THE FACTORS EFFECTING INTERNATIONAL TOURIST PERSPECTIVE ON DESTINATION SATISFACTION: THE CASE OF MALAYSIAN SINGAPOREAN AND LAOTIAN VISITING IN THAILAND

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ABSTRACT

The global recession, Thailand's riots, political uncertainties, severe flooding, anti-government protests and ongoing military coup are notable factors affecting the top ten international incoming tourist visiting Thailand. In order to promote Thailand as an ASEAN destination for national employment and income generation, the Thai government has adopted a campaign message globally called *"Amazing Thailand: Discover Thainess"*. It highlights and strengthens tourism in Thailand by attracting prospective visitors and various media channels. This study investigated international tourists' perceptions of Thai promotional activities. Diversity of destinations and environmental factors will also investigated by using a questionnaire as a tool. The message of *"Amazing Thailand: Discover Thainess"* has been tested with Malaysian Singaporean and Laotian tourist in Thailand during Songkran festival. Hence, the results of this study show the favorite factors affecting tourists in Thailand destination satisfaction and declinational loyalty, which in turn will generate national income and employment.

Keywords: Malaysian, Singaporean, Laotian, Amazing Thailand, Thsiness

ACKNOWLEDGEMENT

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CHAPTER 1
INTRODUCTION

1.1 Introduction

Tourism is the major economic factors in Thailand which is directly contributing to national GDP estimated 7.3 percent in 2012. Moreover, when including indirect effects of tourism, it accounted for 16.7 percent of country's GDP (The world Travel & Tourism Council, retrieved on 13 May, 2014). Based on Figure 1, shows that in year 2000 as an easy benchmark with 10 million visitors at the time, recently Thailand reached to 26.74 million in 2013, an increase of 167 percent during last 13 years ago. Considering by year after year, riots and political uncertainty in 2010, Thailand flooding disaster in the last end of year 2011 until political demonstration in the end of 2013, the number of tourist visitors continue to increasing from 15.9 million in 2010 and claim to 19.23 in 2011 before jump to 22.35 million and 26.74 million in 2013.

Figure 1.1: Yearly Tourist Arrivals 1998-2013
Source: The Office of Tourism Development website has recently been updated and shows arrival statistics. The excel files on the website provide data in English, but navigation to get there is in Thai language only.

Globalization has played a significant role towards social and economic sectors, especially tourism. Most of developing countries are seeking the roadmap for sustainable national competitive advantage across economic sector. Dugar (2005) suggested that developing economies should be speedily transited towards *'service economics'*. Hence, in service sector as such tourism industry is relatively become competitive industry of a country. As reported by the World Travel & Tourism Council, (2015), a tourism industry is the major economic indicator in the Kingdom of Thailand. It has directly contributed to national GDP in 2014 was THB 1,037.3 billion, approximately 8.6 percent of national GDP. This is directly generated 2,210,000 jobs in 2014, approximately 5.8 percent of total national employment. This includes employment by hotels, travel agents, airlines and other passenger transportation services. Moreover, it also includes restaurant activities and leisure industries directly supported by tourists.

Table 1.1: Top-ten international tourism destination in 2013

Rank	Country	UNWTO Region	International tourist arrivals (2013)	International tourist arrivals (2012)	Change (2012 to 2013) (%)	Change (2011 to 2012) (%)
1	France	Europe	-	83.0 million	-	▲1.8
2	United States	North America	69.8 million	66.7 million	▲4.7	▲6.3
3	Spain	Europe	60.7 million	57.5 million	▲5.6	▲2.3
4	China	Asia	55.7 million	57.7 million	▼3.5	▲0.3
5	Italy	Europe	47.7 million	46.4 million	▲2.9	▲0.5
6	Turkey	Europe	37.8 million	35.7 million	▲5.9	▲3.0
7	Germany	Europe	31.5 million	30.4 million	▲3.7	▲7.3
8	United Kingdom	Europe	31.2 million	29.3 million	▲6.4	▼0.1
9	Russia	Europe	28.4 million	25.7 million	▲10.2	▲13.5
10	Thailand	Asia	26.5 million	22.4 million	▲18.8	▲16.2

Source: UNWTO World Tourism Barometer (2013)

The Tourism Authority of Thailand (TAT) use the slogan *'Amazing Thailand: Discovery Thainess'* campaign to promote Thailand internationally. As the result of TAT promoting plan, Thailand becomes the top-ten most visited country in the *'World Tourism Ranking*' (referred to Table 1.1), with 26.5 million international guests visiting Thailand in 2013, an increase of 4.10 million or 18.8 percent from 2012 (World Tourism Organized: WTO, 2013). Similarly, *'Time Magazine*' reported

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that in 2013 Bangkok was identified as the most global destination visited city in the world, while Suvarnabhumi Airport was the most geo-tagged location on Instagram (Kristene Quan, 2013; Ben Abramson, 2013). This evidence indicated that Thailand tourism is not as a common industry but rather, it is a social and economic activities running across business sectors and pushing national economic development forward.

1.1.1 Thailand and Top-Ten Most Visited Nationalities

Thailand is recognized as the world's leading international tourist destinations (UNWTO World Tourism Barometer, 2013). In 2008, Bangkok city was ranked 3rd behind London and New-York as reported by Euro monitor International's list of *'top city destination'*. About 10,209,900 international tourist visitors in Bangkok, Pattaya 23rd with 4,406,300 visitors, Phuket 31st with 3,344,700 visitors and Chiang Mai ranked in 78th place with 1,604,600 visitors (Euro monitor International: January, 2010). Similarly, the Global Destination Cities Index of 2013, ranked Bangkok as the *'top destination city by international arrivals'*, while London, United Kingdom (UK) and Paris, France were the second and the third respectively (Kristene Quan, 2013).

"Table 1.2" shows the top-ten most visited nationalities in Thailand and China is taken the first place with the largest number of tourist visitors followed by Malaysia, Russia and Japan at the 4th place. Among Thailand and top-ten most visited nationalities, the largest tourism expenditure in Thailand, China was about US\$ 6,147.50 million in 2013, followed by Russia worth US\$ 3,986.40 million, Malaysia US\$ 2,280.14 million, Australia US\$ 2,100.58 million, United Kingdom US\$ 1,949.68 million, Japan US\$ 1,878.56 million, USA US\$ 1,771.62 million, India US\$ 1,315.50 million, France US\$ 1,244.02 million and Singapore US\$ 1,010.76 million (Ministry of Tourism and Sport, 2013).

Table 1.2: Thailand and Top-Ten Most Visited Nationalities

Rank	Country or territory	2014	2014/ 2013	2013	2012	2011	2010	2009	2008
*	ASEAN	6,620,231	▼	7,396,297	6,253,480	5,594,577	4,534,235	3,968,579	3,971,429
1	China	4,623,806	▼	4,705,173	2,789,345	1,721,247	1,122,219	777,508	826,660
2	Malaysia	2,644,052	▼	2,996,071	2,560,963	2,500,280	2,058,956	1,757,813	1,805,332
3	Russia	1,603,813	▼	1,736,990	1,317,387	1,054,187	644,678	336,965	324,120
4	Japan	1,265,307	▼	1,537,979	1,371,253	1,127,893	993,674	1,004,453	1,153,868
5	South Korea	1,117,449	▼	1,297,200	1,169,131	1,006,283	805,445	618,227	889,210
6	India	946,249	▼	1,049,856	1,015,865	914,971	760,371	614,566	536,964
7	Laos	934,253	▼	1,106,080	951,090	891,950	715,345	655,034	621,564
8	United Kingdom	909,335	▼	906,312	870,164	844,972	810,727	841,425	826,523
9	Singapore	864,681	▼	936,477	821,056	682,364	603,538	563,575	570,047
10	Australia	835,517	▼	907,868	930,599	829,855	698,046	646,705	694,473

Source: UNWTO World Tourism Barometer (2015)

Table 1.3: Top-Ten Tourism Receipts from International Tourist Arrivals

Country of Residence	No. of Arrivals	+/-(%)	Length of Stay (Days)	Per Capital Spending			No.	Tourism Receipts		
				Baht/Day	+/-(%)	US$/Day		Mil. Baht	+/-(%)	Mil. US$
ASEAN	**7,410,441**	**+14.67**	**5.80**	**4,556.88**	**+6.11**	**148.29**		**195,857**	**+35.28**	**17,408.18**
-Brunei	16,181	+21.49	6.24	5,253.38	+6.74	170.95		530.53	+33.74	17.26
-Cambodia	487,001	+13.11	8.01	3,985.82	+2.13	129.70		15,548.22	+11.09	505.96
-Indonesia	595,015	+32.41	6.00	4,925.51	+4.11	160.28		17,584.49	+33.40	572.23
-Laos	984,886	+0.39	6.13	3,549.45	+7.62	115.50		21,429.28	+5.62	697.34
-Malaysia	3,031,072	+19.05	4.88	4,737.05	+6.75	154.15	3	70,068.56	+26.57	2,280.14
-Myanmar	173,272	+33.58	8.32	4,369.42	+3.64	142.19		6,299.07	+37.13	204.98
-Philippines	315,040	+12.28	8.08	4,628.42	+4.08	150.62		11,781.73	+17.59	383.40
-Singapore	1,067,286	+7.30	5.40	5,389.38	+5.61	175.38	10	31,060.79	+11.47	1,010.76
-Vietnam	740,688	+16.21	6.56	4,436.06	+4.52	144.36		21,554.43	+21.28	701.41
China	4,609,717	+66.95	8.04	5,097.20	+5.61	165.87	1	188,912.67	+78.31	6,147.50
Russia	1,745,779	+33.13	15.19	4,619.51	+3.25	150.33	2	122,501.98	+44.39	3,986.40
Australia	906,004	-2.58	13.19	5,401.68	+6.16	175.78	4	64,550.97	+1.88	2,100.58
UK	847,678	+5.96	17.80	3,970.76	+4.92	129.21	5	59,913.68	+9.14	1,949.68
Japan	1,515,718	+13.02	7.74	4,920.72	+4.14	160.13	6	57,728.20	+15.61	1,878.56
USA	788,819	+8.58	14.56	4,740.17	+2.91	154.25	7	54,441.99	+9.41	1,771.62
India	1,028,414	+4.31	7.14	5,505.39	+4.24	179.15	8	40,425.36	+8.59	1,315.50
France	580,061	+7.75	17.52	3,761.68	+1.54	122.41	9	38,228.78	+12.42	1,244.02

Source: Department of Tourism, Ministry of Tourism and Sports (2013)

Thus, to increase the national income and employment, Thai government should emphasize on Thailand's top-ten spenders by developing marketing promotion, infrastructure development, creatively Thailand's destination image and recalling tourist confidence for choosing Thailand as first destination in the ASEAN region.

"Table 1.3" shows the top-ten tourism receipts from international tourism arrivals based on the data provided by Department of Tourism, Ministry of Tourism and Sports in 2013. China is the largest contribute to the tourism industry in term of per capital spending worth 5,505.39 baht/day; their length of stay is 7 days while numbers of tourism arrivals are 1,023,414 people. As compared with Thailand's main tourism markets such as China, Malaysia, Russia and Japan; tourists per capital spending from these countries are 5,097.20 baht/day, 4,737.05 baht/day, 4,619.51 baht/day and 4,920.72 baht/day. Particularly, the stay of tourists who are from Australia, Russia, France, USA and UK for an average of 15 - 18 days in Thailand while per capital spending is 3,761.68 up to 5,401.68 baht/day. This data indicates that tourists from Europe and America come to visit Thailand's tourist attractions due to cheap price with no entry visa. Passport holders from these countries can visit Thailand without a visa for the maximum of 30 days stay per entry with a total period of stay not exceeding 90 days within 6 months from the date of first entry into the Kingdom (Royal Thai Consulate, 2015). Tourists from Europe and America may visit Thailand for a purpose of long-stay orientation and using Thailand local resources. Thus, Europe and America tourists may not be the actual target for Thailand to generate national income via indirect export of commodities.

Table 1.4 Average Expenditure of International Tourist Arrivals by Expenditure Items

Country of Residence	Total	shopping	Entertain	Sightseeing	Accommodation	Food & Beverage	Local Transport
ASEAN	**4,556.88**	**1,347.21**	**464.95**	**202.88**	**1,320.46**	**894.54**	**456.85**
China	5,097.20	1,287.30	584.07	286.09	1,391.94	956.74	506.99
Russia	4,619.51	1,043.44	583.41	217.21	1,345.83	909.69	464.45
Australia	5,401.68	1,113.74	734.68	235.80	1,765.58	983.62	500.23
United Kingdom	3,970.76	590.98	526.93	188.52	1,270.96	883.22	468.37
Japan	4,920.72	974.66	653.77	180.15	1,641.62	940.12	471.96
USA	4,740.17	887.23	600.73	191.75	1,565.75	903.37	535.60
India	5,505.39	**2,048.43**	536.21	195.90	1,306.96	838.92	488.95
France	3,761.68	727.27	411.83	116.58	1,244.54	763.16	466.06

Source: Department of Tourism, Ministry of Tourism and Sports (2013)

"Table 1.4" shows the average expenditure of international tourist arrivals by expenditure items such as shopping, entertainment, sightseeing, accommodation, food and beverage, and local transport. International tourist arrivals contribute to indirect export via shopping. India is the most influencing country spending on Thailand shopping worth 2,048.43 baht/day; followed by China worth 1,287.30 baht/day. While, USA, UK and France spend on shopping items less than 1,000 baht/day. International tourism is a significant component of international trade as seen in export earnings from international tourism and passenger transport sectors reached $ 1.5 trillion in 2014. According to UNWTO secretary-general Taleb Rafai said in the statement below;

> *"With decreasing commodity prices, spending on international tourism grew significantly in 2014, providing the sector's capacity to stimulate economic growth, boost exports and create jobs."* (Cited in Boonsong Kositchoththana, 2015)

The data provided in "Table 1.4" and the statement above, enable the study to preview international tourist arrivals are significant to national employment and income via services business sectors: (e.g. hotel, guest house, and service apartment), entertainment, sightseeing, and local transport business providers (e.g. taxi, limousine, bus, and van). Thus, to promote national economic sector via Thailand tourism industry, marketing promotion should be focused on these particular top-ten original tourist countries as the Thailand's main tourism market.

1.2 Statement of Problem

1.2.1 Thailand Reputation and International Tourists' Confidence Problems

Despite, the trend of industry growth is still equivoque and unstable due to world's economic slump and Thailand's political uncertainty. At the commencement of 2014, the Thai tourist industry had been suffered from the political turmoil erupted in October 2013. The shutdown of Bangkok's governmental offices on 13 January 2014 by anti-government protesters, prompted some tourists to avoid the Thai capital, Bangkok.

Table 1.5: Thailand and Top-Ten Most Visited Nationalities 2013-2014

Rank	Country or territory	2014	2014/ 2013	% Δ 2014/13	2013		% Δ 2013/12	2012
1	China	4,623,806	▼	-1.75	4,705,173	▲	40.71	2,789,345
2	Malaysia	2,644,052	▼	-13.31	2,996,071	▲	14.52	2,560,963
3	Russia	1,603,813	▼	-8.3	1,736,990	▲	24.15	1,317,387
4	Japan	1,265,307	▼	-21.54	1,537,979	▲	10.84	1,371,253
5	South Korea	1,117,449	▼	-16.08	1,297,200	▲	9.87	1,169,131
6	India	946,249	▼	-10.94	1,049,856	▲	3.23	1,015,865
7	Laos	934,253	▼	-18.39	1,106,080	▲	14.01	951,090
8	United Kingdom	909,335	▲	0.34	906,312	▲	3.99	870,164
9	Singapore	864,681	▼	-8.3	936,477	▲	12.32	821,056
10	Australia	835,517	▼	-8.65	907,868	▼	-2.50	930,599

Source: UNWTO World Tourism Barometer (2013)

Thailand's tourist officials hardly promote *'the land of smiles'* as the place for tourists to celebrate Chinese New Year at the end of January. Chinese tourists are the major source of revenue generation for hotel and shop operators in Bangkok, Phuket and other parts of Thailand tourist destinations. However, the result of anti-government protests in Bangkok affected a 70 percent fall in Chinese tourist arrivals in January, 2014 (Bruce Einhorn, January 10, 2014). TAT forecasted a number of arrivals may drop by around 5% in the first quarter of 2014, with the total number of arrivals down by 260,000 from the original projection of 29.86 million. Tourism revenue is also expected to decline by THB 0.01 trillion from THB 1.44 trillion.

"Table 1.5" shows the top-ten most visited nationalities; tourist arrivals Thailand during 2013 to 2014 declined from 1.75 up to 21.54 percent. Particularly after last May's military coup, the number of tourist arrivals declined to 38.25 percent in June 2014 when compared to the same month of 2013. The figures showed in Table 1.6, indicate that international tourists are not confidence in Thailand's political situation, causing their cancellation.

