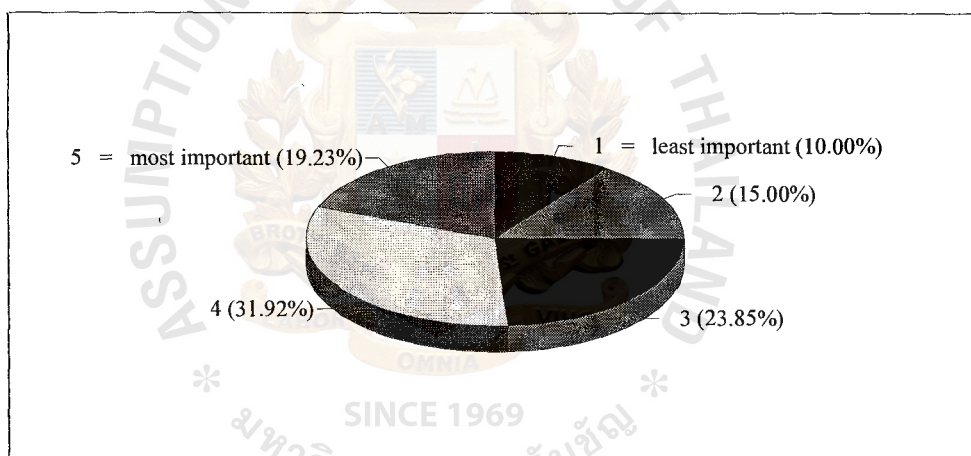


Figure 3.38. Criteria of the atmosphere around the hotel

Table 3.39. Criteria of the parking lot availability in influencing respondents to stay at The Oriental Hotel

| How the parking lot availability influence you in choosing to stay at The Oriental Hotel ? | Total respondents | |
|--|--------------------|------------|
| | No. of respondents | Percentage |
| 1 = least important | 60 | 23.08% |
| 2 | 88 | 33.85% |
| 3 | 52 | 20.00% |
| 4 | 42 | 16.15% |
| 5 = most important | 18 | 6.92% |
| Total respondents | 260 | 100.00% |

