

To Set up and Run a Customized Cruise Business in Bangkok

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Abstract. Cruise tourism is the modern tourism an important part. Its amazing growth momentum was far beyond the overall growth rate of international tourism. Cruise tourism was at the high-end of the tourism market with the rapid growth rate and great development potential in international tourism market. With the requirement of international cruise tourism industry looking for its new development space, most of the large cruise corporations began to expand the Thailand market. The unique national conditions and customs and buddhist culture have promoted the development of cruise industry, and provided good opportunities for the development of cruise tourism. The goal of this research is to study Tristar Floating Restaurant development mode and know how to set up a customize cruise business in Bangkok.

Conceptual Model

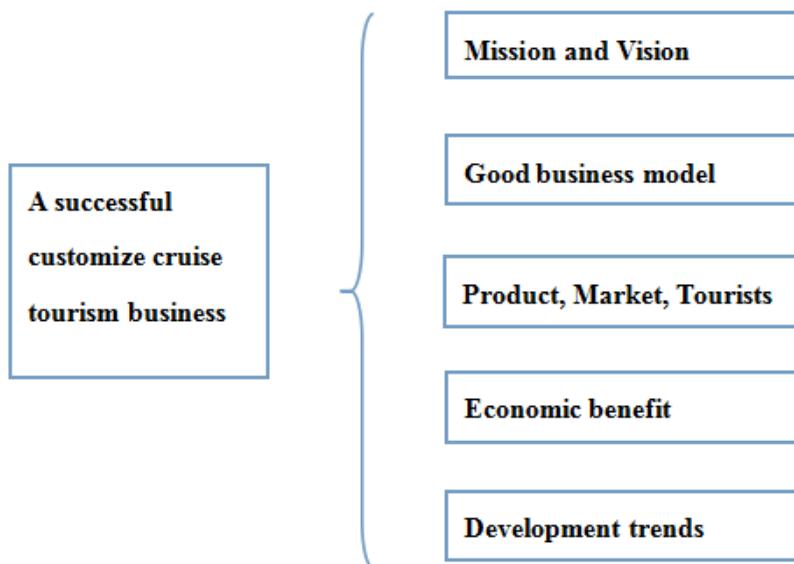


Figure 1. Conceptual Framework of study

The framework of this research is illustrated in Fig. 3. The main idea focus on the development and run customize cruise business in Thailand, evaluate the cruise business present status. A customize cruise business is related to these factors, such as business model, product, market, tourists, economic benefit, development trends. This study main business model of Tristar Floating Restaurant is make the cruise tours and restaurant service very well combine together. And Capturing the high-end level customers in the tourism market, form this clear product positioning, passed clear product image to the target market, focus on shape of their own characteristics and selling point. Cruise Industry: modern cruise industry is a kind of edge industry. Although the cruise itself is a tool of transportation, it contains the characteristics of the tourism destination, which, we can say, is the cross aggregation of carrying trade, leisure activities and tourist industry.



Figure 2. Cruise industry attribute diagram

This study of Tristar Floating Restaurant prominent cruise and other modes of travel difference, emphasis on cruise comforts and the particularity of this way of leisure travel, let the tourists can enjoy the different scenery in Bangkok. The modern cruise is assembled more and more entertainment functions, which is more attractive for tourists. For instance, the ship restaurant, guest rooms, grand theatre, shopping center, gym, swimming pool, library, game center and bar.