Table 1.6: Comparison of International Tourist Arrivals' Numbers in 2013 and 2014

Year	2013	2014	Changed	%Δ 2014/2013
Jan	2,318,447	2,282,568	-35,879	-1.57%
Feb	2,367,257	2,075,304	-291,953	-14.07%
Mar	2,322,200	2,018,008	-304,192	-15.07%
April	2,057,855	1,934,841	-123,014	-6.36%
May	1,943,968	1,670,860	-273,108	-16.35%
Jun	**2,061,782**	**1,491,300**	**-570,482**	**-38.25%**
Jul	2,149,173	1,914,582	-234,591	-12.25%
Aug	2,355,660	2,076,444	-279,216	-13.45%
Sep	1,995,343	1,855,626	-139,717	-7.53%
Oct	2,054,548	2,180,601	126,053	5.78%
Nov	2,378,112	2,438,301	60,189	2.47%

Source: Immigration Bureau, Police Department
Note: Primary Data
Updated: 17/12/57   11.00 AM

Table 1.7: International Tourist Arrivals by Destination Countries

Rank 2014	Country	2014 (million)	%Δ 2014/2013
1	France	83.7	0.1%
2	USA	74.7	6.9%
3	Spain	65.0	7.1%
4	China	55.6	-0.1%
5	Italy	48.6	18%
6	Turkey	39.8	5.3%
7	Germany	33.0	4.6%
8	Britain	n/a	n/a
9	Russia	29.8	5.3%
10	Mexico	29.1	20.5%
11	Hong Kong	27.8	8.2%
12	Malaysia	27.4	6.9%
13	Austria	25.3	1.9%
14	Thailand	24.8	**-6.7%**
15	Greece	22.0	23.0%

Source: World Tourism Organized cited in Boonsong Kositchoththana (2015)

"Table 1.7" shows the decline of Thailand's position in the global tourism rankings last year as the civil unrest had taken its toll on both arrivals and receipts. Last year 2014, Thailand received 24.8 million tourists, its ranking slipped down to 14th in 2014 from 10th place in 2013. Similarly, The Thailand's 2014 tourism earning

chart also drops to 9th from 7th place in the previous year. This is because of Thailand political stand-off in the early part of last year coupled and the 22 May, 2014 coup affecting the major international tourism market. Thailand was the tenth "top-ten most visited countries": China, Malaysia, Russia, Japan, South Korea, India, Laos, United Kingdom, Singapore and Australia that dropped down due to Thailand political uncertainty (referred to Table 1.2: Thailand and Top-Ten Most Visited Nationalities).

Table 1.8: International Tourism Receipts

Country	Million	%Δ 2014/2013
USA	177	2.2
Spain	65.2	4.2
China	56.9	10.2
France	55.4	-2.3
Macau	50.8	-1.9
Italy	45.5	3.7
Britain	45.3	4.8
Germany	43.3	4.9
Thailand	38.4	-8.1
Hong Kong	38.4	-1.4

Source: World Tourism Organized cited in Boonsong Kositchoththana (2015)

1.2.2 Problems Concerned with Thailand's Tourism

According to Chernpech and Manarungsan, (2006) found that Chinese tourists stuck in many problems namely, Chinese communication of tour guides, the quality of purchased products, inferior quality tours, safety, food tastes and beverages, and uncomfortable staying environment in Bangkok such as having less public restroom, hot weather and pollution, and also trolley parking in footpaths or roadsides. In order to solve these problems, Thailand needs more infrastructures development in efficient public transportation like buses, trams, bicycle, subways and sky train. Tourist safety is needed immediately taking action at every tourism spots, safety taxi vehicles, availability of emergency fire-fighting equipment and facilities in hotel and guest house, 3rd party insurance for tourists and comprehensive hospital/medical care. Recently, there are complaints regarding to road traffic accidents, dimly-lit road, where safety standards are generally poor. To solve those problems, Thailand's government is urging the country to do more action to protect the safety of the record

numbers of foreigners visiting Thailand (The Sunday Morning, July, 22, 2013). Mr. Andrew J. Wood, general manager of Chaophraya Park Hotel & Resort suggested on *'Thailand risks losing tourists to other destinations if we can't improve our country infrastructure'*. And Malaysia might take away lucrative retirees because of their welcoming attitude towards international tourists (The Phuket News, 20 July, 2013).

In 2014, Thailand's image in the eyes of the world's tourists was worse than the previous year in term of tourist safety, according to Thailand's poor score. Military coup in May and the unsolved murder of two British backpackers in September, 2014 made international tourists' perception justified Thailand as one of the most dangerous tourist destination on earth (Natalie Paris, 13 Nov 2014). Safety is the main concern for international tourist visiting. According to Tourism Authority of Thailand (TAT) survey on Thailand's destination image concluded that *'safety problems'* are destroying the image of Thai tourism (Chinmaneevong, 2012). Thus, to maintain of Thailand tourism competitive advantage, its reputation and confidence is significantly needed to be implemented via promotion and marketing. Its influence on the aspect of investment in the tourism industry plays an extensive role on national income as well. Hence, to avoid risk of losing tourists to other destination, Thailand's reputation and confidence must be recalled to draw attention of international tourists to keep coming back to Thailand.

1.3 Research Question

Based on the research problems and the significant of the study lead to the research questions of this study are such as following;

1. What are the positioning of Malaysian, Singaporean and Laotian in Thailand?
2. What are the perception of Malaysian Singaporean and Laotian tourists based on the concept of *'Amazing Thailand: Discover Thainess'*.
3. What are the factors effecting *'destination satisfaction'* of Malaysian Singaporean and Laotian tourists visiting in Thailand?

4. What is the relationship between *'destination satisfaction'* and *'destination loyalty'* from the perspective of Malaysian Singaporean and Laotian tourists visiting in Thailand.

5. Does Malaysian, Singaporean and Laotian tourist intention to revisited Thailand country?

1.4 Research Objective

1. To examine the status of Malaysian, Singaporean and Laotian tourist growth in Thailand.

2. To examine the Malaysian, Singaporean and Laotian tourist perception based on the concept of *'Amazing Thailand: Discover Thainess'*.

3. To examine the factors effecting *'destination satisfaction'* from the perspective of Malaysian Singaporean and Laotian tourists visiting in Thailand.

4. To examine the relationship between *'destination satisfaction'* and *'destination loyalty'* from the perspective of Malaysian Singaporean and Laotian tourists visiting in Thailand.

5. To examine the Malaysian, Singaporean and Laotian tourist intention to revisited Thailand country.

1.5 The Contribution of the Study

The role of tourism industry in Thailand contributes to nation's employment and income. It enables to coin out that tourism industry is highly intensive labour whereby unskilled labours are largely available in Thailand. By using the data obtain from tourist agencies offices help evaluate the labour demand and supply for tourism industry. The finding of the study can help indicate international tourist demand on Thailand tourism products and services. Based on supported data collected provides for Thailand public and private travel officers to help create appropriate promotional tourist program for particular countries. As result, it enables the practitioner to encourage Thai tourism by using promotional programme and travel package.

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1.6 Limitation of the Study

The limitation of this study is divided into 2 parts are as;

Content Limitation

The content of Thailand tourism industry generating national employment and income this study is based on secondary data are as following;

1. Ministry of Tourists and Sports, Thailand
2. Tourism Authority of Thailand (TAT)
3. World Tourism Organized (UNWTO)
4. World Travel & Tourism Council
5. Thailand Tourism Report
6. The Travel & Tourism Competitiveness Report 2015
7. Bangkok post news

The factors relate to international tourists' perception based on the concept of *'Amazing Thailand: Discover Thainess'* which refer to place of tourist attraction, infrastructure and facilities, accommodation and food, hygiene and sanitation, promotion and marketing, effectiveness of Thailand tourism and Thailand tourism image. These are the scope and content limitation in this study.

Sampling Limitation

This study utilizes the perception of international tourists on the concept *"Amazing Thailand: Discover Thainess.* The 791 samples are classified into two categories as following;

1. Tourists are international tourists visiting Thailand during Songkran festival April-May, 2016. These samples are collected data from Thailand, Immigration Bureau in three province are as Songkhla , Yala and Nong Khai
2. International tourists from aboard, these samples are collected data from Malaysian, Singaporean and Laotian tourists.

Timing Limitation

This study relies on the international tourism perception during April-May 2016. Their perception may have been changed due to Thailand's environment and changing of government policies.

CHAPTER 2
LITERATURE REVIEW

2.1 Sustainable Tourism Development

2.1.1 Sustainable Tourist Destination Process

According to tourism policy forum hold in Washington, DC in October 2004 concluded that sustainable knowledge-based policies are needed, taking into account that tourism is the largest industry in the world today with significant economic and social impacts. Based on this point of view, the paradigm to promote sustainable tourism has been one of the central concerns for international organizeds are as World Tourism Organized (UNWTO), European Union (EU) and World Center of Excellence for Destinations (CED). According to UNWTO issues the statement below;

> *Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems. (Cited in Fazenda & Silva & Costa, 2010).*

As of this perspective and tourism academic literature have sought, alternative planning approaches to find out some of the problems generated by the tourism activity and also obtain the benefits provided by the tourism industry (Costa, 1996).

Tourism planning plays an important role in limiting the negative impacts of tourism development and in protecting the resources which the tourism activity depends on (Briassoulis and Straaten, 1992). According to Inskeep (1991), good planning and careful management of tourism are crucial to optimize its benefits and prevent or at least attenuate any problems that might be created by this industry. However, the literature review reveals that traditional tourism planning models have been narrow in scope and are often inappropriate for developing sustainable tourism opportunities. Getz (cited in Inskeep, 1991), offers a comparative review of models in tourism planning and concludes that they all have certain deficiencies in integrating

tourism systems theory and the planning process. The traditional planning models have placed a great deal of emphasis on promotion and revenue maximation and the business end of tourism, such as marketing initiatives, destination zone tourism, demand planning and site facility planning (Gunn, 1994). In response to this need, several authors have provided a range of approaches to achieve more integrated methods of tourism planning (Inskeep, 1991).

In reality, planning is a multidimensional activity that seeks to integrate economic, environment, socio-cultural and political aspects, which depend of a variety of agents/elements (governments, non-governmental organized, enterprises, tourists, local community). Thus, *"all the components of tourism must be considered in planning: tourist attractions, accommodation, other tourist facilities and services, transportation, other infrastructure and the institutional elements"*. In this context, according to UNWTO (2007) destination management is of growing importance as it offers a process for coordinating the management of all the elements that Douro Valley Tourism Plan make up the destination (attractions, amenities, access, marketing and pricing). In this perspective, *"the Destination Management Plan is a key instrument for building partnerships and commitment that should set out clearly the plan of action"* (UNWTO, 2007, p. 7).

Figure 2.1 shows the components that should be included in a Tourism Plan. The case study presented in this paper illustrates the process of destination management, through a Tourism Destination Plan. The Douro Valley Tourism Plan (DVTP) adopts a global perspective of the tourism destination system and includes the main components that should be integrated into a tourism plan.

Douro Valley Tourism Plan

The DVTP provides a strategic framework for the development of tourism in the Douro region. In developing the plan, some methodological aspects were considered:

- The orientations and guidelines of the World Tourism Organized and
- European Commission in tourism planning matters;

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- The surveys and studies promoted by the Portuguese Investment Agency to support the development of tourism in the Douro Valley;
- A territorial audit made through a SWOT analysis and the identification of key success factors for developing tourism in the Douro Valley; and
- The contribution of the Monitoring Commission (stakeholders).

In the process of producing the DVTP, the Executive Team promoted a dynamic process of public participation, through the Monitoring Commission members. This Monitoring Commission was constituted by national, regional and local
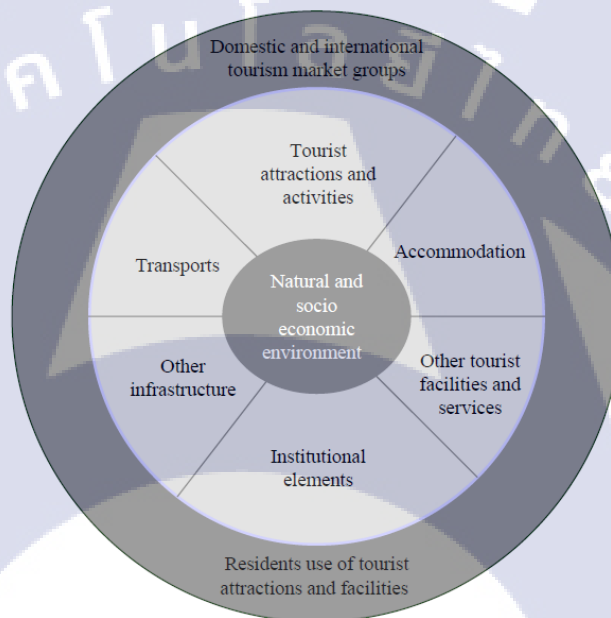
Figure 2.1: The Douro Valley Tourism Plan (DVTP)
Source: Fazenda & Silva & Costa, (2010)

2.1.2 Thailand Tourism Industry

Thailand Tourism industry has been recognized as the major player driven Thailand economic activity to be sustainable. This is because Thailand tourism industry enables national economy on fast track growth and requires fewer ventures than other industry. Tourism has been seen as the catalyst of national economic prosperity due to its contribution to national income and employment generations. As well as it integrates and preserves natural resources with the cultural environment, to

enrich social and cultural living of people along with increasing national revenue (Makkar & Singh, 2011). As the supporting statement below;

> *'Tourists never buy **resources**, they go to tourist destinations, visit attractions and facilities'* (Liu, 2003: page 463)

According to National Tourism Development Plan, 2012-2016 approved by the cabinet and the national tourism policy committee referred to the inclusion of tourism in the national agenda. The objective of National Tourism Development Plan is to move up Thailand's competitiveness at the 15 places, which would put it among the top-five destination in Asia. Moreover, this plan also intends to increase tourism income by at least 5 percent during the five year period (Wirudchawong, 2012).

Five strategies of National Tourism Development Plan, 2012-2016 have been set for implementation. The first strategy seeks to develop infrastructure and logistics, liking with domestic and international tourism. The second strategy involves the development and rehabilitation of tourism sites and improvement of various rules and regulations to enhance the country's potential for accommodating more tourist arrivals. The third strategy, emphasis places on the development of the creative economy, which is focused in the 11st National Economic and Social Development Plan 2012-2016. This involved new products and services intensive will be launched on tourism trade and investment. The fourth strategy seeks to create confidence in Thailand's good image among visitors, so that the country will welcome great number of visitors. The fifth strategy calls for the participation of the public sector, civil, society and local administration organized in tourist management.

These five strategies relate to tourism stakeholders approaches, in order to sustainable tourism development in a different perspective. For instance, the government emphasizes development on infrastructure such as accommodation and transportation. Host communities are more concerned on local issues such as the side effects of tourism within communities and quality of lives. Tourism businesses are relatively concerned with issues such as tourism product, marketing and tourist satisfaction or dissatisfaction. In other hand, tourists as customers who buy tourism products and services, they are more focused on the quality of the tourism product provided by tourism suppliers (Hardy and Beeton, 2001 cited in Dabphet, Scott and Ruhanen,

2012). Thus, National Tourism Development Plan, 2012-2016 will be supporting and promoting Thailand tourism industry growth for sustainability.

2.1.3 Overview of Tourism Development Policy in Thailand

The following governmental and private organizations have play important role in tourism development policy in Thailand

2.1.3.1 The Tourism Authority of Thailand (TAT)

Tourism Authority of Thailand or TAT (formerly named the Tourist Organization of Thailand or T.O.T.), established in 1959, have played crucial role in tourism development in Thailand more than 52 years. Both Thai language and English tourism magazine are published and distributed for tourism including seminars on tourism service development; such as hotel, restaurants and souvenir shops. TAT becomes a member of many international organizations related to tourism promotion; such as PATA, World Tourism Organization. TAT office is established in domestic and oversea. Thailand Tourism marketing and campaign are launched by TAT worldwide. Up to date, TAT was still a state enterprise under the Ministry of Tourism and Sports to promote the marketing.

(1) TAT authority and responsibility are 15 Policy on Community Tourism Development in Thailand

(2) Promoting tourism and tourism industry, as well as occupations of Thai citizens in the tourism industry.

(3) Propagating Thailand's natural beauty, archaeological site, antiquities, history, art, culture, sports, and evolution of techniques to others for travelling.

(4) Providing convenience and safety to travelers.

2.1.3.2 Policy and Marketing plan of TAT

(1) Promote the tourism industry to be important instrument in tacking the country's economic problem, creating jobs for people as well as increasing income for the country. Moreover, promoting should be done to make tourism play a vital role in the development of the quality of life in all regions of Thailand as per the policy of the government.

(2) Promote and develop the operation proactive marketing strategies for increasing the new markets as well as the niche-markets. This is in order to attract more quality tourists to visit Thailand. At the same time, domestic travel for Thais should be vigorously encouraged. The positioning of Thailand is to be drawn out clearly, too.