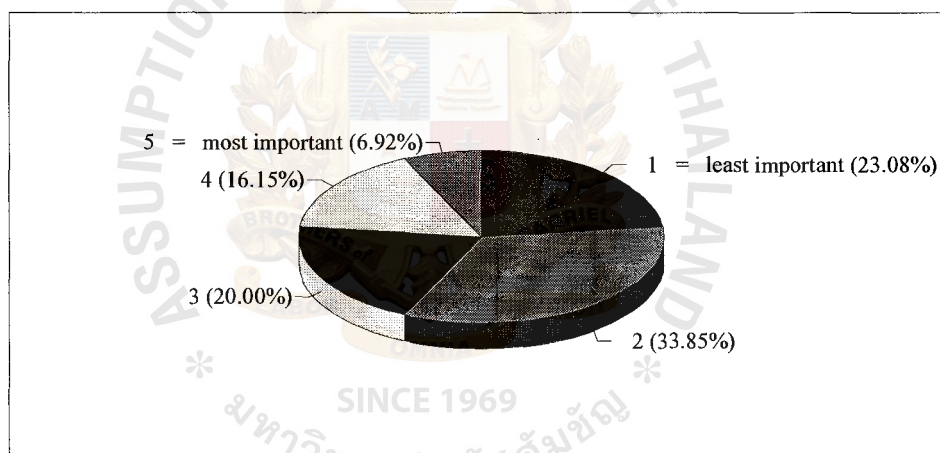


Figure 3.39. Criteria of the parking lot availability

Table 3.40. Attitude toward The Oriental Hotel

| What's your overall opinions toward The Oriental Hotel ? | Excellent | Good | Fair | Need Improvement | Total respondents |
|--|-----------|------|------|------------------|-------------------|
| | | | | | |
| Design & decoration of the hotel accommodation | 94 | 75 | 52 | 39 | 260 |
| Comfortable of the hotel accommodation | 109 | 78 | 55 | 18 | 260 |
| Variety of the hotel restaurants (French , Chinese, Thai, Italian, Sea food, Barbecue, Lounge, Bar, Coffee Shop) | 49 | 96 | 73 | 42 | 260 |
| Overall quality of foods & services of the hotel restaurants | 91 | 70 | 70 | 29 | 260 |
| Hotel facilities (such as Business Center, Concierge Service, Sport Center, Spa Hotel Library, Thai Cooking School, 2 Swimming Pools) | 112 | 101 | 34 | 13 | 260 |
| In-room facilities (such as Safe deposit box, Voice mail, Flash light, Hanging closet Hair dryer, Shoehorn, Umbrella, Alarm clock, Sewing Kit, 2-line phone) | 120 | 88 | 42 | 10 | 260 |
| Bathroom amenities (such as Nail Care, Dental Kit, Bath salt, Cotton bud, Detergent Bath foam, Shampoo & Conditioner, Moisturizer, Shower Cap) | 99 | 91 | 65 | 5 | 260 |
| Design & decoration of the hotel lobby | 80 | 107 | 52 | 21 | 260 |
| Design & decoration of the hotel garden & public areas | 75 | 93 | 59 | 33 | 260 |
| Overall services of the hotel staffs | 125 | 83 | 49 | 3 | 260 |
| Variety of shops in the hotel | 42 | 57 | 91 | 70 | 260 |
| Meeting room & ball room facilities | 53 | 93 | 78 | 36 | 260 |
| Hotel fire safety and security system | 114 | 81 | 52 | 13 | 260 |
| Atmosphere inside the hotel | 81 | 127 | 43 | 9 | 260 |
| Atmosphere around the hotel | 77 | 105 | 55 | 23 | 260 |
| Parking lot availability | 13 | 52 | 117 | 78 | 260 |

IV. CONCLUSION

A. Conclusion and Recommendation

From the research of total 260 respondents, I have gained the following conclusion and recommendation:

In response to the primary research objective:

It can be identified that the main market of The Oriental Hotel is targeted on business traveller segment as the majority of guests who come to visit The Oriental Hotel are for business purposes which is equal to 66.54% out of the total 260 respondents. The rest 33.46% are here for personal pleasure. Moreover, I also have found that obviously most of the guests are male having age of 36-45 yrs. The main reason for them to visit Bangkok as mentioned is for business purposes which is in contrast from females whom having the same range of age, but are here just for personal pleasure. The word of mouth is the most significant criteria for them to acknowledge The Oriental Hotel. The most frequency of visitation to the hotel is 2-4 times in reference to the major factors for instance, excellent services of the hotel staff, accommodation is comfortable, good variety of hotel facilities (such as Spa, Concierge service, Business center, Sport Center, Hotel library, Thai Cooking School and 2 Swimming Pools), good variety of In-room facilities (such as Alarm clock, Safe deposit box, Flash light, Voice mail, Hair dryer, Umbrella, Shoehorn, Sewing kit, 2-line phone and Hanging closet) and magnificent design & decoration of the hotel.

From the total of 260 respondents, 43.85% or 114 respondents are travelling alone, and most of them are male have the average range of stay for just only one night for business purposes while female respondents are travelling with their family or colleague with the average range of stay for 2-3 nights for personal pleasure. According to the information analyzed, it is suggested that the special package promotion with the special room rate for one night should be generated for the business segment while special package promotion with the special room rate for 2 nights inclusive of river sightseeing should be generated for the travelling segment.

By the research, 54 and 50 persons respectively out of 174 persons of male respondents, Chinese food is the most preferable type of dish they enjoy during their stay at The Oriental Hotel followed by Thai food, while Italian and Thai food are most preferred by 23 and 20 persons respectively out of 86 persons of female respondents. It is recommended that the quick business luncheon menu for Chinese and Thai Restaurant should be created in order to urge the buying behavior of the male guests in the lunch time as most of them are businessmen and exclusive set dinner menus should be created at Italian and Thai Restaurants in the evening time in stead of offering just only an a la carte menu. This is to urge the buying behavior of the female guests like who women like to spend a bit longer period of time during dinner with her companion.