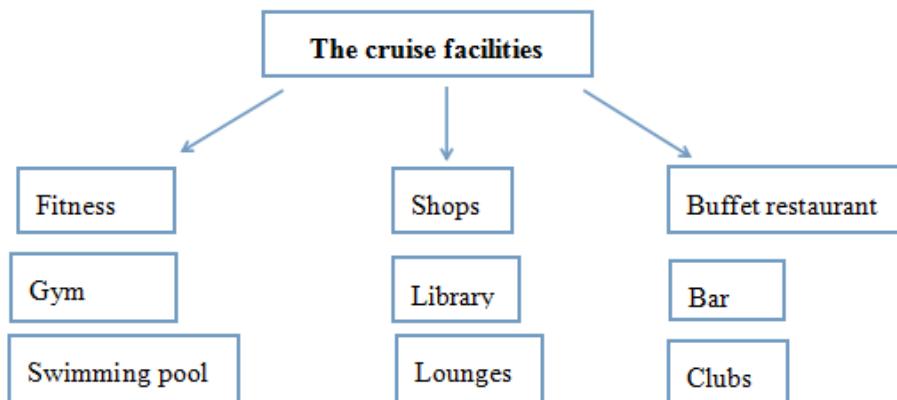


Figure 3. Most modern cruise ships facilities

Cruise ships are organized much like floating hotels, with a complete hospitality staff in addition to the usual ship's crew. It is not uncommon for the most luxurious ships to have more crew and staff than passengers. The modern cruise is equipped with all kinds of life and entertainment facilities, which is used for tourists' sightseeing on the sea, coastal port city or the island. For Chao Phraya Princess Cruise, every one of the cruise is different. There have different sizes and prominent features to appeal to different consumer tastes. In the cruise have bar, buffet restaurant and performance area.

Qualitative Research Method

In-depth Interview. The first, in-depth interview was conducted on October 21st, 2015 with the food and beverage department manager of Chao Phraya Princess V, Mr.Waowongsakul. In the day before the booked tickets through Asian Trails travel agency. At 7:25pm researcher arrived River City Pier and checked information with staff. There are many visitors so researcher had to wait in a

long line to embark. Researcher went into Chao Phraya Princess V at 7:50pm. After the researcher asked the staff to find the manager. Researcher presented the letter of introduction to the manager and showed researcher's purpose. The food and beverage manager Mr.Waowongsakul enthusiastic accept researcher interview. Noisy background situations, because there are many visitors at this day and the cruise internal have song performance. It's difficult to carry on a conversation with a great noise around us. But Mr.Waowongsakul still friendly and patiently answered all of questions. Mr.Waowongsakul told the researcher he has just transferred from other parts of the company. Although working here is very short, he will try to answer any questions that he knows. The researcher got a lot of useful information from the manager and successful completion of the interview.

The second, in-depth interview was conducted on October 23rd, 2015 with the marketing staff Miss.Li of Asian Trails travel agency in Bangkok. Before researcher booked Chao Phraya Princess tickets through Asian Trails travel agency. So researcher consulted some questions about Bangkok cruise tourism. The researcher through interview obtained a lot of information about cruise travel in Bangkok tourism market at present.

Participant Observation. On the basis of in-depth interview, participant observation in the real environment and through Internet also have practicability for research. By the method researcher able to receive data and information more lean close to reality than from the director's statement. And through this method, researcher able to exhibit more virtual evidences to approve or support the purpose of this research and has more persuasiveness.

According to the purpose of the study, participants were divided into the investigators and the respondent. Investigators need to fully understand the cruise situation of business operation and need to pass through the interview method with cruise related managers or staffs face-to-face communication. To collect more useful information. Researcher observe from Internet during the whole process of study, through the website view the guest's evaluation and understand how they true feel about cruise tourism. And then make reservation with Tristar Floating Restaurant on October 21st, 2015 to conduct a field observation.

After completion of the interview, the researcher began to observe the staffs and visitors on the cruise. When tourists queued, the waiters and waitresses bring tourists to their designated seats and a welcome drink and fruit is served along with snacks. On the cruise line singer uses two languages (Thai, English)to introduce safety regulations in case of emergency. When dinner at the beginning, waiters very busy. They not only should service and need to help tourists to take care of kids. The manager will be back and forth on the cruise, caring each of the tourist. At the end of the dinner, waiters clean up the table and dishes and clean garbage, change tablecloths.