(3) Promote cooperation in all levels domestically and internationally on promotion for the development of tourism markets. This aims to get rid of all hindrances in the tourism industry and pave the way for Thailand to be the tourism hub of Southeast Asia.

2.1.3.3 Ministry of Tourism and Sports

The Ministry of Tourism and Sports was established in 2002 to develop, support and promote industrial tourism, sports and recreation. Among the department in the Ministry of Tourism and Sports, The department of Tourism, concerning tourism business and guide registration, tourism sites development, tourism service development, tourism academic, has played important role in tourism promotion. The Department of Tourism has its authorities and duties on the development of tourism sites, tourism industry, and national guides aimed to be classified a same standard level so that Thai tourism will be able to sustainably advantage. The Department of Tourism main authorities are

(1) To study, analyze, research, and gather the statistic data on the tourism and its policies including tourism management and Development Plan and Policy.

(2) To organize the development plan of tourism service including tourism promotion and co-ordination patterns.

(3) To organize, support, and promote the development plan for the Bureau of 16 Niti Wirudchawong tourism Business and Guide.

(4) To organize, support, and promote the development plan for tourist attractions.

(5)To executive the tourism and guides laws including other participated laws.

(6) To tract and evaluate the contribution of tourism development.

There are 73 province (or Changwat) tourism and sports offices in Thailand to carry out the objectives of The Ministry of Tourism and Sports and works closely

with local government and local communities for tourism promotion such as knowledge management, training, national seminar among organizations and institutions concerning community based tourism. 2.3 The Department of Local Administration, Ministry of Interior and Local Government or Administration The promulgation of Thai Constitution 1997 and present constitution 2007, and the Decentralization Plan and Process Act of 1999 has expanded the obligations of Thai local government to provide public services. Several tasks and responsibilities are mandated to local government. The constitution mandated that the central government or national government shall give autonomy to localities in accordance with the principles of self-government and the will of the people, e.g. promotion of local economy development, investment, employment, trade, and tourism.

2.1.4 Amazing Thailand: Discover Thainess

To sustain Thailand tourism capacity, Thai government must be promoting Thailand to become a quality tourism destination with tourism competitiveness in the ASEAN region. In order to promote Thailand tourism, Prime Minister Prayut Chan-o-cha said *'the government has designated 2015 Discover Thainess, which emphasizes country's unique cultural treasures and the Thai way of happiness to be pass on to international visitor'* (Thai Embassy New: Nov 21, 2014). The Tourism Authority of Thailand is launching the *'2015 Discover Thainess'* campaign to boost up international visitors. Thus, enabling Thailand economy to generate from national employment and income distributions is taking action for the economic sustainability.

"Amazing Thailand"

Thailand is now one of the most advanced cities in the world. The remarkable monarchy, the scientific and technological advancements and the culturally rich populace have nourished this fascinating country called Thailand. Tourism in Thailand is quite advanced and tourist friendly. Bangkok, the capital is a vivacious city full of lively and colorful people. This city has now become the one of the predominant centers of worldly growth and advancement.

Tourists from across the world come and hoard in Thailand in search of color, rhythm and life. The hotels in Thailand are simply awesome. They provide the tourists the best services possible. There are branded hotel chains like Hyatt, Marriott, Sheraton and Hilton Hotels. Tourism is one of the major economic sources in Thailand. The tourism industry gained much popularity when the US soldiers went there in 1970. The soldiers were there to have a break from the Vietnam War. There are a clearly defined statistical records regarding tourism in Thailand. Records say that, per year, 65% of the tourists come from the Asia Pacific region. Britain, Germany, Scandinavia and USA are the top most among the Western countries. Tourists from the Middle East also like to visit Thailand, because of the historical background and colorful life. Thus, Thailand travel is now the most happening thing in the entire South East Asia.

Presently Thailand is preparing to invite more tourists and offer them better services. The country is now offering the tourists special benefit packages like departmental markets, golf holidays and medical facilities. Since they have put much thought and labor for the advancement of the tourism in Thailand, they are hopeful about a positive outcome.
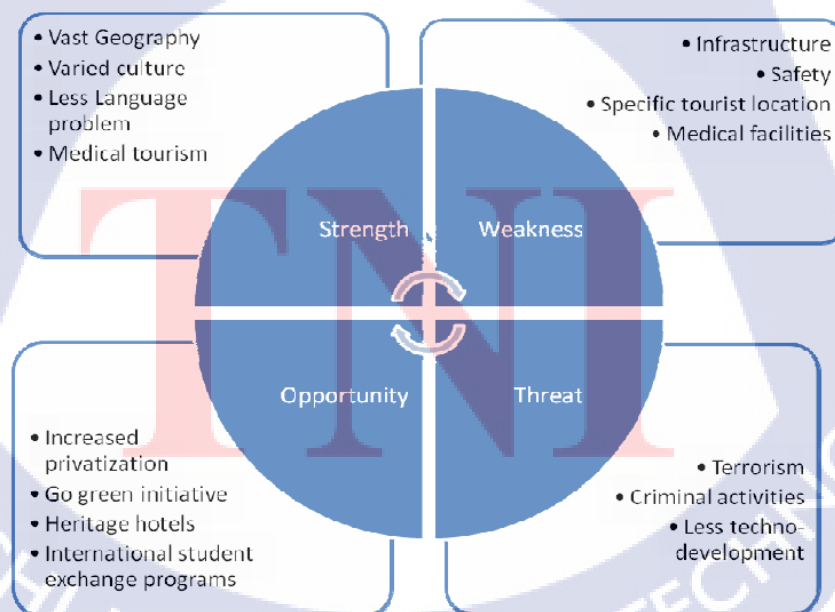
Figure 2.2 'Thailand SWOT Analysis'
Sources: Patawari and Sharma, (2011) *'A Comparative of India and Thailand Tourism'*
            IJMT, Volume 19, Number 2, July-December 2011

SWOT Analysis of Thailand Tourism

Thailand Tourism industry needs some improvement to develop and promote tourism:

- Create a new image in world tourism

- Enhance branding and promotion schemes

- Thailand need to promote its food industry

- Employee trained personnel with knowledge of English

- Promotion should include ancient monuments

"Discover Thainess"

Tourism Authority of Thailand (TAT) has embarked on a new campaign for 2015 entitled "2015: Discover Thainess" (*TATnews.org*, Tourism Authority of Thailand, 2015). TAT defined the term of Thainess in "twelve values" as such as following;

No.	Discover Thainess
1	Thai massage/Spa
2	Thai food/cooking
3	Thai boxing
4	Thai arts/museums
5	Thai festivity
6	Thai hospitality
7	Elephant riding
8	Thai Classical Dance
9	Making Thai style garlands
10	Thai way of life/happiness
11	Thai unique cultural
12	Traditional Thai houses

Source: adapted from Tourism Authority of Thailand (TAT), (2015)

2.2 Brand Experience

Brand experience occur underline on the interaction between subjective responses of customers (Tourists) and objective feature of a product (Country) (Addis & Holbrook, 2001). Since, tourist's expectations of the region are often formed based on the experience of previous trips, advertisements and other incentives and the quality of services. In tourist research, tourist experience has been concerned with

visiting, seeing, enjoying, learning and living different lifestyles during trips (Stamboulis & Skayannis, 2003). Thus, tourist experience has been shape as a unique of human mind with the high personal value and also played a main construct in travel and tourism (Oh, Fiore & Jeoung, 2007, Mcintosh & Siggs, 2005).

Reviewing literature, several studies have found that 'tourist's experiences' and their revisit intentions are positively related (Hosany & Witham, 2010; Cole & Chancellor, 2009, Oh et al., 2007). Since, tourists are satisfied with their travel trip then they are more likely to repeat it (Petrick, Morais & Norman, 2001). According to Lee, Lee, and Lee, (2005) point out that tourists with a favorable destination image would perceive their on-site experiences positively, which may lead to a higher satisfaction level and behavioral intentions to revisit the site.

Chang, Backman and Huang, (2014) investigated the relationships between tourists motivation, experience, perceived with revisiting intention to creative tourist destination in Taiwan. The results indicated that *'tourist experience'* was the most influential antecedent of revisit intention to creative tourism sites. These creative tourism sites are such as pottery, crafts, arts, workshops and other creative activities that integrate authentic culture to engage tourists with fulfilling and meaningful experiences. The study has suggested that if country of creative destinations would like to attract repeat tourists; they should pay more attention to make understanding of what tourist needs and meet what they wants when they visit creative tourism attraction (Chang et al., 2014).

Consumer experience mainly lies in a set of complex interactions between subjective responses of customers and objective features of a product (Addis and Holbrook, 2001). In tourism research, tourists' experience during trips has mainly been concerned with visiting, seeing, learning, enjoying and living different lifestyles (Stamboulis and Skayannis, 2003). As Mcintosh and Siggs (2005) point out, tourists' experiences as shaped in the human mind are unique and emotional with high personal value. Reviewing current literature, experience has played a main construct in travel and tourism (Oh *et al.*, 2007). Since the 1970s, tourist experience has become a popular academic topic. Especially since Pine and Gilmore (1998) coined the term

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"experience economy", there are an increasing number of studies exploring the issue of tourist experience.

Prior studies point out that a tourist's experience has a direct relationship with revisit intentions (Cole and Chancellor, 2009; Hosany and Witham, 2010; Hsu and Crotts, 2006; Oh *et al.*, 2007). Most of them found that tourists' experiences and their revisit intentions are positively related. In other words, tourists' intentions to revisit are believed to influence their positive evaluations of the experience (Um *et al.*, 2006).

As Petrick *et al.* (2001) pointed out, if people are satisfied and have a positive experience during an activity, then they are more likely to repeat it. Weed (2005) pointed out that sporting event participants who enjoy their sport tourism experience would likely repeat the experience in the future. Lee *et al.* (2005) reported that individuals with a favorable destination image would perceive their on-site experiences positively, which may lead to a higher satisfaction level and behavioral intentions to revisit the site.

In the same way, Gnoth (1997) mentioned that emotional reactions to the tourism experience are essential determinants of post-consumption behaviors such as intention to recommend. Furthermore, Hosany and Witham (2010) explored cruisers' experiences by applying the four realms of consumer experiences identified by Pine and Gilmore (1998) and investigated the relationships among cruisers' experiences, satisfaction and intention to recommend. In the results, they found that all the four dimensions of cruisers' experiences are significant and positively related to their intention to recommend, and they suggested that cruise management professionals create pleasant and memorable experiences that can motivate stronger behavioral intentions among passengers.

2.3 Perceived Value

Since the 2000s, the concept of perceived value has received considerable attention by researchers (Chen and Tsai, 2007; Kashyap and Bojanic, 2000; Murphy *et al.*, 2000; Oh, 2000; Petrick, 2004; Petrick *et al.*, 1999; 2001; Petrick and Backman,

2002) in the field of tourism. As Holbrook (1994, p. 22) pointed out, customer value is "the fundamental basis for all marketing activity." From the consumer's point of view, the primary purchase goal is obtaining value (Holbrook, 1994). Thus, in the process of consumption, perceived value does play an important role. In the field of marketing, perceived value has been receiving increasing significance in academic research and practical implications, and it can be viewed as the most important indicator of repurchase intentions (Parasuraman and Grewal, 2000).

Similarly, in the study by Um *et al.* (2006), the authors identified the relative weight of tourist evaluation constructs affecting revisit intention based on the results of surveys of pleasure tourists in Hong Kong and found that tourists' revisit intentions could be determined more from what they perceived from destination performance than by what actually satisfied them. Thus, it is easy to draw the conclusion that using perceived value to predict tourists' revisit intention can lead to a better understanding of tourists' after-decision-making behaviors.

Studies on the determinants of re-visit intentions suggested the positive impact of perceived value on future behavioral intentions. Kuo *et al.* (2009) constructed a model to evaluate service quality of mobile value-added services and explored the relationships among customer service quality, perceived value, satisfaction, and post-purchase intention. In the results, they found that perceived value positively influences customers' post-purchase intentions.

Chen and Tsai (2007) pointed out that perceived value has a positive impact on both future behavioral intentions and behaviors. According the results of their study, they also concluded that *"perceived value does play an important role in affecting the level of satisfaction and future behavioral intentions of customers"*.

According to Um, Chon and Ro, (2006) study the tourist evaluation constructs affecting revisit intention Hong Kong, the finding shows that tourists' revisit intentions are depend up on what are they perceived from country destination rather than what actually satisfied them. Therefore, perceived value can be defined as a

consumer's tradeoff between the qualities of benefits in which they perceive the product relative to the sacrifice they perceive by paying the price.

Thus, based on the literature, it is enable to draw the conclusion that perceived value is the important predictor of tourist's revisit intention can lead to a better understanding of tourists' after-decision-making behaviors.

2.4 Tourist Satisfaction

The possibility for tourists returning to a certain destination depends on tourist's satisfaction level. Tourist satisfaction is depend up on the tourist quality, according to Eraqi, (2006) state that tourism service quality can be consider as a philosophy for guiding tourism destination. He measure the term of Tourism Service Quality (TourServQual) into two aspects (1) to measure the satisfaction of the internal customer (employee) and (2) to measure the external customer satisfaction (tourists). The main conclusion of his study shows that tourism quality such as tourism service and tourism business environment does not support the internal customer satisfaction in Egypt due to lack of total quality management (TQM) in tourism system. Similarly, in the area of external customer satisfaction there is a need for thing to be done such as increase people awareness, safety and security enhancement and transport quality improvement (Eraqi, 2006).

According to past research study, theories and literature review, Thailand's tourists facilities and destinations are able to complete well by following tourism quality standards and sustainable tourism models.

2.4.1 Shopping and Tourist Attraction

Shopping is an essential leisure activity providing economic, social and psychological benefits to tourist customer (Yuksel, 2007). It's is the most favorite tourist activities for both domestic and international shopper. Thus, shopping can be defined as a popular tourist activity and often related with expenditure category for vacationers. Despite shopping as a tourist activity is not well represented in the literature (Heung & Cheng, 2000).

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According to Christanson and Senepenger, (2002) said that tourists shopping behavior is different from general shopping. This is because of tourists gain satisfaction from shopping experience not from the product. Broadly speaking, tourists do not go shopping with a list of products like normal customer directly go buy consumer product from hyper market, rather, tourist's shopping behavior become more of the end-result of their travel experience.

Tourist's shopping behavior is unlike the resident shopper because they tend to look for the tradition, local and unique products that they can't find from their home country (Paige & Littrell, 2003; Costello & Fairhurst, 2002; Reisinger & Turner, 2002). A large number of tourists are satisfied to spend more money on some specific products item while they are on vacation, rather than they would if they were at home. For instant items such as souvenirs, tourist shopping includes clothing, books, jewelry, arts, crafts, and electronics (Thomas & Le Tourneur, 2001).

Shopping experience and service quality are very closely related to customer loyalty. Since service quality is the integrated between service expectations and perceptions of service. These expectations are the result of customers (tourists) comparisons between their actual shopping experience and retailer service performance. (Chau & Kao, 2009; Dimitriadis & Stevens, 2008; Parasuraman, Zeithaml, & Berry, 1985). Superior quality retail service typically leads to customer satisfaction, and positively impact to customer, which lead to customer's (tourists) loyalty (Carillat, Jaramillo & Mulki, 2008).

Hurst and Niehm, (2010) address the factors attracting tourist customer satisfaction with local retailers shopping experience in rural tourist community state of lowa, USA. They found that tourists customer are much more satisfied on souvenir shop, shoes antiques, crafts and apparel of retail shop than resident customer. Tourist customer purchasing behavior more concern on quality of service, courtesy of employees, product selection, level of fun or adventure and supporting local business and keeping the community economy strong than resident customer. Thus, these are the key successful factors for providing valuable strategic implication for rural tourism communities.

ByungGook & HyoJin (2016) the purpose of this study is to investigate the differences between pre-and post-shopping values. The relationships between shopping values, shopping attributes, and shopping tourists' satisfaction were examined. The results of this study indicated that pre-shopping value was significantly higher than post-shopping value. Shopping attributes significantly impact on shoppers' post-shopping values, except for two factors of shopping attributes (i.e., shopping risks and shopping convenience). Findings of the study showed a positive and a significant effect of post-shopping value on tourists' satisfaction.

WengHang & TungZong, (2016) survey of Chinese tourists in Macau, they state that souvenir shopping is an integral component of number one's travel experience. It represents a significant proportion of overall travel expenditure. Hence, this study examine the relationships between travel motivations, souvenir shopping, and travel experience. Specifically, how travel motivations affect souvenir shopping, and how souvenir shopping influences travel experience. A conceptual model is presented to describe their interrelationships, which explains the role of souvenir shopping in tourism management. The survey result show that travel motivations are found to correlate with souvenir shopping and their perceived importance. However, the data failed to confirm a relationship between souvenir shopping and travel experience.