In response to the secondary research objective:

I have found that out of the total 260 respondents, 37.69% or 98 respondents visited The Oriental for the first time. The major factors which influence them in deciding to stay at The Oriental Hotel for example are the variety of hotel facilities/ services (such as Spa, Concierge service, Business center, Sport Center, Hotel library, Thai cooking School and 2 Swimming Pools), variety of hotel restaurants (French, Chinese, Thai, Italian, Seafood, Barbecue, Lounge, Bar and Coffee Shop). Beside that the panoramic view of the Chao Phya River and Good variety of In-room facilities (such as Alarm clock, Safe deposit box, Flash light, Voice mail, Hair dryer, Umbrella, Shohorn, Sewing kit, 2-line phone and Hanging closet) are also the factors which influence them in deciding to stay at The Oriental Hotel.

From the research, it is recommended that the effective criteria to influence consumers to stay at The Oriental Hotel should emphasize on the design & decoration and comfort of the hotel accommodation, hotel facilities, services of the hotel staffs, variety of hotel restaurants, quality of foods & services of the hotel restaurants, In-room facilities, meeting room & ballroom facilities, hotel fire and security system, atmosphere inside and around the hotel.

According to the research, it is suggested that in order to maintain the standard level of satisfaction, it is important to improve the quality of services of the reservation staffs, business center staffs, sport center staffs, and room service staffs. In addition, the facilities

of business center and sport center are also needed to be improved to meet with consumers expectations. Limousine service, front office service, porter service, concierge service, housekeeping service, and butler service should maintain their excellent level of service in order to up-hold the reputation of The Oriental Hotel.

According to the consumer's opinion, it can be concluded that overall opinion toward The Oriental Hotel is voted for excellence which are the design & decoration of the hotel accommodation, comfort of the hotel accommodation, overall quality of foods & services of the hotel restaurants, hotel facilities (such as Spa, Concierge service, Business center, Sport Center, Hotel library, Thai cooking School and 2 Swimming Pools), variety of In-room facilities (such as Alarm clock, Safe deposit box, Flash light, Voice mail, Hair dryer, Umbrella, Shoehorn, Sewing kit, 2-line phone and Hanging closet), bathroom amenities (such as Nail Care, Dental Kit, Bath salt, Cotton bud, Detergent, bath foam, Shampoo & Conditioner, Moisturizer, Shower cap), overall services of the hotel staff, and hotel fire safety and security. The only thing which needs to be improved seem to be solely parking lot availability.



Assumption University

Number:

Date :

I am a graduate student of Assumption University. Now I am conducting a marketing research on Consumer Attitude Toward The Oriental Hotel, Bangkok which is in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

I would like to ask for your kind cooperation in completing the questionnaires for a few minutes. This is in order to develop and improve the hotel facilities to be met with your convenience during your stay at The Oriental Hotel, Bangkok. Moreover, to increase our standard level of services for the pleasure of your staying. I will ensure that the information given will be kept confidential.

Thank you very much

1) Sex

___ Male

___ Female

2) Age

___ Below 15

___ 15 - 25 years

___ 26 - 35 years

___ 36 - 45 years

___ 46 - 55 years

___ Over 55 years

3) What is the reason to visit Bangkok ?

___ For business

___ For travelling *

___ Others _____

4) How do you know The Oriental Hotel ?

___ Word of mouth

___ Hotel Sales Representative

___ Pass by

___ Magazine & Newspaper

- ___ Radio
- ___ Brochure & Leaflet
- ___ Travel Agency

5) How many time have you visited The Oriental Hotel ?

- ___ This is the first time (skip to no.7)
- ___ 2 - 4 times
- ___ 5 - 9 times
- ___ 10 - 15 times
- ___ 16 - 20 times
- ___ Over 20 times

6) Why do you decided to return to stay at The Oriental Hotel ?