Content Analysis Technique. The main analysis method in this study is a content analysis. Is a kind of objective and quantitative description for delivering content of the research methods. It is to analyze the transmission content contains information and change. Is a process of from words inferring the accurate meaning. Content analysis method to the quantitative material into quantitative data, and make quantitative analysis based on the data of literature content, then making judgments about facts and reasoning .It's for analysis of the factors and structure of literature more detailed and programmed. Content analysis process including: Establish research goals, determine the overall dimension system and choose the unit of analysis, design analysis, Sampling, and quantitative analysis of materials, analysis, evaluation record and inference of six parts.

Data Analysis

The main analysis technique in this study is a content analysis. The researcher analyzed qualitative in-depth interview data in following procedures. To obtain the required answers of the research objectives, and to sum up the answer. First, establish research goals, this study choose Tristar Floating Restaurant company as a research goal. Second, interview the food and beverage

department manager of Chao Phraya Princess V to obtain information. Then researcher listens audio record and reads the interview transcripts multiple times. researcher sorts data, makes notes and marks the key words, sentences. At last, analysis of the interview and collating of useful data.

Findings from In-depth Interview. Tristar Floating Restaurant Business Model. The main business model of Tristar Floating Restaurant is make the cruise tours and restaurant service very well combine together, prominent cruise and other modes of travel difference, emphasis on cruise comforts and the particularity of this way of leisure travel, let the tourists can enjoy the different scenery in Bangkok. Through on both sides of the places of interest, and understand the traditional culture and history of Bangkok, at the same time can also taste a variety of delicious food on the cruise, and the most considerate service.

Successful Factors of Tristar Floating Restaurant. In the fierce competition in the cruise tourism market, the Tristar Floating Restaurant consider the situation, business focused on the tour group as target market, through the implementation of the target market marketing strategy, become the leading brand in the Chao Phraya River cruise. Capturing the high-end level customers in the tourism market, form this clear product positioning, passed clear product image to the target market, focus on shape of their own characteristics and selling point.

The Tristar Floating Restaurant company attaches great importance to and travel agency relations of cooperation and its ultimate goal is to maintain long-term relationship between suppliers, customers and travel agents, and promote the interaction between the supply and demand. At the same time the company also pays attention to the guest's reputation and believes good word of mouth is the best promotion.

Findings from Participant Observation. Elegant Surroundings. Compared with ocean liner, the Chao Phraya Princess cruise of the scale is not big. There are the band of the cruise line entrance which is unique and attractive. When tourists passing through the band began to play wonderful music. The cruise restaurants have comfortable seats, soft lighting, warm atmosphere, to bring tourists a fine and comfortable dining environment.

Mainly Tourists. Researcher made an observation at the restaurant, 70 percent of guests are Asian tourists, 30 percent are white people (difficult to identify their nationalities without inquiry but these guests can speak English). Through researcher communicated with tourists, researcher found in a large proportion of these Asian tourists from China.

Good Language Skill. The service staffs have essential English communicating ability. And the Thai singer singing can also use other languages, such as Chinese, English, Korean, French and so on. According to the number of tourists to decide what to sing songs. Each Chao Phraya Princess cruise manager is able to speak fluent English and a little other languages.

High Quality Service. Staffs in Chao Phraya Princess cruise are serving with consciousness, appropriate dimension and good manner. Every staff keep smiling. Whenever the staffs see their guests, they will welcome them with warm talking and have a normal conversation like friends. Through observation researcher found that staffs help the guests to look after the children and listen carefully to their thoughts. The manager often ask the guests' need and feeling.