LeHew & Wesley, (2007) exams the difference between tourist and resident shopper in two generation malls (West Emotion Mall and Mall of American in Bloomington) and two heritage-destination (Pier 39 in San Francisco and Forum Shops in Las Vegas) via using *t*-test analysis. The result show that *'satisfaction'* is higher among resident versus tourist shoppers. The finding suggest that shopping center manager should be encourage strategies in order to meet the needs of tourist shopper and also not forget the important of resident shoppers that lead to their long-term profitability.

Thus, shopping has become a main tourist activity and accounts for a considerable amount of tourism expenditure. Previous research has found that shopping tourists stay longer at a destination and spend approximately three to four

times more than leisure tourists (MiJu & YoonJoung, 2016). Therefore, this study propose the effect of shopping with assesses the progress in shopping tourism research to identify trends and propose future research directions.

2.4.2 Food and Beverage

Food and beverage is the important factors to fulfill of tourist satisfaction as reported by Telfer and Wall, (2000) food spending accounts for around one third of total tourist expenditure. Similarly to public opinion survey of Thai-Nichi Institute of Technology on Laotian tourists visiting Thailand during to April-May, 2016 shows that 47 percent of tourist expenditure spend on food and beverage (TNI POLL, 2016).

Soriano (2002) claimed significance of fresh ingredients as well as the cost of food in the customer satisfaction and a reason for customers to repurchase. The other study was contributed in the Australian restaurant sector by Sparks (2003) who found that restaurants make a considerable contribution to a tourist destination's attractiveness that influence customer choice in choosing a destination to travel (Sparks, Bowen and Klag, 2003).

2.4.3 Lodging and restaurants

Lodging is one of the dimensions in destination satisfaction. Chen and Gursoy (2001) mentioned the importance of satisfaction with lodging experience and restaurant meal that are the main determinants of total destination satisfaction, since the tourists spend most of their times in their hotels or in the restaurants (Chen and Gursoy, 2001). Kandampully and Suhartanto (2000) diagnosed the hotel image and customer loyalty in New Zealand hotel chains and found a positive correlation between customer loyalty and satisfaction with housekeeping services, reception, food and beverage and price (Kandampully and Suhartanto, 2000). Poon and Low (2005) stated that the destination satisfaction of Western and Asian travelers was mostly based on the hospitality of staff within hotels (Poon and Low, 2005). In a study by Gyimothy (2000), he stated that more than half of the tourist respondents pointed out the importance of restaurant facilities as an essential part of visiting a destination (Gyimothy, 2000).

2.4.4 Environment and Safety

Environment is the other dimension of destination satisfaction, since environment is an influential catch element; it is a vital factor in the tourism products. Kaynak, Bloom and Leibold (1994) examined the environment by classifying it as natural and artificial environment. They concluded that to improve the travelers' destination satisfaction, both classifications of environments must be carefully planned, promoted and preserved. Peace and tourism is an important topic today in tourism literature. The need for safety and achieving a safe environment is one of the fundamental conditions to guarantee tourism. Tourism flourishes in a peaceful environment and prosperity and likewise extremely vulnerable to perceived political instability and lack of safety. For Western travelers, the security and safety factor is out weights the other factors in explaining customer satisfaction, especially after September 11th (Poon and Low, 2005)

2.4.5 Transportation

Transportation service is one other dimension of the destination satisfaction. Transportation service offered to a tourist both to and from destination is all perceived and evaluated by tourist as an important factor in destination satisfaction (Weiermair, 2000). One other researcher who conducted his research on the transportation issue is Hankinson (2004). By conducting his study under the accessibility dimension, he stated that transportation is one of the major factors that lure tourists choose a specific destination to travel. The other important dimension of transportation that makes this service important in destination satisfaction are the ease of access, quality of the service, closeness of the airport and the motorways (Hankinson, 2004).

To sum up, there are many different factors affecting the tourist's perception about the destination. Lodging, restaurants, shopping, tourist attractions, transportation facilities, local cuisine and environment and safety are the important determinants for destination satisfaction as mentioned by many researchers (Choi,Chan and Wu, 1999; Heung, 2000; Weiemair, 2000; Rittichainuwat, Qu and Mongknonvanit 2002; Pawirta and Tan, 2003; Beerli and Martin, 2004; Hankinson, 2004; Sarikaya and Woodside,2005; Poon and Low, 2005; Erdogan H, Ekiz (2006).

The behavioral outcome gained from destination satisfaction is the recommendation made by tourists to other people that indicate the results in repeated purchase and also positive word of mouth (Oliver, 1980; Taylor and Baker, 1994; Zeithaml, Berry, and Parasuraman, 1985, and Heung, 2000).

2.5 Destination Loyalty

2.5.1 Customer Retention

According to Cristopher, (1998) state that *'customer retention'* provides a higher profit contribution and has to grow in term of the value and frequency of purchases. Base on his opinion defined the term of *'customer retention'* by underline the concept of *'lifetime value'* of the customer is calculated as the following methods;

Life time value = average transaction value x year frequency of purchase x customer life expectancy

2.5.2 Revisiting Intention

Revisit intentions is the one of the main motive of tourist decision of travel destination (Lam and Hsu, 2006). Hence, how to attract international tourists to repeat the same destination is become a critical topic in tourism literature. Tourists favorable and purchasing behavior could be predict their future purchasing. Wang, (2004) point out that *'the cost of attracting repeat visitors is less than seeking for a new customers'*. Moreover, compared with first-time visitors, repeat visitors are likely to spend more expenditure and stay longer (Wang, 2004; Lehto, O'Leary & Morrison, 2004).

To sustain of country destination competitiveness, Reichheld and Sasser (1990) contended that *"companies can boost profits by almost 100 per cent by retaining just 5 per cent more of their customers."* Thus, host country designing a memorable experience to attract tourists to revisit their destination year after year should be a key mission to increasing the number of tourists. Tourists' revisit intentions can be viewed as an individual's anticipated future travel behavior. Ajzen and Driver, (1992) pointed out that predictive technique and explanation of tourists' revisit intentions will be contributing to understanding their future travel behavior. As

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of this point, there is a need to explore what the antecedents of tourists' revisit intentions are and how they differently affect the tourist's revisit intention for a destination. To fill in this gap, Chang, Backman and Huang, (2014) propose a three antecedents of tourists' revisit intentions in Taiwan namely tourist's motivation, experience, perceived value and revisiting intention to creative tourist destination in Taiwan. The results indicated that *'tourist experience'* was the most influential antecedent of revisit intention to creative tourism sites. In other hand, motivation factors and perceived value were not statistically significant to explain revisiting intention.

2.5.3 Destination Loyalty

Loyalty has been described as 'tourists' commitment to a destination, expressed in a stable form over a prolonged period (San Martin, Collado, & Rodriguez del Bosque, 2013, p. 327). Repeat purchases or recommendations to other people are most usually referred to as consumer loyalty in the marketing literature. The concept and degree of loyalty is one of the critical indicators used to measure the success of marketing strategy (Flavian, Martinez, & Polo, 2001).

Similarity, loyalty is one of the most frequently examined constructs in tourism research. According to Petrick (2004), loyal tourists are more likely to visit a destination again in the future and to generate positive word-of-mouth recommendations. Therefore, identifying the predictors of loyalty could enable destinations to allocate scarce resources more efficiently, thus increasing tourists' intentions of visiting (Prayag & Ryan, 2012). Scholars have adopted a variety of approaches to measure loyalty in tourism (Oppermann, 2000; Yoon & Uysal, 2005). In their review of previous research, Prayag and Ryan (2012) identified three main approaches to measuring loyalty: (i) behavioural data; (ii) attitudinal data; and (iii) a combination of both. Early studies (Oppermann, 2000; Yoon & Uysal, 2005) used a behavioural approach in which loyalty implied repeated purchase or experience. More recently, scholars have recognized the need to consider the attitudinal component of loyalty (Moutinho, Albayrak, & Caber, 2012; Prayag & Ryan, 2012). Attitudinal loyalty describes a sense of emotional attachment to the destination, thus reflecting

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tourists' preferences (McKercher, Denizci-Guillet, & Ng, 2012). Various studies have operationalized attitudinal loyalty as intention to visit and intention to recommend the destination (Prayag & Ryan, 2012; San Martin et al., 2013). Thus considered, attitudinal loyalty can measure both visitors' and prospective visitors' travel intentions (Byon & Zhang, 2010; Pike & Bianchi, 2013). Lastly, the composite approach is an integration of behavioural and attitudinal measures (Yoon & Uysal, 2005). A composite measure could include, for example, tourist preferences, as well as frequency of purchase, recency of purchase and total amount of purchase (Yoo & Bai, 2013). The measurement of loyalty in the context of long-haul travel is difficult because the purchase of a tourism product is infrequent, perhaps even occurring once in a lifetime (Pike & Bianchi, 2013). Even the most loyal visitor may not have the opportunity to visit a distant destination repeatedly. Therefore, for long-haul travel, attitudinal loyalty can be a more appropriate measure of loyalty than repeat visitation (Bianchi et al., 2014).

Similarly, travel destinations can be considered as products, and tourists may revisit or recommend travel destinations to other potential tourists such as friends or relatives. However, the study of the usefulness of the concept of loyalty and its applications to tourism products or services has been limited, even though loyalty has been thought of as one of the major driving forces in the competitive market (Dimanche & Havitz, 1994). In the last decade, tourism or leisure researchers have incorporated the concept of consumer loyalty into tourism products, destinations, or leisure/recreation activities (Backman & Crompton, 1991; Baloglu, 2001; Iwasaki & Havitz, 1998; Lee, Backman, & Backman, 1997; Mazanec, 2000; Pritchard & Howard, 1997; Selin, Howard, & Cable, 1988). Generally, loyalty has been measured in one of the following ways: (1) the behavioral approach, (2) the attitudinal approach, and (3) the composite approach (Jacoby & Chestnut, 1978). The behavioral approach is related to consumers' brand loyalty and has been operationally characterized as sequence purchase, proportion of patronage, or probability of purchase. It has been debated that the measurement of this approach lacks a conceptual standpoint, and produces only the static outcome of a dynamic process (Dick & Basu, 1994). This loyalty measurement does not attempt to explain the

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factors that affect customer loyalty. Namely, tourist loyalty to the products or destinations may not be enough to explain why and how they are willing to revisit or recommend these to other potential tourists. In the attitudinal approach, based on consumer brand preferences or intention to buy, consumer loyalty is an attempt on the part of consumers to go beyond overt behavior and express their loyalty in terms of psychological commitment or statement of preference. Tourists may have a favorable attitude toward a particular product or destination, and express their intention to purchase the product or visit the destination. Thus, loyalty measures consumers' strength of affection toward a brand or product, as well as explains an additional portion of unexplained variance that behavioral approaches do not address (Backman & Crompton, 1991). Lastly, the composite or combination approach is an integration of the behavioral and attitudinal approaches (Backman & Crompton, 1991). It has been argued that customers who purchase and have loyalty to particular brands must have a positive attitude toward those brands. However, this approach has limitations in that not all the weighting or quantified scores may apply to both the behavioral and attitudinal factors, and they may have differing measurements. Even some researchers have discounted only the behavioral or attitudinal approach, and have suggested integrating the two (Backman & Crompton, 1991; Iwaskaki & Havitz, 1998). Thus, the reviewed literature suggests that a full understanding of loyalty need to consider both motivation and satisfaction constructs simultaneously.

2.5.4 Tourist Satisfaction and Destination Loyalty

Rajaratnam, Nair, Sharif & Munikrishnan, (2015) study the relationship between destination quality and tourists' behavioural intentions in Malaysia rural tourist destinations. They defined the concept of *'destination quality'* in eight primary attributes namely, amenities, accessibility and logistic, core tourism experience, hygiene, information, security, value for money and hospitality contributed towards forming the construct. The result revealed that *'perceived destination quality'* significant influenced *'satisfaction'* which in turn significantly influenced behavioral intentions. Their study concluded that the tourists who have made prior visit or visits to rural tourism destinations in Malaysia were less satisfied with Malaysia destinations quality as compare with tourists who visited Malaysia at first time. In

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addition, international tourists who are satisfied with Malaysia destinations would be more likely to revisit Malaysia and recommend this destination to others. This results enable to confirm the finding from previous studies (Chen, Lee, Chen & Huang, 2011; Zabkar, Brencic & Dmitrovic, 2010),

Suhartanto, Ruhadi and Triyuni (2016) study the theoretical concepts and evaluates the empirical evidence of the relationship between tourist loyalty towards a shopping destination and its two important determinant factors, shopping satisfaction and destination image. The results, drawn from a sample of 563 domestic and foreign tourists in Indonesia, show the importance of tourist shopping satisfaction and destination image as the determinant of tourist loyalty toward a shopping destination. Further, this study discloses that the tourist destination image is the crucial factor in determining tourists' overall shopping satisfaction as well as tourists' loyalty toward the shopping destination. Consequently, the development of a region or a city into a shopping destination is only possible if it simultaneously develops the region or city to be an attractive destination.

2.6 Past Research Study

Arasli and Baradarani, (2014) study the European tourist perspective on destination satisfaction in Jordan's tourism industries. This study was to investigate relationship between destination satisfaction and positive word of mouth of the European tourists visiting Amman, Jordan. European travelers participated by filling out a self-administered questionnaire. A sample of 208 tourists was collected through convenience sampling, at 3, 4 and 5 star hotels in Amman. The lodging and restaurant facilities (LOC) and transportation facilities (TF) dimensions were found to have an insignificant effect on destination satisfaction (LOC: $\beta=0.040$, $p<0.490$, n/s; TF: $\beta=0.040$, $p<0.490$, n/s). Food and local cuisine (FL), shopping and tourist attractions (ST) and environment and safety (ES) were found to have a significant effect on destination satisfaction (FL: $\beta=0.352$, $p<0.000$; ST: $\beta=0.182$, $p<0.202$; ES: $\beta=0.1622$, $p<0.037$). In spite of that lodging and restaurant facilities, transportation facilities and infrastructure were found to have insignificant effect on destination satisfaction.

Rajaratnam, Nair, Sharif & Munikrishnan, (2015) study the relationship between destination quality and tourists' behavioural intentions in Malaysia rural tourist destinations. Moreover, the result revealed that *'perceived destination quality'* significant influenced *'satisfaction'* (β=0.575, *p*<0.05), similarity, *'perceived destination quality'* was found to have a significant positive effect on tourists' behavioral intentions (β=0.525, *p*<0.05). The highlighting result of the study shows that *'satisfaction'* was significant and positive mediate the influence of *'perceived destination quality'* on *'behavioral intentions'* (β=0.372, *p*<0.05).

LeHew & Wesley, (2007) try to exams whether tourist shopper are more attractive and satisfied than resident shoppers in shopping centers. The data were collected from face-to-face mall intercepts of shoppers (n=578) in two generation malls (West Emotion Mall and Mall of American in Bloomington) and two heritage-destination (Pier 39 in San Francisco and Forum Shops in Las Vegas) Centers. *T*-test analysis was used to analyze the difference between resident and tourist shopper satisfaction. The result show that *'satisfaction'* is higher among resident versus tourist shoppers in regards to the ease of locating stores (*t*-value=2.83, p=0.005), the number of retail stores (*t*-value=2.99, p=0.003), the overall convenience of the center (*t*-value=2.34, p=0.002), the size of the center (*t*-value=2.78, p0.006), the layout of stores in the center (*t*-value=1.95, p=0.053), the variety of stores (*t*-value=2.02, p=0.004) and the ability to comparison shop in the center (*t*-value=3.79, p=0.000).

X^2 test access the differences between resident and tourist shoppers' intentions and behaviors. X^2 test reveals that tourist and resident shoppers have no significant difference in amount of money spend in the shopping centers (X^2=6.19, df =3, *p*=0.103). X^2 results also suggest that tourist shoppers are more likely than residents to visit the shopping center for entertainment and socializing while resident shoppers are more likely than tourist to visit for other (X^2=16.94, df =4, *p*=0.002).

To better understand *'tourist shoppers'*, thus, *post-hoc* tests were conducted by divided the sample into 2 groups are as (1) customers of shopping centers located in a tourist area called heritage-destination center (HDC) and (2) customers of centers developed as tourist destinations called new generation mall (NGM). Unexpected

results shows that shopper in NGMs are more satisfied than HDC shopper. The shopper in NGM and HDC shopper have significant difference in plan to spend most money on shopping items (X^2=63.51, df =7, p=0.001). Shopper in NGMs plan to spend more than HDC shoppers, about 65 percent of shopper planning to spend \$100-250 are respondents from new generation mall (NGM), the rest only 35 percent are HDC shopper.

Despite, the shopping center and retail industry emphasized on leisure shopping and tourism, in fact, the results reveals that tourist shopper market may not the most valuable target customer. Thus, resident shopper of tourist-focused shopping centers are more satisfied than tourist shoppers of those centers. They suggest that shopping center manager should be encourage strategies in order to meet the needs of tourist shopper and also not forget the important of resident shoppers that lead to their long-term profitability.

