

The Marketing and Management of the Travelling Theme Park in Thailand: The Case Study of Siam Carnival Fun Fair

Tithikarn Angkul
Graduate School of Business
Assumption University Thailand

Adarsh Batra, Ph.D.
Lecturer
Graduate School of Business
Assumption University Thailand

Abstract

The purpose of this research is to analyze the biggest travelling theme park in Thailand. This research mainly focuses on the marketing and management of the travelling theme park. The marketing area that this research focuses is the advertising methods that the theme park uses. The management area of the theme park focuses on the employees of the theme park and the safety methods that the theme park use in order to gain trustworthiness from the tourists. This study uses qualitative method. Data collection using semi-structured interview, in-depth interview and observation was conducted on 12-13 July 2015. The theme park uses signboard advertisement, social media, word of mouth, radio and free tickets as an advertisement method. The employees that work with them should love to travel around, hardworking, ready to learn new things and can do problem solving. College degrees are not required for hiring of employees. The theme park has high standard engineers who take care of the park rides to guarantee safety.

Key Words: safety, advertisement, travelling theme park, marketing, and management

Introduction

Nowadays, there are a lot of new places that serve the people's needs and wants, such as department stores, shopping malls, night markets, theme parks and water parks. In Central Thailand there are many theme parks and water parks. Dream World and Siam Park City are two famous theme park which have a variety of rides and games. The main challenge for those who wish to go these theme parks are their location in central Thailand which makes them quite inaccessible for most people in Bangkok to enjoy their amusement facilities. .

Local fairs called "Ngan Wat" or temple fair are held with games and food in the temple during the religious periods, (Baanaijunresort.com, 2015). The temple fairs are small with very few rides and held in only in a short period of time. Sometimes the temple fair have entertain shows. People have less chances to visit the theme parks because they live so far away from Bangkok and the cost is also very expensive.