Content Analysis Results of Interview. Development of a customize cruise business in Bangkok, there is still a bottleneck. In the European and American markets, personal customized cruise lines or services has not new. In Bangkok, customize cruise service is still focused on the enterprise, group or organization. The number of inbound tourists China ranks the first. So a very simple example, song poetry of every ship is equipped with high positions of customer and channel for high-end tourists. Through these channels, visitors can more easily to the boarding formalities, enjoy more quickly and more calmly and ship service, do not need to line up, also need not crowded. But these channels for Chinese tourists is invalid, because they have to form a boat in teams. But according to statistics, according to data from the west Asia, the Mediterranean or the Nordic region, to foreign ports on the cruise home port set out, more and more Chinese guests in the boat with custom service, because not be restricted by domestic port and ship policy, many of them will choose custom before, during, and after the boat upstream line after port along the coast.

These visitors exit formalities trivial, these have become promotion of custom cruise and development is the main problem. International cruise lines cannot accept visitors to sign up on their own, must be carried out through travel agents. Now, in the promotion of high-end custom cruise travel products, the agent channels is not complete. At the same time they also lack the ability to customize services and high-end line for packaging promotion, mature marketing talent. These are high-end cruise industry needs improvement and thought.

Conclusion and Recommendations

Conclusion. The cruise tourism, as is different from the conventional way of a new type of tourism, has caused wide public concern. Cruise tourism in many developed countries has become a popular way of traveling, cruise industry has developed into a more mature industry in the world, has always maintained a strong momentum of growth. According to the investigation, Tristar Floating Restaurant development of cruise business has high economic benefit and social value, to increase the economic income, consumption, increase employment.

But for the cruise industry, many tourists are not enough understanding to marine culture and marine entertainment. Therefore, there are a lot of potential customers, these customers don't know about cruise tourism projects. Their choice is limited in the familiar tourism projects. So these customers will not try that they don't know customize cruise tourism. This is due to the weak foundation of many tourists blue ocean culture and the understanding of cruise tourism products is too little. It is not easy to customize cruise to truly open the mass market. There are many opportunities and challenges. If operator choose the right business model that Bangkok develop cruise business has huge space to grow up. Believe in the future Bangkok cruise business will have new development, new breakthrough, and the improvement of the related industrial chain, finally realizes the economic efficiency, the unity of the natural and social benefits.

Recommendations. This study has value on further cruise tourism study in Bangkok or as a reference article for cruise management studies. According to the key findings, are meaningful for investor, tourists.

1. Firstly, for investor who interested on open a customize cruise business in Bangkok. 1) This study helps on understanding the basic principles for set up cruise business at the beginning stage. For them to understand the challenges during the business operation period also help them to avoid detour. 2) Secondly, for tourists who have preference and interested on cruise tourism. For those potential attenders, to make them understand the core of cruise tourism is concept and spirit, the price deserves the service that they could obtained. 3) Finally, for existed cruise business in Thailand. Tristar Floating Restaurant company set up for many years, the succeed experience is practical and helpful for them to study and to act better performance.

2. Then, according to the conclusion, Bangkok cruise business has space for progress better. 1) First Bangkok's existing cruise tourism projects are similar, these projects were set up since the beginning, hardly see change or innovate on it, which is a weakness for cruise tourism. 2) Second, expand the target market. According to the thoughts of general manager of Chao Phraya PrincessV, he consider Asian tourists are their main guests, local tourists and European tourists are comparatively less. 3) Third, Increase the cultivation of professional talents and cruise accumulation of experience. Such as service personnel, management personnel, cruise line tourism product development personnel. 4) At the same time, it is necessary to improve the level of the cruise reception and service level, meet the demand of tourists, and provide strong support for the development of a cruise line.

3. Last, establishment of a Bangkok cruise line management development organization, promote the exchanges and cooperation and long-term stability to keep the information flow, resource sharing.

Cruise tourism in Thailand compared with western developed countries water tourism market, the difference is that history is not long; the lack of a mature market operation experience, cruise

tourism market is still in its infancy. But the world market existing many useful experiences for cruise tour, such as North American Cruise Industry, Florida-Caribbean Cruise Industry. Can draw lessons from these markets.

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