(Can select more than one choice / then go to no.8)

- ___ Good variety of the hotel facilities
- ___ Good variety of the hotel restaurants
- ___ Good variety of the In-room facilities
- ___ Exclusively of the bathroom amenities
- ___ Excellent services of the hotel staffs
- ___ Accommodation is comfortable
- ___ Magnificent design & decoration of the overall hotel public areas
- ___ Magnificent design & decoration of the hotel accommodation

- ___ Closed to business district
- ___ Closed to work place
- ___ Closed to shopping center
- ___ Closed to entertainment areas (Silom, Patpong)
- ___ Preferred the Chao Phya River view
- ___ Closed to the express way to the airport
- ___ Good fire safety and security system
- ___ Variety of shops in the hotel
- ___ High technology of meeting room facilities
- ___ Value for money

7) Why do you choose to stay at The Oriental Hotel ?

(Can select more than one choice)

- ___ Suggestion from others
- ___ Trial experience (Recognized of the hotel reputation)
- ___ Closed to business district
- ___ Closed to work place
- ___ Closed to shopping center
- ___ Closed to entertainment areas (Silom, Patpong)
- ___ Panoramic view of Chao Phya River
- ___ Closed to the express way to the airport
- ___ Good sales promotion

___ The room rates are reasonable

___ Hotel provides variety of services/ facilities (such as Business Center, Sport Center, Hotel Library, Spa, Thai Cooking School, Concierge Services, and 2 Swimming pools)

___ Having variety of the hotel restaurants

___ Hotel provides variety of In-room facilities (such as Safe deposit box, Flash light, Voice mail, Hair dryer, Shoehorn, Umbrella, Alarm clock, Sewing Kit, 2-line phone)

___ Hotel provides full set of bathroom amenities (such as Bath foam, Shampoo & Conditioner, Moisturizer, Detergent, Shower Cap, Nail Care, Dental Kit, Cotton bud, Bath salt)

___ Hotel provides reliably fire safety and security system

8) How many night do you stay at The Oriental Hotel ?

___ 1 night

___ 2-3 nights

___ 4-5 nights

___ More than 5 nights

9) How many people come along with you to The Oriental Hotel ?

___ Come alone (skip no. 11)

___ 2-3 people

___ 4-5 people

___ More than 5 people

10) With whom do you come to The Oriental Hotel ?

___ Family

___ Friend

___ Colleague

___ Relative

___ Others _____

11) How the design & decoration of hotel accommodation influence you in choosing to stay at The Oriental Hotel ? (1 = least important, 5 = most important)

1 2 3 4 5

12) How the comfortable of hotel accommodation influence you in choosing to stay at The Oriental Hotel ? * (1 = least important, 5 = most important)

1 2 3 4 5

13) How the variety of hotel restaurants influence you in choosing to stay at The Oriental Hotel ? (1 = least important, 5 = most important)

1 2 3 4 5

14) What type of foods do you prefer ?

(Can select more than one choice)

___ Thai

___ French

___ Chinese

___ Japanese

___ Italian

___ Others _____

15) How the quality of foods & services of the hotel restaurants influence you in choosing to stay at The Oriental Hotel ? (1 = least important, 5 = most important)

1 2 3 4 5

16) How the hotel facilities influence you in choosing to stay at The Oriental Hotel ?

(1 = least important, 5 = most important)

1 2 3 4 5

17) How the In-room facilities influence you in choosing to stay at The Oriental Hotel ?

(1 = least important, 5 = most important)

1 2 3 4 5

18) How the bathroom amenities influence you in choosing to stay at The Oriental Hotel?