Chang, Backman and Huang, (2014) investigate the relationships between tourists' motivation experience, perceived value and revisit intentions to creative tourism in Taiwan destinations. The results indicated that *'tourist experience'* was the most influence antecedent of revisit intention (β=0.48, p<0.01). In other hand motivation factors and perceived value were too small to statistically significant to explain revisit intentions. The finding of this study suggest that if the country of destinations target to attract repeat tourists then *'the tourist experience'* are surely success critical factor in developing service roadmap to meet the needs and wants of target tourist (customers). Thus, the creative tourism attraction should be a way to attract tourists to visit their attractions. The concept of creative industries was taken up by the Ministry of Culture in Taiwan in 2002 as a specific development strategy for stimulating a range of cultural, economic and social benefits to local communities (www.moc.gov.tw). The development of creative tourism was also included in the Taiwanese government's National Development Plan by creating a tourism destination brand identity that attracts tourists. The present study by Chang, Backman and Huang, (2014) contributing Taiwan tourism industries in order to develop creative tourism products and services that encompass authentic local culture and art which in turn enhancing tourist experience.

CHAPTER 3
RESEARCH METHODOLOGY

The overall research design, research framework, planning process methodology, the relational for using secondary data analysis method, quantitative and secondary data analysis methods are proposed to conduct the study. The techniques and instrument for collecting data and analysis are discussed in this section. The data used in this study are collected from primary data, secondary sources materials, and documentary evidence. Each of these data sources provided the study with specific types of information which enable to contribute and support the objectives of the study empirically.

3.1 Research Design

This study mainly uses the primary data such as interview and questionnaire self-collected, and documentary evidences recorded by government office statistic data. In addition, newspaper and past research studies relevant also support the proposition and objectives of the study. This study is based on the recent statistics of international tourism arrivals to Thailand period of 2012 to 2014. The data are drawn from various sources; mainly the Ministry of Tourism and Sports, Thailand and the World Tourism Organized (UNWTO) to describe the impact of Thailand tourism industry on national employment and income (referred to the objective 1). Research questionnaire is applied for examine the factors influencing international tourist's perception and to measure tourist's perception under the concept *'Amazing Thailand: Discovery Thainess 2015'* (referred to the objective2).

The factors effecting 'destination satisfaction' and the relationship between 'destination loyalty' of Malaysian, Singaporean and Laotian tourists will be examine by using multiple regression analysis (referred to the objective 3 and 4). The intention for Malaysian, Singaporean and Laotian to revisited Thailand will be examine by frequency and percentage (referred to the objective 5).

The research methodology will follow on the objective and source of data analysis as exhibited in Table 3.1 below;

Table 3.1: Research Objectives and Analysis Methods

Research Objective	Source of Data
1. To examine the status of Malaysian Singaporean and Laotian tourist grow in Thailand.	1. Secondary data sources (documentary evidence recorded by government office statistic data and newspapers) and relevant studies from past research studies
2. To examine the Malaysian Singaporean and Laotian tourist perception based on the concept of *'Amazing Thailand: Discover Thainess'*.	2. Primary data collected through observation, questionnaire.
3. To examine the factors effecting *'destination satisfaction'* of Malaysian Singaporean and Laotian tourists visiting in Thailand.	3. Primary data collected through observation, questionnaire.
4. To examine the *'destination satisfaction'* of Malaysian Singaporean and Laotian tourist and their positive word of mouth on Thailand destination.	4. Primary data collected through Observation, questionnaire
5. To examine Malaysian Singaporean and Laotian tourist intention to revisited Thailand country	

The data of this study is based on *'secondary information and documentary evidence, primary data collected through observation and questionnaire.* By using documentary evidence enable the study to supports the role and status of Thailand tourism industry (refer to objective 1). The purpose for using multi-data sources is to utilize the significant information to support each research objectives and confirm the reliable of research finding by interview data supported (refer to objective 2,3, 4 and

5). Thus, by using these multiple sources of data enable to improve the quality of research objective (Patton, 1990).

3. 2 Research Framework

The use of quantitative research is possible to investigate, evaluate and explore the impact factors for development of Malaysian Singaporean and Laotian tourist's destination satisfaction of those who have visiting Thailand countries (Arasli & Baradarani, 2014; Mishra, 2013). The semi-structure interview was used for conducted interview data and analysis by qualitative technique. These multiple sources of data (primary data, secondary data and documentary evidence) are enabling to improve the quality of research Patton1990).
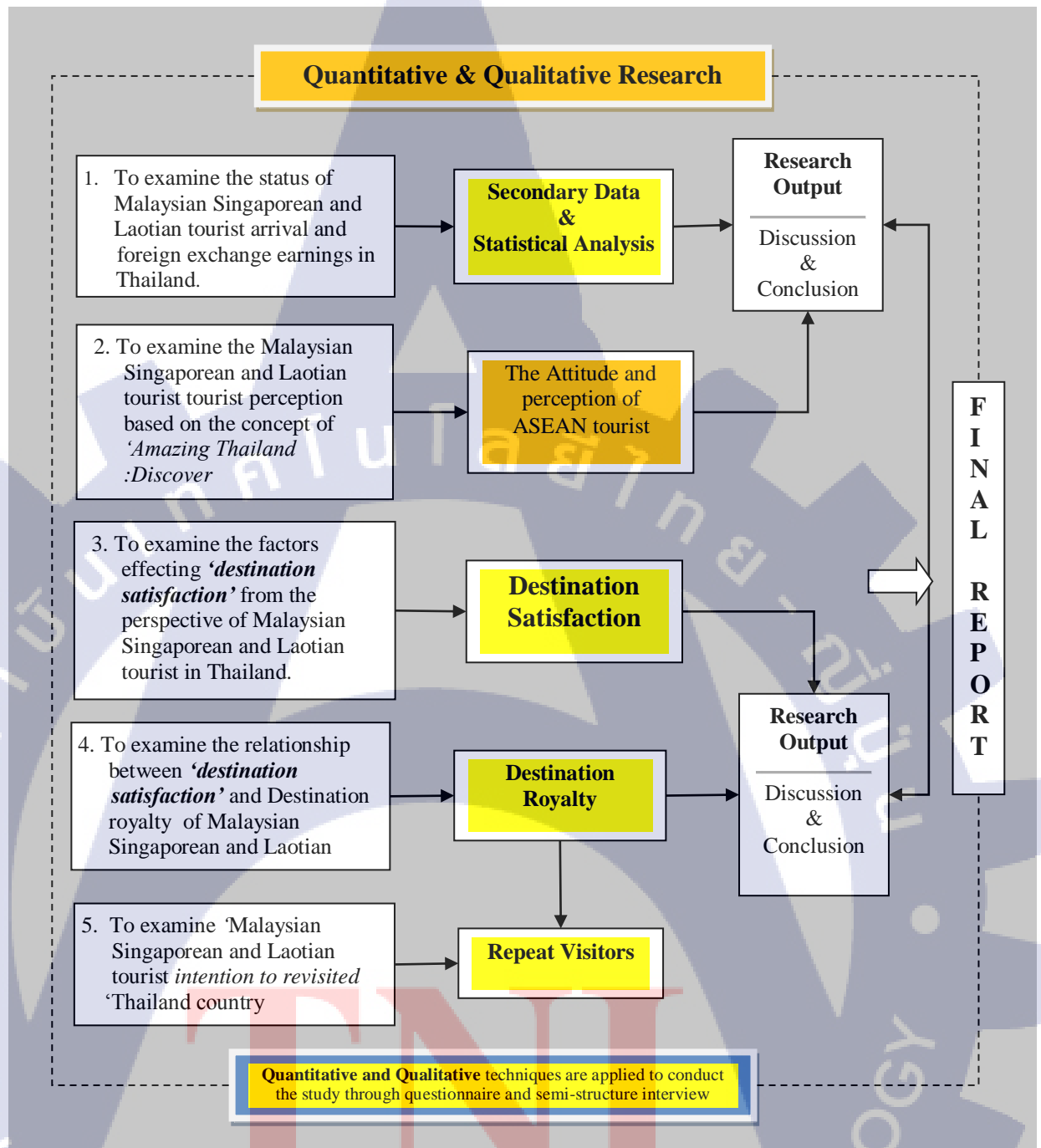
Figure 3.1: Research Framework

Moreover, this study uses the special technique for collect the data by focus group with tourists who have been repeat visiting Thailand more than once. The aim of focus group used to collect qualitative data from a focus discussion among participants. A discussion topic and a precise definition of each research objectives must be similar to each other in a way that is important to the researcher to get through the information they needed (Krueger & Casey, 2000)

3.3 Research Instrument

Table 3.2: Summary of Research Measure

No.	Measurement	Items	Statement	Sources Authors/ Years
1	Shopping and Tourist Attraction	7	1. Price of shopping items 2. Quality of shopping product 3. Type of shopping products 4. Service in Stores 5. Service at tourist attraction 6. Type of tourist attraction 7. Type of traveling in Thailand	Arasli & Baradarani, (2014)
2	Food (FO)	3	1. Quality of food 2. Type of food 3. Food price	
3	Lodging and restaurants (LOC)	5	1. Quality of lodging or guest house 2. Service in hotel and guest house 3. Price of hotel or guest house 4. Service in restaurants 5. Type of lodging	
4	Environment and Safety (ES)	4	1. Environment 2. Cleanliness and hygiene 3. Attitude of domestic people toward tourists 4. A safe place for tourists	
5	Transportation (TR)	4	1. Service of transporters 2. Price of the local transportation fares 3. Convenience of local transportation system 4. Types of local transportation system	
6	**Customer /Tourist Satisfaction** (Actual satisfaction with travel experience)	4	1. How does Thailand in general, rate compared to what you expected? 2. Was this visit worth your time and effort? 3. Overall, how satisfied were you with your holiday in Thailand 4. How would you rate Thailand as a vacation destination compared to other similar places	Yoon & Uysal, (2005)
7	**Tourist Destination Loyalty** There are two indicators related to 1. Revisitation 2. Recommendation	2	**- Revisitation question** 1. In the next two years, how likely is it that you will take another vacation to Thailand 2. Please describe your overall feeling about your visit? **- Recommendation question** 1. Will you suggest Thailand to your friends /relatives as a vacation destination to visit?	
8	**Amazing-Thailand: Discover Thainess: 2015**		'12 Thai Value'	Tourist Authority of Thailand, (2015)

Research questionnaire has been designed as the research instrument in order to obtain the primary data through survey method. The measurement development for this study was designed using multiple-items measurement scale that has been empirically validated and reliable based on the literature review of the past empirical studies. There are some minor changes or adaptation of instrument statement so that it was more appropriate for the tourism sectors (Table 3.3 Summary of Research Measure).

3.4 Planning Process
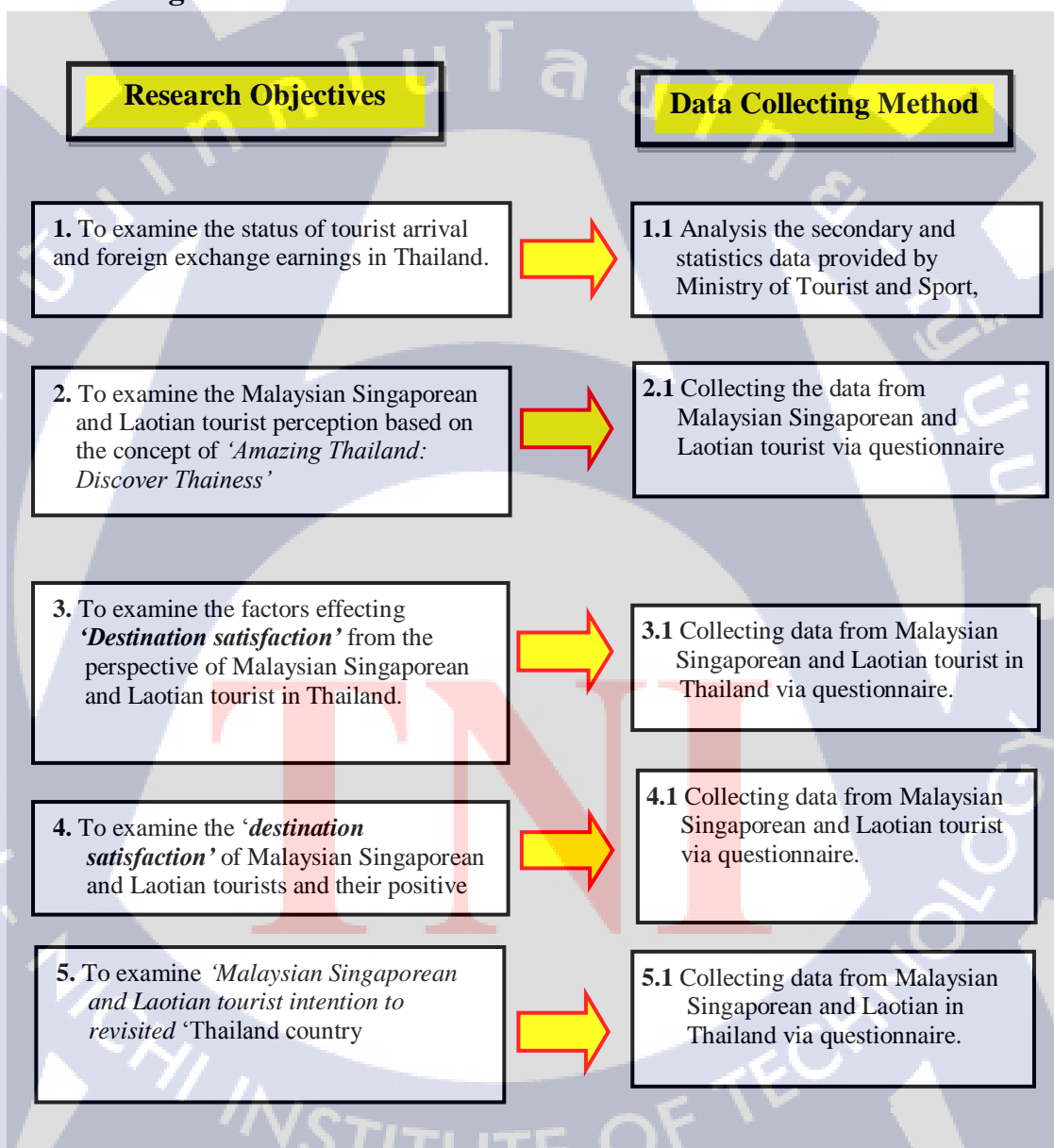
Figure 3.2: Planning Process

3.5 Research Hypothesis

According to above research framework and research planning, the following proposition and hypothesizes are proposed as in the Table 3.3 below;

Table 3.3: Thailand Tourism's Research Proposition and Hypothesis

	Thailand Research Objective	P/H	Proposition & Hypothesis	Proposition /Hypothesis test
1	To examine the status of Malaysian Singaporean and Laotian tourist arrival and foreign exchange earnings in Thailand.	P1	The status of tourist arrival and foreign exchange earning in Thailand are in a good health and secure.	Documentary analysis
2	To examine the Malaysian Singaporean and Laotian tourist perception based on the concept of *'Amazing Thailand :Discover Thainess'*	H2	Malaysian Singaporean and Laotian tourists' perception based on the concept of *'Amazing Thailand: Discover Thainess'* are in positive perspective.	Descriptive statistics
3	To examine the factors effecting *'destination satisfaction'* from the perspective of Malaysian Singaporean and Laotian tourist in Thailand.	$H_{3.1}$	Lodging and restaurant facilities in Thailand have a direct significant effect on Malaysian Singaporean and Laotian tourist satisfaction	Regression Analysis
		$H_{3.2}$	Shopping and tourist attractions in Thailand have a direct significant effect on Malaysian Singaporean and Laotian tourist satisfaction	Regression Analysis
		$H_{3.3}$	Environment and safety in Thailand have a direct significant effect on Malaysian Singaporean and Laotian tourist satisfaction	Regression Analysis
		$H_{3.4}$	Thai cuisine (food) has a direct effect on Malaysian Singaporean and Laotian tourist satisfaction	Regression Analysis
		$H_{3.5}$	The transportation facilities and infrastructure in Thailand have a direct significant effect on Malaysian Singaporean and Laotian tourist satisfaction	Regression Analysis
4	To examine the *'destination satisfaction'* and *'destination loyalty'* Malaysian Singaporean and Laotian tourist	H4	Destination satisfaction has a direct significant impact destination loyalty	Regression Analysis
5	To examine *'Malaysian Singaporean and Laotian tourist intention to revisited 'Thailand country*	P5	Malaysian Singaporean and Laotian tourist has a great travel experience in Thailand is likely to revisited Thailand country.	Descriptive statistics

3.6 Research Sampling, Collecting Data and Analysis Methods

In order to examine the factors affecting *'destination satisfaction'* from the perspective of Malaysian Singaporean and Laotian tourist in Thailand, the purposive sampling method was employed to set up 400 sampling collecting from Malaysian, 250 for Singaporean and 400 for Laotian tourist in Thailand. Thailand, Immigration Bureau in three province are as Songhua, Yala and Nong Khai.

