

What is the Royal Coast Riviera Club all about?

Our Vision

That the Royal Coast region of Thailand is developed and recognised as a unique and most desirable destination for quality tourism, lifestyles and culture

It is our Mission to be

the leading voice to realize the Vision for the benefit of regional businesses and the broader community

We want to achieve this through

inspiring decision-makers to continue promoting and developing the Royal Coast Riviera as a quality tourism and lifestyle destination



How do Central Government Tourism Organizations see this Region?

- We define the Royal Coast Region as the region between Phetchaburi and Prachuap Khiri Khan with Hua Hin as a central hub in this region
- The Government Vision, expressed in The Second National Tourism Development Plan 2017-2021, and that of the RCR Club are closely aligned
- The Government document mentions **Quality 151 times & Collaboration with stakeholders 68 times**

However, it hardly recognizes the Royal Coast Region

Mentions as a measure of weight =			
Bangkok: 42	Phuket: 14	Chiang Mai: 12	Chiang Rai: 5
Prachuap Khiri Khan: 2	Hua Hin: 2	Phetchaburi: 0	Cha-Am: 0

Conclusion:

In order to reach our objectives The Royal Coast Riviera region needs to obtain **a higher profile**

What can we do to improve the quality and productivity of the tourism businesses in this region?

- **First define what is meant by Quality and Productivity**
- **Assess where we stand today:**
 - Identify who are the key stakeholders we need to collaborate with to achieve the improvements
 - Providing a baseline from which to measure improvement, (KPIs)
 - Identify the gaps for improvement
 - Develop recommendations and prioritize potential impact and feasibility
- **The above considerations led us to talk with Stamford University about a ‘Market Research Study’ into Hua Hin and Cha-Am as ‘Destination Brands’**

Stamford International University Thailand: Client Based Learning Module

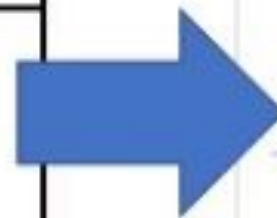
- **Industry Project Royal Coast Riviera Club**
- **Course: BUS375 Business Research**
- **Lecturer: AJ. Richard Meaders**
 - **Dr.Revita Saisud, Ph.D. in Tourism and Hotel Management**
- **Students: 7**
- **Client: The Royal Coast Riviera Club**
- **Deliverable: Presentation to Client and other Stakeholders**

The Project

- **Destination marketing project for the Royal Coast Riviera region**
- **Special focus on brand analysis and perception in both Thai and International market segments to build perceptual maps for important attributes that differentiate the region from others in Thailand.**
- **Purpose:**
 - Support the RCR Club to develop valuable insights into current brand perception in support of their strategy to generate sustainable development
 - Give the students an opportunity to work with real business leaders to get practical experience and learn valuable industry-specific skills.

Phase 1: Qualitative study to identify most important attributes
Phase 2: Quantitative Research with survey to measure attributes.

Scale	Attributes		Circle Size
1	<i>Dull</i>	<i>Limited</i>	<i>Small</i>
9	<i>Exciting</i>	<i>Wide choice</i>	<i>Large</i>
Brand AA	6.61	8.64	1.00
Brand BB	4.40	2.71	3.00
Brand CC	8.07	6.81	5.00
Brand DD	1.64	7.49	7.00
Brand EE	5.25	4.94	9.00



Phase 1: Qualitative Research with Interviews

- The purpose of qualitative research is to gather in-depth insights into tourist's perceptions and preferences for this region as a tourist destination. The main objective is to identify the most important dimensions to measurement in order to create perceptual maps useful to decision makers.
- Conduct one-on-one interviews with tourists who have visited this region in the past and who have experience in visiting other destinations
- Sample size will be 20 respondents: Sample will be divided into 10 Thai and 10 international respondents
- Interviews will be conducted (if possible) face to face

Phase 2: Quantitative Research with Survey

- **Conduct a quantitative research study to understand the needs, wants, and preferences of tourists and long-term visitors to this region on important attributes compared to other destinations in Thailand**
- **Perceptual maps of important attributes will be built for target segments to help stake holders and decision makers formulate strategies to achieve their common vision.**

Project Timeline

- **Week 1 (29 - 03) – Week 3: Prepare contact lists and sent out invites**
- **April 19: Meet the Client and Book interviews**
- **April 26: Workshop on qualitative questions**
- **May 3 - May 10: Interviews**
- **May 17: Present results of qualitative interviews**
- **May 24 - May 31: Development of quantitative questionnaires**
- **June 7 - June 14: Internal workshops**
- **June 21: Final presentation to Client and Stakeholders**