(1 = least important, 5 = most important)

1 2 3 4 5

19) How the design & decoration of the hotel lobby influence you in choosing to stay at

The Oriental Hotel ? (1 = least important, 5 = most important)

1 2 3 4 5

20) How the design & decoration of the hotel garden and public areas influence you in

choosing to stay at The Oriental Hotel ? (1 = least important, 5 = most important)

1 2 3 4 5

21) How the services of the hotel staffs influence you in choosing to stay at The Oriental

Hotel ? (1 = least important, 5 = most important)

1 2 3 4 5

22) What is your opinion toward the Reservation Service ?

___ Excellent

___ Good

___ Fair

___ Improved

___ not applicable

23) What is your opinion toward the Limousine Service ?

☐ Excellent

☐ Good

☐ Fair

☐ Improved

☐ not applicable

24) What is your opinion toward the Front Office Service ?

☐ Excellent

☐ Good

☐ Fair

☐ Improved

25) What is your opinion toward the Porter Service ?

☐ Excellent

☐ Good

☐ Fair

☐ Improved

26) What is your opinion toward the Concierge Service ?

☐ Excellent

☐ Good

- ☐ Fair
- ☐ Improved
- ☐ not applicable

27) What is your opinion toward the Housekeeping Service ?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Improved

28) What is your opinion toward the Butler Service ?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Improved

29) What is your opinion toward the Business Center Service ?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Improved
- ☐ not applicable

30) What is your opinion toward the facilities at the Business Center ?

___ Excellent

___ Good

___ Fair

___ Improved

___ not applicable

31) What is your opinion toward the Sport Center Service ?

___ Excellent

___ Good

___ Fair

___ Improved

___ not applicable

32) What is your opinion toward the facilities at the Sport Center ?

___ Excellent

___ Good

___ Fair

___ Improved

___ not applicable

33) What is your opinion toward the Room Service ?

___ Excellent

___ Good

___ Fair

___ Improved

___ not applicable

34) How the variety of shops in the hotel influence you in choosing to stay at The Oriental

Hotel ? (1 = least important, 5 = most important)

1 2 3 4 5

35) How the meeting rooms & ball room facilities influence you in choosing to stay at The

Oriental Hotel ? (1 = least important, 5 = most important)

1 2 3 4 5

36) How the hotel fire safety and security system influence you in choosing to stay at The

Oriental Hotel ? (1 = least important, 5 = most important)

1 2 3 4 5

37) How the atmosphere inside the hotel influence you in choosing to stay at The Oriental

Hotel ? (1 = least important, 5 = most important)

1 2 3 4 5

38) How the atmosphere around the hotel influence you in choosing to stay at The Oriental Hotel ? (1 = least important, 5 = most important)

1 2 3 4 5

39) How the parking lot availability influence you in choosing to stay at The Oriental Hotet? (1 = least important, 5 = most important)

1 2 3 4 5

40) What are your overall opinions toward The Oriental Hotel ?

1 = Excellent 2 = Good 3 = Fair 4 = Improved

_____ Design & decoration of the hotel accommodation

_____ Comfortable of the hotel accommodation

_____ Variety of the hotel restaurants (French, Thai, Italian, Sea food , Barbecue, Chinese, Lounge, Bar)

_____ Overall quality of foods & services of the hotel restaurants

_____ Hotel facilities (such as Business Center, Sport Center, Hotel Library, Spa, Thai Cooking School, Concierge Services, and 2 Swimming pools)

_____ In-room facilities (such as Safe deposit box, Flash light, Voice mail, Hair dryer, Shoehorn, Umbrella, Alarm clock, Sewing Kit, 2-line phone, and Hanging closet)

_____ Bathroom amenities (such as Bath foam, Shampoo & Conditioner, Moisturizer, Detergent, Shower Cap, Nail Care, Dental Kit, Cotton bud, Bath salt)

_____ Design & decoration of the hotel lobby

- _____ Design & decoration of the hotel garden and public areas
- _____ Overall services of the hotel staffs
- _____ Variety of shops in the hotel
- _____ Meeting rooms & Ball room facilities
- _____ Hotel fire safety and security system
- _____ Atmosphere inside the hotel
- _____ Atmosphere around the hotel
- _____ Parking lot availability



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