The questionnaires will be filled out by a self-administered manner. The data will be tabulated and analyzed using a database designed specifically by using SPSS. The frequencies, descriptive statistics and multiple regressions will be used for interpreting data results empirically.

The sampling for this study is the international tourists visiting Thailand during Songkran festival April-May, 2016. These samples are collected data from Thailand, Immigration Bureau in three province are as Songkhla , Yala and Nong Khai (refer to Table 3.4)

Table 3.4: Data collecting Method

No.	Country	Distribute cases	Returned cases	Place of Collecting Data	Questionnaire development	Period for collecting data
1	Malaysia	450	355	Immigration Thai-Malaysia	English/sub-Melayu	April-May 2016
2	Singapore	250	135	Immigration Thai-Malaysia	English/sub-Melayu	April-May 2016
3	Lao	400	301	Immigration Thai-Lao	English/sub-Lao	April-May 2016
	Total	1,000	791			

CHAPTER 4
RESEARCH FINDING

This chapter will be interpreting the research finding into three section based up on research sampling are as Malaysian, Singaporean and Laotian. Each section will be consists with (1) Profile of respondents; (2) Tourist Perception on Thailand destination; (3) To examine the factors effecting *'destination satisfaction'*; (4) To examine the relationship between *'destination satisfaction'* and *'destination royalty'*; (5) To examine international tourist intention to revisited Thailand destination. There are three sampling groups with five sub-topic will be representing in the following below;

4.1 Malaysian Tourists Research Sample

Out of 450 questionnaires that were distributed, 355 usable cases were returned with response rate of 78.8 %. A total of 355 respondents were analysis by descriptive statistic such as frequency and percentage as exhibited in such Table 4.1 Gender, Age Status and Education of Malaysia Respondent and Table 4.2 General Information of Malaysian respondent.

4.1.1 Profile of Malaysian Respondents

4.2.1.1. Gender, Age Status and Education of Malaysian Respondent

As it is mentioned in the profile of respondents chart, the majority of respondents were female (50.4%) and male (49.6%). The average age were below 20 (14.4%), between 21-40 (47%), between 41-60 (33%) and more than 61 (5.6%). The majority of respondents were married (54.6%) and single (45.4%). Approximately, 25.6% of Malaysian tourists were from school, (47.9%) has four years university and the rest (26.5%) of respondents has master and above degrees. The majority of Malaysian tourist's income (41.4%) were below than 5,000 RM (Ringgit Malaysia), the next following by (35.5%) ranked between 5,000-5,000 RM, between 15,000-25,000 RM (19.7%) and the rest more than 25,000 RM (3.5%). Most of Malaysian tourist's occupation were employee (48.7%), follow by business owner (32.7%) and

student (14.5%) (refer to Table 4.1 Gender, Age Status and Education of Malaysian Respondent).

Table 4.1: Gender, Age Status and Education of Malaysian respondent

General Information	Frequency	Percent
Gender	**(N=355)**	**100%**
Male	176	49.6
Female	179	50.4
Age	**(N=355)**	**100%**
Below <20	51	14.4
21-40	167	47
41-60	117	33
More than >61	20	5.6
Status	**(N=355)**	**100%**
Married	194	54.6
Single	161	45.4
Education	**(N=355)**	**100%**
School	91	25.6
Undergraduate	170	47.9
Postgraduate	94	26.5
Income	**(N=355)**	**100%**
<5,000 RM	147	41.4
5,000-15,000 RM	126	35.5
15,000-25,000 RM	70	19.7
>25,000 RM	12	3.4
Occupation	**(N=355)**	**100%**
Employee	173	48.7
Business Owner	116	32.7
Student	54	15.2
Other	12	3.4

Most of Malaysian tourists come to Thailand for travel (79.2%), visiting relative (11.3%), business trip (6.8%), and for education (2.8%). Most of respondents come to Thailand over than 2 times (36.3%) and come to Thailand at first time (22%). Most of Malaysian know about Thailand tourism from friend and family (63.1%). Approximately, 35.5% know about Thailand from media advertisement and news. The average duration for Malaysian tourists stay in Thailand was 2-4 days (73.2%), follow by 5-7 days (21.1%), and the rest stay more than 7 days and less than 1 day are less than 4%.

All most all the Malaysian tourists are prefer to stay in hostel and guest house (85.9%). A few of respondents were stay in hostel (7.9%) and resident of friend or family (6.2%). They arrange their trip to Thailand by collected information and made booking via internet (60.8%). About 35.5% brought package tour from local

(Thailand) agency and only 3.7% brought package tour from origin country (Malaysia) travel agency.

Table 4.2: General Information of Malaysian respondent

General Information	Frequency	Percent
Purpose of Visiting	**(N=355)**	**100%**
Travel	281	79.2
Business Trip	24	6.8
Education	10	2.8
Visiting Relative	40	11.3
Conference/Exhibition	-	-
Time	**(N=355)**	**100%**
First time	80	22.5
> 2 times	129	36.3
> 5 time	106	29.9
> 10 time above	40	11.3
Know	**(N=355)**	**100%**
Media advertisement/New	126	35.5
Friend/Family	224	63.1
Other	5	1.4
Duration	**(N=355)**	**100%**
<1 day	12	3.4
2-4 days	260	73.2
5-7 days	75	21.1
more than 7 days	8	2.3
Live	**(N=355)**	**100%**
Hotel/Guest house	305	85.9
Hostel	28	7.9
Resident of Friend/Family	22	6.2
Arrange	**(N=355)**	**100%**
Internet	216	60.8
Local agency	126	35.5
country travel agency	13	3.7
Reach	**(N=355)**	**100%**
bus/van	153	43.1
private car	105	29.6
train	32	9
Airplane	65	18.3
Members	**(N=355)**	**100%**
alone	109	30.7
family	131	36.9
group tour/friend/colleague	115	32.4
Budgets	**(N=355)**	**100%**
Below <1,000 RM	120	33.8
1,000-1,500 RM	149	42
1,500-2,000 RM	35	9.9
2,000-2,500 RM	43	12.1
More than >2,500 RM	8	2.3

Malaysian tourists reach to Thailand by bus/van (43.1%), private car (29.6%), airplane (18.3%) and train (9%), respectively. Malaysian tourists travel with family (36.9%), travel alone (30.7%) and group tour, friend or colleague (32.4%). The budgets they spend in Thailand per trip was about 1,000-1,500 RM (42%), below 1,000 RM (33.8%), 2,000-2,500 RM (12.1), 1,500-2,000 RM (9.9%) and more than 2,500 RM (2.3%) (refer to Table 4.2 General Information of Research Sampling).

4.1.2 Malaysian Tourist Perception on Thailand Destination

The perception of Malaysian tourists towards Thailand destination were exposed such the following. Approximately, 66.5 % of respondent perceived Thailand situation is return to normal while in another side (33.5 %) was perceived Thailand situation to be unstable (refer to Table 4.3 Tourist Confident and Perception Image).

Table 4.3: Tourist Confident and Perception Image

No.	Tourist Confident	Frequency	Percent
1	Situation is return to normal	236	66.5
2	Thailand situation is unstable	119	33.5
	Total	**355**	**100**

The Majority of Malaysian tourists perceived the image of Thailand destination as *'Amazing Thailand'* (48%), following by *'Thai Hospitality'* (47%), 'Thailand is fun' (24%), *'Relaxed Destination'* (13%), *'Thailand is Excited'* (11%), *'Thainess'* (6%), *'Organized Place'* (4%), and *Land of Smile'* (1%).

Table 4.4: Tourist Perception about Thailand Destination Image

No.	Tourist Perception	Frequency	Percent
1	Amazing Thailand	170	48
2	Thai Hospitality	166	47
3	Thailand is Fun	85	24
4	Relaxed Destination	46	13
5	Thailand is Excited	39	11
6	Thainess	20	6
7	Organized Place	14	4
8	Land of Smile	5	1

The concept of *'Amazing Thailand'* measures by eight conceptual adapted from Thailand Authority of Tourist (TAT) as exhibited in Table 4.5 Tourist Understand Concept of Amazing Thailand. About 40% of Malaysian tourists

understand concept of *'Amazing Thailand'* as nature: The beauty of natural wonders. The next is beaches: sun surf and serenity (34%), treasures: land of heritage and history (31%), Thainess: The world's friendliness culture (21%), festivities: The land of year around (14%), health & wellness: The beauty of wellness and wellbeing (21%), trend: your senses with unique trends (4%), respectively.

Table 4.5: Tourist Understand Concept of *'Amazing Thailand'* (N=355)

No.	Tourist Perception	Frequency	Percent
1	Nature: The beauty of natural wonders	143	40
2	Beaches: Sun surf and serenity	119	34
3	Treasures: Land of heritage and history	110	31
4	Thainess: The world's friendliness culture	75	21
5	Festivities: The land of year around	50	14
6	Health & Wellness: The Beauty of Wellness and Wellbeing	73	21
7	Trends: Your senses with unique trends	13	4
8	Other	4	1

The concept of *'Discovery Thainess'* measures by twelve conceptual adapted from Thailand Authority of Tourist (TAT) as exhibited in Table 4.6 Tourist Understand Concept of *'Discovery Thainess'*. Most of Malaysia tourists understand the concept of *'Discovery Thainess'* as Thai massage/Spa and Thai food/cooking for each 48%, following by Thai boxing, Thai arts/museums, Thai festivity for each 22%, Thai hospitality and Elephant riding for each 15%, Thai classical dance (9%), making Thai style garlands (7%), Thai way of life/happiness (6%) and traditional Thai houses (4%), respectively.

Table 4.6: Tourist Understand Concept of *'Discovery Thainess'* (N=355)

No.	Tourist Perception	Frequency	Percent
1	Thai massage/Spa	170	48
2	Thai food/cooking	169	48
3	Thai boxing	79	22
4	Thai arts/museums	73	22
5	Thai festivity	79	22
6	Thai hospitality	52	15
7	Elephant riding	53	15
8	Thai Classical Dance	30	9
9	Making Thai style garlands	25	7
10	Thai way of life/happiness	21	6
11	Thai unique cultural	19	5
12	Traditional Thai houses	14	4

In overall Thailand country destination, Malaysian tourists understand Thailand as shopping paradise (29.9%), hub of ASEAN countries destination (25.4%), Thailand is culture diversity (25.4%), safe and peaceful (15.8%), land of freedom and relax (14.9%) and hub of medical tourism (3.7%), respectively (refer to Table 4.7 Tourist Understand Thailand in overall status).

Table 4.7: Tourist Understand Thailand in overall status (N=355)

No.	Tourist Perception	Frequency	Percent
1	Shopping paradise	106	29.9
2	Hub of ASEAN countries destination	90	25.4
3	Thailand is culture diversity	66	18.6
4	Safe and peaceful	56	15.8
5	Land of freedom and relax	53	14.9
6	Hub of Medical Tourism	13	3.7
	Total	**355**	**100**

4.1.3 Variance, Correlation and Reliability Score of the Scales

Reliability coefficients for each variable of the study at the aggregate level were computed, which is represented by the alpha coefficient. In this case (Malaysia sampling), all variables namely shopping and tourist attractions, food, Lodging and Restaurants, Environment and Safety are above 0.90, meaning each reliability coefficient is adequate and usable for further analysis. In particular, the reliability coefficients ranged from 0.70 to 0.90. In the end, each coefficient surpasses the necessary requirement value 0.70 (Nunnally, 1978).

Table 4.8: Variance, Correlation and Reliability

Statement	Corrected Item-Total Correlation	Cronbach's Alpha	Variance Explained
Shopping and Tourist Attractions		**.935**	**49.3%**
S1: Price of shopping items	.755		
S2: Quality of shopping products	.823		
S3: Type of shopping products	.836		
S4: Service in stores	.830		
S5: Service at tourist attraction	.787		
S6: Type of tourist attractions	.754		
S7: Price of traveling in Thailand	.762		
Food		**.908**	**9%**
F1: Quality of food	.820		
F2: Type of food	.854		
F3: Food price	.776		
Lodging and Restaurants		**.910**	**14.8%**
L1: Quality of loading facility	.808		
L2: Service in hotel or guest house	.808		
L3: Service in restaurants	.789		
L4: Type of lodging	.775		
Environment and Safety		**.904**	**14.8%**
E1: overall environment	.755		
E2: Cleanliness and hygiene	.812		
E3: Attitude of domestic people toward tourists	.786		
E4: A safe place for tourists	.786		
Transportation		**.921**	**17.5%**
T1: Service of transportation	.774		
T2: Price of the local transportation fares	.872		
T3: Convenience of local transportation system	.850		
T4: Types of local transportation system	.783		

4.1.4 Hypothesis Testing (Malaysian Sample)

Out of 450 questionnaires were distributed, 355 usable cases were returned with response rate of 78.8 %. The research model has been designed and multiple regression analysis in SPSS has been used for analysis testing hypothesized relationships.

Table 4.9: Multiple Regression Analysis of Predictors Variables and Destination Satisfaction

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
(Constant)	.472	.202		2.338	.020
Shopping and Tourist Attractions (x^1)	.189	.061	.240	3.117	.002
Food (x^2)	.134	.053	.169	2.497	.013
Lodging and Restaurants (x^3)	.039	.060	.047	.652	.515
Environment and Safety (x^4)	.024	.060	.030	.405	.686
Transportation (x^5)	.178	.050	.236	3.542	.000
R = .643 Adjust R^2 = .405					
R^2 = .413 SE = .609					

a Dependent Variable: Destination Satisfaction

Test Results

$$y = .472 + .189(x^1) + .134(x^2) + .178(x^5)$$

Table 4.9 shows the results of the predictive variables from multiple regression analysis. The variance to explain in the predictors of the variables is 40.5 percent (Adjust R^2 .405x100 = 40.5%). The predictor variables are shopping tourist attraction (x^1), food (x^2), lodging and restaurants (x^3), environment and safety (x^4), and transportation (x^5) are displayed in this model. Adjust R^2 gives explanatory power of these predictors towards destination satisfaction.

The purpose of the study was to test hypothesizes relationship by using multiple regression analysis between each individual predictive variable (shopping tourist attraction, food, lodging and restaurants, environment and safety and transportation) and dependent variable (destination satisfaction). Using simple regression analysis between predictive variable (destination satisfaction) and dependent variable (destination royalty). Analysis was conducted to test the unique contribution between the predictive variables and the dependent variable by assigning coefficients to each predictive variables.

Table 4.9 shows the beta weight and statistical significance were analyzed and examined. Based on the results of beta weights and p-value only three of five predictive variables showed significance with destination satisfaction. They are shopping and tourist attractions (β=.189; p=.002), food (β=.134; p=.013) and

transportation (β=.178; p=.000). Thus, supported hypothesis 1, 2 and 5 (H1, H2 and H5), respectively. In another hand, the results show that lodging and restaurants level did not significantly predict value of destination satisfaction (β=.039; p=.515, *n/s*). Similarly, environment and safety level did not significantly predict value of destination satisfaction (β=.024; p=.686, *n/s*). Thus, not supported hypothesis 3 and 4 (H3 and H4), respectively.

Table 4.10 Simple Regression Analysis of Destination Satisfaction and Destination Loyalty

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
(Constant)	1.116	.110		10.145	.000
Destination Satisfaction	.448	.031	.613	14.578	.000
R = .613 Adjust R^2 = .374 R^2 = .376 SE = .457					

a Dependent Variable: Destination Loyalty

Table 4.10 shows the results of the predictive variable *'destination satisfaction'* from simple regression analysis. The variance to explain in the predictors of the variables is 37.4 percent (Adjust R^2 .374x100 = 37.4%). Adjust R^2 gives explanatory power of destination satisfaction towards destination royalty.

Table 4.11: Hypothesis Tested Results (Malaysian Sampling)

H	Hypothesis	Statistic	Results	
H1	Shopping and tourist attractions have direct significant effect on Malaysia tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=0.002*	✓
H2	Thai cuisine (food) has direct significant effect on Malaysia tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=0.013*	✓
H3	Lodging and restaurant facilities have direct significant effect on Malaysia tourist satisfaction in Thailand destination	Multiple Regression Analysis	n/s	✗
H4	Environment and safety have direct significant effect on Malaysia tourist satisfaction in Thailand destination	Multiple Regression Analysis	n/s	✗
H5	The transportation facilities and infrastructure have direct significant effect on Malaysia tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=0.000***	✓
H6	Destination satisfaction has a direct significant impact on Thailand destination loyalty	Simple Regression Analysis	Sig=0.000***	✓

Note: *Significant level at .05
** Significant level at .01
*** Significant level at 0.001

The results show that destination satisfaction level did significantly predict value of destination loyalty (β=.448; p=.000). Thus, hypothesis 6 was supported.

4.1.5 Malaysian Tourists Intension to Revisiting Thailand

In this section, to examine Malaysian tourist's intention to revisited Thailand, the respondents were asked by three questions are such as following; (1) In the next two years, how likely is that you will take another vacation to Thailand? (2) Please describe your overall feeling about your visit? (3) Will you suggest Thailand to your friends/relatives as a vacation destination to visit?

A total of 355 case were analysis by descriptive statistic such as frequency and percent. The result shows that most of respondents are likely to take another vacation to Thailand in the next two years (48.5%), and very likely (35.2%). In another hand, the respondents are unlikely to take another vacation to Thailand in the next two years (12.4%), and not likely at all (3.9%) (refer to Table 4.12 Malaysian Revisited Intention for another vacation to Thailand).

Table 4.12: Malaysian Tourists Revisited Intention for another vacation to Thailand

No.	Tourist Perception	Frequency	Percent
1	Not likely at all	14	3.9
2	Unlikely	44	12.4
3	Likely	172	48.5
4	Very likely	125	35.2
	Total	355	100

Half of total respondent express their feeling that *'this visit was so great, and I will come again'* (51.8%), another 42.5% feel that *'This visit was good, and I don't know I may come again'* (42.5%). The rest only 5.6% feel that *'this visit was very poor, and I will not come again'* (refer to Table 4.13 Malaysian Tourists Overall Visiting Perception).

Table 4.13: Malaysian Tourists Overall Visiting Perception

No.	Tourist Perception	Frequency	Percent
1	This visit was very poor, and I will not come again	20	5.6
2	This visit was good, and I don't know I may come again	151	42.5
3	This visit was so great, and I will come again	184	51.8
	Total	355	100

Most of respondents (29%) will be definitely suggest Thailand to their friend or relative and another (44.5 %) of respondents will be likely suggested Thailand as a vacation destination to visit. In other side, the minority of respondents (6.5%) will be not likely suggest Thailand to their friend or relative as a vacation destination to visit (refer to Table 4.14 Suggest Thailand to your friends/relatives as a vacation destination)

Table 4.14: Suggest Thailand to your friends/relatives as a vacation destination

No.	Tourist Perception	Frequency	Percent
1	Not likely	23	6.5
2	Likely	158	44.5
3	Definitely	174	49.0
	Total	**355**	**100**

In conclusion, most of Malaysian tourists perceived a good travel experience in Thailand destination. They express the feeling that in the next two year they are likely and very likely to revisited Thailand for the vacation, approximately (83.7%). About overall Thailand they feel that this visit was a great trip and they will try to come for Thailand again, approximately (94.3%). A very few of respondents (5.6%) feel that this visit was very poor and they will not come again. Most of Malaysian tourists are agreed that they will definitely and likely suggest Thailand to their friends and relative for vacation destination.

4.2 Singaporean Tourists Research Sample

Out of 250 questionnaire were distributed, 135 usable cases were returned with response rate 52%. A total of 135 respondents were analysis by descriptive statistic such as frequency and percentage as exhibited in such Table 4.15 Gender, Age Status and Education of Singaporean Respondent and Table 4.16 General Information of Singaporean Respondent.

4.2.1 Profile of Singaporean Respondents

4.2.1.1. Gender, Age Status and Education of Singaporean Respondent

As it is mentioned in the profile of respondents chart, the majority of respondents were female (66%) and male (34%). The average age were below 20 (17%), between 21-40 (60%), between 41-60 (19%) and more than 61 (4%). The

majority of respondents were married (54%) and single (46%). Approximately, 24% of Singaporean tourists were from school, (45%) has four years university and the rest (28%) of respondents has master degrees.

Table 4.15: Gender, Age Status and Education of Singaporean Respondent

General Information	Frequency	Percent
Gender	(N=135)	100%
Male	46	34
Female	89	66
Age	(N=135)	100%
Below <20	23	17
21-40	81	60
41-60	25	19
More than >61	6	4
Status	(N=135)	100%
Married	73	54
Single	62	46
Education	(N=135)	100%
School	33	24
Undergraduate	61	45
Postgraduate	38	28
Other	3	2
Income	(N=135)	100%
<5,000 USD	39	29
5,000-15,000 USD	54	40
15,000-25,000 USD	38	28
>25,000 USD	4	3
Occupation	(N=135)	100%
Employee	68	50
Business Owner	34	25
Student	31	23
Other	2	2

The majority of Singaporean tourist's income (40%) were ranked between 5,000-15,000 RM, the next following by (29%) below than 5,000 RM (Ringgit Malaysia), between 15,000-25,000 RM (28%), and the rest more than 25,000 RM (3%). Most of Singaporean tourist's occupation were employee (50%), follow by business owner (25%) and student (23%) (refer to Table 4.15 Gender, Age Status and Education of Singaporean Respondent).

Singaporean tourists are prefer to stay in hostel and guest house (70%). A few of respondents were stay in hostel (21%) and resident of friend or family (9%). They

arrange their trip to Thailand by collected information and made booking via internet (64%). About 36% brought package tour from local (Thailand) agency. Most of Singaporean tourist reach to Thailand by bus/van (54%), following by airplane (24%), private car (15.5%) and by train (6.5%), respectively. Singaporean tourists travel with family (47.5%), travel alone (30.5%) and group tour, friend or colleague (22%). The budgets they spend in Thailand per trip was about 1,000-1,500 RM (36%), between 2,000-2,500 RM (24%), between 1,500-2,000 RM (19%), below 1,000 RM (18%), and more than 2,500 RM (3%) (refer to Table 4.16 General Information of Singaporean Respondent).

Most of Singaporean tourists come to Thailand for travel (70%) business trip (11%), visiting relative (10%), education (5%) and conference/exhibition (3%). Most of respondents come to Thailand over than 2 times (41%) and come to Thailand at first time (28%). Most of Singaporean know about Thailand tourism from friend and family (56%). Approximately, 44% know about Thailand from media advertisement and news. The average duration for Singaporean tourists stay in Thailand was 2-4 days (69%), follow by 5-7 days (22%), and the rest stay more than 7 days (5%) and less than 1 day (4%).

Singaporean tourists are prefer to stay in hostel and guest house (70%). A few of respondents were stay in hostel (21%) and resident of friend or family (9%). They arrange their trip to Thailand by collected information and made booking via internet (64%). About 36% brought package tour from local (Thailand) agency. Most of Singaporean tourist reach to Thailand by bus/van (54%), following by airplane (24%), private car (15.5%) and by train (6.5%), respectively. Singaporean tourists travel with family (47.5%), travel alone (30.5%) and group tour, friend or colleague (22%). The budgets they spend in Thailand per trip was about 1,000-1,500 RM (36%), between 2,000-2,500 RM (24%), between 1,500-2,000 RM (19%), below 1,000 RM (18%), and more than 2,500 RM (3%) (refer to Table 4.16 General Information of Singaporean Respondent).

Table 4.16: General Information of Singaporean Respondent

General Information	Frequency	Percent
Purpose of Visiting	(N=135)	100%
Travel	95	70
Business Trip	15	11
Education	7	5
Visiting Relative	14	10
Conference/Exhibition	4	3
Time	(N=135)	100%
First time	38	28
> 2 times	55	41
> 5 time	30	22
> 10 time above	12	9
Know	(N=135)	100%
Media advertisement/New	60	44
Friend/Family	75	56
Duration	(N=135)	100%
<1 day	5	4
2-4 days	93	69
5-7 days	30	22
more than 7 days	7	5
Live	(N=135)	100%
Hotel/Guest house	94	70
Hostel	29	21
Resident of Friend/Family	12	9
Arrange	(N=135)	100%
Internet	87	64
Local agency	48	36
Reach	(N=135)	100%
bus/van	73	54
private car	21	15.5
train	9	6.5
Airplane	32	24
Members	(N=135)	100%
alone	41	30.5
family	64	47.5
group tour/friend/colleague	30	22
Budgets	(N=135)	100%
Below <1,000 RM	24	18
1,000-1,500 RM	48	36
1,500-2,000 RM	26	19
2,000-2,500 RM	32	24
More than >2,500 USD	5	3

4.2.2 Singaporean Tourist Perception on Thailand Destination

The perception of Singaporean tourists towards Thailand destination were exposed such as the following. Approximately, 62% of respondent perceived Thailand situation is return to normal while in another side (38%) was perceived Thailand situation to be unstable (refer to Table 17 Tourist Confident and Perception Image).

Table 17: Tourist Confident and Perception Image

No.	Tourist Confident	Frequency	Percent
1	Situation is return to normal	84	62
2	Thailand situation is unstable	51	38
	Total	**135**	**100**

The Majority of Singaporean tourists perceived the image of Thailand destination as *Land of Smile'* (100%), following by *'Amazing Thailand'* (43%), *'Thai Hospitality'* (34%), *'Thailand is fun'* (23%), *Thailand is Excited'* (10%), *'Organized Place'* (9%), *'Relaxed Destination'* (7%) and *' 'Thainess'* (.7%) respectively.

Table 18: Tourist Perception about Thailand Destination Image (N=135)

No.	Tourist Perception	Frequency	Percent
1	Land of Smile	135	100
2	Amazing Thailand	58	43
3	Thai Hospitality	46	34
4	Thailand is Fun	31	23
5	Thailand is Excited	14	10
6	Organized Place	12	9
7	Relaxed Destination	10	7
8	Thainess	1	.7

The concept of *'Amazing Thailand'* measures by eight conceptual adapted from Thailand Authority of Tourist (TAT) as exhibited in Table 19 Singaporean tourist Understand Concept of Amazing Thailand. About 42% of Singaporean tourists understand concept of *'Amazing Thailand'* as nature: The beauty of natural wonders. The next is beaches: sun surf and serenity (26%), treasures: land of heritage and history (26%), festivities: The land of year around (24%), health & wellness: The beauty of wellness and wellbeing (20%), Thainess: The world's friendliness culture (13%), trend: your senses with unique trends (11%), and other (4%) respectively.

Table 19: Singaporean Tourist Understand Concept of *'Amazing Thailand'*

No.	Tourist Perception	Frequency	Percent
1	Nature: The beauty of natural wonders	57	42
2	Beaches: Sun surf and serenity	35	26
3	Treasures: Land of heritage and history	35	26
4	Festivities: The land of year around	32	24
5	Health & Wellness: The Beauty of Wellness and Wellbeing	27	20
6	Thainess: The world's friendliness culture	18	13
7	Trends: Your senses with unique trends	15	11
8	Other	5	4

The concept of *'Discovery Thainess'* measures by twelve conceptual adapted from Thailand Authority of Tourist (TAT) as exhibited in Table 4.20 Singaporean Tourist Understand Concept of *'Discovery Thainess'*. Most of Singaporean tourists understand the concept of *'Discovery Thainess'* as Thai food/cooking (44%), Thai massage/Spa (36%), Thai arts/museums (29%), Thai boxing (22%), Elephant riding (21.5%), Thai festivity (22%), Thai hospitality (12%), making Thai style garlands (10%), Thai way of life/happiness (10%), traditional Thai houses (8%), Thai unique cultural (5%) and Thai classical dance (3%) respectively.

Table 4.20: Singaporean Tourist Understand Concept of *'Discovery Thainess'*

No.	Tourist Perception	Frequency	Percent
1	Thai food/cooking	60	44
2	Thai massage/Spa	48	36
3	Thai arts/museums	39	29
4	Thai boxing	30	22
5	Elephant riding	29	21.5
6	Thai festivity	27	20
7	Thai hospitality	16	12
8	Making Thai style garlands	13	10
9	Thai way of life/happiness	13	10
10	Traditional Thai houses	11	8
11	Thai unique cultural	7	5
12	Thai Classical Dance	4	3

*Note: N=135

In overall Thailand country destination, Singaporean tourists understand Thailand as safe and peaceful (25%), hub of ASEAN countries destination (22%), land of freedom and relax (20%) Thailand is culture diversity (17%), shopping paradise (15%), and

hub of medical tourism (1%), respectively (refer to Table 4.21 Singaporean Tourist Understand Thailand in overall status).

Table 4.21: Singaporean Tourist Understand Thailand in such status below;

No.	Tourist Perception	Frequency	Percent
1	Safe and peaceful	35	25
2	Hub of ASEAN countries destination	30	22
3	Land of freedom and relax	27	20
4	Thailand is Culture Diversity	23	17
5	Shopping paradise	21	15
6	Hub of Medical Tourism	2	1
	Total	135	100

*Note: N=135

4.2.3 Variance, Correlation and Reliability Score of the Scale

Reliability coefficients for each variable of the study at the aggregate level were computed, which is represented by the alpha coefficient (refer to Table 4.22 Variance, Correlation and Reliability).

Table 4.22: Variance, Correlation and Reliability

Statement	Corrected Item-Total Correlation	Cronbach's Alpha	Variance Explained
Shopping and Tourist Attractions		.748	14.641
S1: Price of shopping items	.502		
S2: Quality of shopping products	.593		
S3: Type of shopping products	.562		
S4: Service in stores	.477		
S5: Service at tourist attraction	.493		
S6: Type of tourist attractions	.261		
S7: Price of traveling in Thailand	.386		
Food		.813	6.158
F1: Quality of food	.701		
F2: Type of food	.725		
F3: Food price	.569		
Lodging and Restaurants		.859	10.071
L1: Quality of loading facility	.679		
L2: Service in hotel or guest house	.743		
L3: Service in restaurants	.711		
L4: Type of lodging	.691		
Environment and Safety		.875	11.751
E1: overall environment	.733		
E2: Cleanliness and hygiene	.789		
E3: Attitude of domestic people toward tourists	.742		
E4: A safe place for tourists	.669		

Transportation			.897	13.043
T1: Service of transportation	.737			
T2: Price of the local transportation fares	.804			
T3: Convenience of local transportation system	.820			
T4: Types of local transportation system	.731			

In this case (Singaporean sampling), all variables namely shopping and tourist attractions, food, Lodging and Restaurants, Environment and Safety are above 0.70, meaning each reliability coefficient is adequate and usable for further analysis. In particular, the reliability coefficients ranged from 0.70 to 0.90. In the end, each coefficient surpasses the necessary requirement value 0.70 (Nunnally, 1978).

4.2.4 Hypothesis Testing (Singaporean Sampling)

Out of 250 questionnaires were distributed, 135 usable cases were returned with response rate of 54%. The research model has been designed and multiple regression analysis in SPSS has been used for testing the hypothesis relationships.

Table 4.23: Multiple Regression Analysis of Predictors Variables and Destination Satisfaction

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
(Constant)	-.210	.512		-.411	.682
Shopping and Tourist Attractions (x^1)	.217	.100	.179	2.160	.033
Food (x^2)	.149	.069	.182	2.166	.032
Lodging and Restaurants (x^3)	.213	.084	.249	2.551	.012
Environment and Safety (x^4)	.070	.089	.088	.778	.438
Transportation (x^5)	.057	.075	.077	.771	.442
R = .567 Adjust R^2 = .319					
R^2= .322 SE = .213					

a Dependent Variable: Destination Satisfaction

Test Results

$$y= -.210 + .217(x^1) + .149(x^2) + .213(x^3)$$

Table x shows the results of the predictive variables from multiple regression analysis. The variance to explain in the predictors of the variables is 31.9 percent (Adjust R^2 .319x100 = 31.9%). The predictor variables are shopping tourist attraction (x^1), food (x^2), lodging and restaurants (x^3), environment and safety (x^4), and

transportation (x^5) are displayed in this model. Adjust R^2 gives explanatory power of these predictors towards destination satisfaction.

The purpose of the study was to test hypothesizes relationship by using multiple regression analysis between each individual predictive variable (shopping tourist attraction, food, lodging and restaurants, environment and safety and transportation) and dependent variable (destination satisfaction). Using simple regression analysis between predictive variable (destination satisfaction) and dependent variable (destination royalty). Analysis was conducted to test the unique contribution between the predictive variables and the dependent variable by assigning coefficients to each predictive variables.

Table 4.23, the beta weight and statistical significance were analyzed and examined. Based on the results of beta weights and p-value only three of five predictive variables showed significance with destination satisfaction. They are shopping and tourist attractions (β=.217; p=.033), food (β=.149; p=.032) lodging and restaurants (β=.213; p=.012). Thus, supported hypothesis 1, 2 and 3 (H1, H2 and H3), respectively.

In another hand, the results show that environment and safety level did not significantly predict value of destination satisfaction (β=.070; p=.438, *n/s*). Similarly, transportation level did not significantly predict value of destination satisfaction (β=.057; p=.442, *n/s*). Thus, not supported hypothesis 4 and 5 (H4 and H5), respectively.

Table 4.24: Simple Regression Analysis of Destination Satisfaction and Destination Loyalty

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
(Constant)	1.007	.185		5.443	.000
Destination Satisfaction	.456	.051	.609	8.859	.000
R = .609 Adjust R^2 = .366					
R^2 = .371 SE = .404					

a Dependent Variable: Destination Loyalty

Table 4.24 shows the results of the predictive variable *'destination satisfaction'* from simple regression analysis. The variance to explain in the predictors of the variables is 36.6 percent (Adjust R^2 .366x100 = 36.6%). Adjust R^2 gives explanatory power of destination satisfaction towards destination royalty. The results show that destination satisfaction level did significantly predict value of destination loyalty (β=.456; p=.000). Thus, hypothesis 6 was supported.

Table 4.25: Hypothesis Tested Results (Singaporean Sampling)

H	Hypothesis	Statistic	Results	
H1	Shopping and tourist attractions have direct significant effect on Singaporean tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=.033*	✓
H2	Thai cuisine (food) has direct significant effect on Singaporean tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=.032*	✓
H3	Lodging and restaurant facilities have direct significant effect on Singaporean tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=.012*	✓
H4	Environment and safety have direct significant effect on Singaporean tourist satisfaction in Thailand destination	Multiple Regression Analysis	n/s	✗
H5	The transportation facilities and infrastructure have direct significant effect on Singaporean tourist satisfaction in Thailand destination	Multiple Regression Analysis	n/s	✗
H6	Destination satisfaction has a direct significant impact on Thailand destination loyalty	Simple Regression Analysis	Sig=.000***	✓

Note: *Significant level at .05
** Significant level at .01
*** Significant level at 0.001

4.2.5 Singaporean Tourists Intension to Revisiting Thailand

In this section, to examine Singaporean tourist's intention to revisited Thailand, the respondents were asked by three questions are such as following; (1) In the next two years, how likely is that you will take another vacation to Thailand? (2) Please describe your overall feeling about your visit? (3) Will you suggest Thailand to your friends/relatives as a vacation destination to visit?

A total of 135 case were analysis by descriptive statistic such as frequency and percent. The result shows that most of respondents are likely to take another vacation to Thailand in the next two years (53.3%), and very likely (29.6%). In another hand,

the respondents are unlikely to take another vacation to Thailand in the next two years (16.3%), and not likely at all (.7%) (refer to Table 4.26 Singaporean Revisited Intention for another vacation to Thailand).

Table 4.26: Singaporean Revisited Intention for another vacation in Thailand

No.	Tourist Perception	Frequency	Percent
1	Not likely at all	1	.7
2	Unlikely	22	16.3
3	Likely	72	53.3
4	Very likely	40	29.6
	Total	**135**	**100.0**

Half of total respondent express their feeling that *'this visit was so great, and I will come again'* (45.9%), another 50.4% feel that *'This visit was good, and I don't know I may come again'* (42.5%). The rest only 3.7% feel that *'this visit was very poor, and I will not come again'* (refer to Table 4.27 Singaporean Tourists Overall Visiting Perception).

Table 4.27: Singaporean Tourists Overall Visiting Perception

No.	Tourist Perception	Frequency	Percent
1	This visit was very poor, and I will not come again	5	3.7
2	This visit was good, and I don't know I may come again	68	50.4
3	This visit was so great, and I will come again	62	45.9
	Total	**135**	**100.0**

Most of respondents (36.3%) will be definitely suggest and likely suggest (58.5%) Thailand as a vacation destination to their friend or relative. In other side, the minority of respondents (5.2%) will be not likely suggest Thailand to their friend or relative as a vacation destination to visit (refer to Table 4.28 Suggest Thailand to your friends/relatives as a vacation destination).

Table 4.28: Suggest Thailand to your friends/relatives as a vacation destination

No.	Tourist Perception	Frequency	Percent
1	Not likely	7	5.2
2	Likely	79	58.5
3	Definitely	49	36.3
	Total	**135**	**100**

In conclusion, most of Singaporean tourists perceived a good travel experience in Thailand destination. They express the feeling that in the next two year they are likely and very likely to revisited Thailand for the vacation, approximately (82.9%). About

overall Thailand they feel that this visit was a great trip and they will try to come for Thailand again, approximately (96.3%). A very few of respondents (3.7%) feel that this visit was very poor and they will not come again. Most of Singaporean tourists are agreed that they will definitely and likely suggest Thailand to their friends and relative for vacation destination (95.4%).

4.3 Laotian Tourists Research Sample

Out of 400 questionnaire were distributed, 301 usable cases were returned with response rate 75.25%. A total of 301 respondents were analysis by descriptive statistic such as frequency and percentage as exhibited in such Table 2.30 Gender, Age Status and Education of Laotian Respondent and Table 4.16 General Information of Laotian Respondent.

4.3.1 Profile of Respondents

4.3.1.1. Gender, Age Status and Education of Respondent

As it is mentioned in the profile of respondents chart, the majority of respondents were female (61.8%) and male (38.2%). The average age were below 20 (12.6%), between 21-40 (46.8%), between 41-60 (29.99%) and more than 61 (10.6%). The majority of respondents were married (57.8%) and single (42.8%). Approximately, 48.5% of Laotian tourists were from school, (34.9%) has four years university, (9%) has master degrees and other (7.6%).

The majority of Laotian tourist's income (37.2%) were ranked between 5,000-15,000 Baht/month, below than 5,000 Baht/month (32.2%), between 15,000-25,000 RM (21.9%), and the rest more than 25,000 Baht/month (8.6%). Most of Laotian tourist's occupation were employee (43.2%), follow by business owner (33.6%) and student (15%) (refer to Table 4.30 Gender, Age Status and Education of Laotian Respondent).

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Table 4.30: Gender, Age Status and Education of Respondent

General Information	Frequency	Percent
Gender	**(N=301)**	**100**
Male	115	38.2
Female	186	61.8
Age	**(N=301)**	**100**
Below <20	38	12.6
21-40	141	46.8
41-60	90	29.9
More than >61	32	10.6
Status	**(N=301)**	**100**
Married	174	57.8
Single	127	42.2
Education	**(N=301)**	**100**
School	146	48.5
Undergraduate	105	34.9
Postgraduate	27	9.0
Other	23	7.6
Income	**(N=301)**	**100**
<5,000 RM	97	32.2
5,000-15,000 RM	112	37.2
15,000-25,000 RM	66	21.9
>25,000 RM	26	8.6
Occupation	**(N=301)**	**100**
Employee	130	43.2
Business Owner	101	33.6
Student	45	15.0
Other	25	8.3

Most of Laotian tourists come to Thailand for travel (42.7%) business trip (20.9%), education (16.9%) visiting relative (14%), and conference/exhibition (5.3%). Most of respondents come to Thailand over than 10 time (64.5%), more than 5 time (19.3%), more than 2 times (13.3%) and come to Thailand at first time (3%). Most of Laotian know about Thailand tourism from media advertisement and news (56.5%), friend and family (42.5%). The average duration for Laotian tourists stay in Thailand between 2-4 days (36.9%), more than 7 days (34.6%), between 5-7 days (17.9%) and less than 1 day (10.6%).

Table 4.31: General Information of Laotian Respondent

General Information	Frequency	Percent
Purpose of Visiting	**(N=301)**	**100**
Travel	129	42.9
Business Trip	63	20.9
Education	51	16.9
Visiting Relative	42	14.0
Conference/Exhibition	16	5.3
Time	**(N=301)**	**100**
First time	9	3.0
> 2 times	40	13.3
> 5 time	58	19.3
> 10 time above	194	64.5
Know	**(N=301)**	**100**
Media advertisement/News	170	56.5
Friend/Family	128	42.5
Other	3	1.0
Duration	**(N=301)**	**100**
<1 day	32	10.6
2-4 days	111	36.9
5-7 days	54	17.9
more than 7 days	104	34.6
Live	**(N=301)**	**100**
Hotel/Guest house	165	54.8
Hostel	45	15.0
Resident of Friend/Family	86	28.6
Other	5	1.7
Arrange	**(N=301)**	**100**
Internet	183	60.8
Local agency	59	19.6
country travel agency	59	19.6
Reach	**(N=301)**	**100**
bus/van	137	45.5
private car	117	38.9
train	43	14.3
other	4	1.3
Members	**(N=301)**	**100**
alone	147	48.8
family	149	49.5
group tour/friend/colleague	5	1.7
Budgets	**(N=301)**	**100**
Below <1,000 RM	57	18.9
1,000-1,500 RM	121	40.2
1,500-2,000 RM	38	12.6
2,000-2,500 RM	55	18.3
More than >2,500 RM	30	10.0

Laotian tourists are prefer to stay in hostel and guest house (54.8%), stay in hostel (15%) and resident of friend or family (28.6%). They arrange their trip to Thailand by collected information and made booking via internet (60.8%). They brought package tour from local (Thailand) travel agency and origin country (Singapore) travel agency equally at (19.6%). Most of Laotian tourist reach to Thailand by bus/van (45.5%), following by private car (38.9%), and by train (14.3%), respectively. Laotian tourists travel with family (49.5%), travel alone (48.8%) while very of them travel with group tour, friend or colleague (1.7%). The budgets they spend in Thailand per trip was about 1,000-1,500 Baht/day (40.2%), between 2,000-2,500 Baht/day (18.3%), between 1,500-2,000 Baht/day (12.6%), below 1,000 RM (18.9%), and more than 2,500 Baht/day (10%) (refer to Table 4.31 General Information of Laotian Respondent).

4.3.2 Laotian Tourist Perception on Thailand Destination

The perception of Laotian tourists towards Thailand destination were exposed such as the following. Approximately, 96% of respondent perceived Thailand situation is return to normal while very of them (3%) was perceived Thailand situation to be unstable (refer to Table 4.32 Laotian Tourist Confident and Perception Image).

Table 4.32: Laotian Tourist Confident and Perception Image

No.	Tourist Confident	Frequency	Percent
1	Situation is return to normal	291	96
2	Thailand situation is unstable	10	3
	Total	301	100

The Majority of Laotian tourists perceived the image of Thailand destination as *'Amazing Thailand'* (73%), *Land of Smile'* (40%), following by *'Thai Hospitality'* *'Thailand is fun'* are equally at (21%), *'Relaxed Destination'* (16%) *Thailand is excited'* (14%), *'Organized Place'* (12%) and 'Thainess' (6%), respectively (refer to Table 4.33 Laotian Tourist Perception about Thailand Destination Image).

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Table 4.33: Laotian Tourist Perception about Thailand Destination Image

No.	Tourist Perception	Frequency	Percent
1	Amazing Thailand	221	73
2	Land of Smile	121	40
3	Thai Hospitality	64	21
4	Thailand is Fun	63	21
5	Relaxed Destination	49	16
6	Thailand is Excited	43	14
7	Organized Place	35	12
8	Thainess	17	6

The concept of *'Amazing Thailand'* measures by seven conceptual adapted from Thailand Authority of Tourist (TAT) as exhibited in Table 4.34 Laotian Tourist Understand Concept of Amazing Thailand. About 33% of Laotian tourists understand concept of *'Amazing Thailand'* as nature: The beauty of natural wonders. Thainess: The world's friendliness culture (21%), treasures: land of heritage and history (20%), health & wellness: The beauty of wellness and wellbeing (15%), trend: your senses with unique trends (9%), beaches: sun surf and serenity (7%), festivities: The land of year around (5%) and other (0.7%), respectively (refer to Table 4.34 Laotian Tourist Understand Concept of *'Amazing Thailand'*).

Table 4.34: Laotian Tourist Understand Concept of *'Amazing Thailand'*

No.	Tourist Perception	Frequency	Percent
1	Nature: The beauty of natural wonders	98	33
2	Thainess: The world's friendliness culture	63	21
3	Treasures: Land of heritage and history	61	20
4	Health & Wellness: The Beauty of Wellness and Wellbeing	46	15
5	Trends: Your senses with unique trends	27	9
6	Beaches: Sun surf and serenity	22	7
7	Festivities: The land of year around	15	5
8	Other	2	0.7

*Note: (N=301)

The concept of *'Discovery Thainess'* measures by twelve conceptual adapted from Thailand Authority of Tourist (TAT) as exhibited in Table 4.35 Laotian Tourist Understand Concept of *'Discovery Thainess'*. Most of Laotian tourists understand the concept of *'Discovery Thainess'* as Thai food/cooking (48%), following by Thai way of life/happiness (24%), Thai unique culture (22%), Thai boxing (21%), Thai hospitality (16%), Thai massage/Spa (15%), Thai arts/museums (13%), traditional

Thai houses (10%) Thai festivity (9%), Thai classical dance (7%), making Thai style garlands (5%), and Elephant riding (5%) respectively.

Table 4.35: Laotian Tourist Understand Concept of *'Discovery Thainess'*

No.	Tourist Perception	Frequency	Percent
1	Thai food/cooking	254	84
2	Thai way of life/happiness	72	24
3	Thai unique cultural	65	22
4	Thai boxing	64	21
5	Thai hospitality	49	16
6	Thai massage/Spa	44	15
7	Thai arts/museums	38	13
8	Traditional Thai houses	31	10
9	Thai festivity	28	9
10	Thai Classical Dance	20	7
11	Making Thai style garlands	17	6
12	Elephant riding	15	5

In overall Thailand country destination, Laotian tourists understand Thailand as hub of ASEAN countries destination (51.5%), hub of medical tourism (20.6%), shopping paradise (12%), Thailand is culture diversity (9.6%), land of freedom and relax (4.3%), safe and peaceful (2%), and respectively (refer to Table 4.36 Laotian Tourist Understand Thailand in overall status).

Table 4.36: Laotian Tourist Understand Thailand in such status below;

No.	Tourist Perception	Frequency	Percent
1	Hub of ASEAN countries destination	155	51.5
2	Hub of Medical Tourism	62	20.6
3	Shopping paradise	36	12.0
4	Thailand is culture diversity	29	9.6
5	Land of freedom and relax	13	4.3
6	Safe and peaceful	6	2
	Total	**301**	**100**

4.3.3 Variance, Correlation and Reliability Score of the Scale

Reliability coefficients for each variable of the study at the aggregate level were computed, which is represented by the alpha coefficient. In this case (Laotian sampling), all variables namely shopping and tourist attractions, food, Lodging and Restaurants, Environment and Safety are above 0.80, meaning each reliability coefficient is adequate and usable for further analysis. In particular, the reliability coefficients ranged from 0.70 to 0.90. In the end, each coefficient surpasses the necessary requirement value 0.70 (Nunnally, 1978).

Table 4.37: Variance, Correlation and Reliability

Statement	Corrected Item-Total Correlation	Cronbach's Alpha	Variance Explained
Shopping and Tourist Attractions		.859	19.9%
S1: Price of shopping items	.690		
S2: Quality of shopping products	.611		
S3: Type of shopping products	.718		
S4: Service in stores	.607		
S5: Service at tourist attraction	.585		
S6: Type of tourist attractions	.603		
S7: Price of traveling in Thailand	.610		
Food		.881	5.7%
F1: Quality of food	.768		
F2: Type of food	.756		
F3: Food price	.815		
Lodging and Restaurants		.869	6.1%
L1: Quality of loading facility	.605		
L2: Service in hotel or guest house	.786		
L3: Service in restaurants	.756		
L4: Type of lodging	.768		
Environment and Safety		.851	5.7%
E1: overall environment	.705		
E2: Cleanliness and hygiene	.779		
E3: Attitude of domestic people toward tourists	.773		
E4: A safe place for tourists	.521		
Transportation		.808	6.9%
T1: Service of transportation	.551		
T2: Price of the local transportation fares	.690		
T3: Convenience of local transportation system	.686		
T4: Types of local transportation system	.599		

4.3.4 Hypothesis Testing (Laotian Sample)

Out of 400 questionnaires were distributed, 301 usable cases were returned with response rate of 75.25%. The research model has been designed and multiple regression analysis in SPSS has been used for testing the hypothesis relationships.

Table 4.38: Multiple Regression Analysis of Predictors Variables and Destination Satisfaction

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
(Constant)	1.956	.319		6.125	.000
Shopping and Tourist Attractions (x^1)	.184	.053	.226	3.473	.001
Food (x^2)	.115	.038	.176	3.052	.002
Lodging and Restaurants (x^3)	-.043	.059	-.051	-.727	.468
Environment and Safety (x^4)	-.041	.059	-.048	-.700	.485
Transportation (x^5)	.170	.048	.216	3.505	.001
R = .413 Adjust R^2 = .157					
R^2 = .171 SE = .476					

a Dependent Variable: Destination Satisfaction

Test Results

$$y = .1956 + .184(x^1) + .115(x^2) + .170(x^3)$$

Table x shows the results of the predictive variables from multiple regression analysis. The variance to explain in the predictors of the variables is 17.1 percent (Adjust R^2 .171x100 = 17.1%). The predictor variables are shopping tourist attraction (x^1), food (x^2), lodging and restaurants (x^3), environment and safety (x^4), and transportation (x^5) are displayed in this model. