

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

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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 advertisement method. The employees who 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 fairs

have entertainment 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.

A company called Siamtara Amusement decided to create a business that is a travelling theme park. This theme park moves through various locations around Thailand so many more people would have a chance to see and experience the theme park.

This research is about this particular theme park and how it promotes its business to the local people, how it seeks to gain about the safety because the theme park has to move all the time and how the theme park chooses the employees.

Review of Literature

The most important thing in every theme park is the safety of the tourists. Forschelen, van de Mortel-Fronczak, & Rooda (2012) states that safety is the most important thing in every theme park because accidents can occur anywhere and anytime and that the monitoring of all rides in the park shows the safety status of the rides. There are three safety related aspects.

- Proximity handling: the sensors that are attached with the multimovers to assure that they will not get too close to each other.
- Emergency handling: the battery is too low for the rides or something unusual happen to the rides, the system should stop immediately to avoid accidents.
- Error handling: the system shuts down immediately when there is system failure.

This research divided the control problem of the multimover into five sub problems.

- LED actuation
- Motor actuation
- Button handling
- Emergency and error handling
- Proximity and Ride Control handling

According to Auster, & Michaud (2013) Disneyland advertisement used brochures, booklets, DVDs and websites. The employees working in Disneyland also have some specific qualifications for each position such as voice, gender, appearance to suit with

certain positions, like the actors and actresses on the show, the actor and actress during the parade, the waiter and waitress, the sellers, and others.

Methodology

The researcher used qualitative method. A semi-structured interview guide was constructed and conducted with the manager of the theme park. Observations on the theme park and in-depth interviews with the tourists, the locals and the sellers were conducted for data gathering.

Table 1

Data Collection Technique

Methodology	Population	Sampling Frame	Key Respondent Characteristics	Type	Quantity
Semi-structured interview Predetermined guide questions; with follow up questions	1 General Manager	Entrepreneur in theme park	To probe about advertisement and safety inside the theme park and some other related information	Verbatim record and additional evidences	50 minutes of recorded information
Observation	theme park	Inside the theme park	To see the management, the atmosphere and the reactions from the tourists	Personal observation along with taking photographs and field notes	2 hours
In-depth interview	2 sellers in the theme park	Those who sold goods inside the theme park	To probe about general information about the theme park	Non-recorded data	30 minutes
In-depth interview	8 tourists	Those who visited the theme park	To probe about the reactions toward the theme park	Non-recorded data	1 hour
In-depth interview	4 local people	Those who worked in Roi Et province	To probe about the general information about the province	Non-recorded data	1 hour

Table 1 shows the techniques the researcher used in data gathering. The researcher used semi-structured interview, observation and in-depth interview.

The researcher used semi-structured interview with the general manager of Siamtara Amusement Company and Siam Carnival Funfair. The researcher asked the checklist questions and follow up questions and recorded the interview which lasted for 50 minutes.

The researcher used the observation to see the reaction, feeling and atmosphere of the theme park. The researcher documented through photographs and made observations for 2 hours in the various sites in the park.

The researcher used in-depth interview to gain some feedback from the tourists, the shop sellers and the local people about the theme park. The researcher asked various information such as source of goods which they sell and about the customers. The sellers gave the researcher lots of interesting information. The researcher asked the tourists about their feeling toward the theme park. The tourists were willing to answer the questions and the researcher also gained some interesting information. The researcher also asked the local people who live and work in Roi Et about their feedback on the theme park and the general information about the province.

The researcher used secondary data for a general knowledge of the theme park such as history, rides, places, promotion, etc.

Data Analysis

Content analysis was utilized to analyze all the data information gathered. The researcher started by reading the interview transcripts and highlighted the important information. Coding based on the information was conducted followed by analysis.

Table 2

Coding in the research and the meaning of each code

Code	Number of time used	Meaning of the code
Advertisement	7	Anything that the theme park used in order to promote itself to the tourists
Rides	3	The rides that the theme park provided for the tourists.

Safety	10	The safety of the tourists
Employee	8	The employed staffs
Shelter	3	The place where the staff reside
Bathroom	1	The bathroom for the staffs and visitors
Punishment	1	The disciplinary for missing out on company policies.

Table 2 shows the code (key words) that the researcher used in order to interpret the raw data and analyze the results. Table 2 shows number of times that each code appeared in the interviews.

Findings

The research has the following findings: The main qualification for employment is the love to travel because the company moves around Thailand. The employees may have graduated from any degree and accept the way other people live. Most of the employees are learning by the experience.

The results of this study reveals that improvement on the safety features have to be undertaken by the park. The rides at Siam Carnival Funfair match with the proximity and ride control handling that the rides will speed down when something unusual happen and also the light will blink to let the staff know that the rides are not able to function and need to call the engineer.

The company used many types of advertisements to promote the company to the tourists. Among these are signboard advertisement, social media, word of mouth, radio and free ticket promotions.

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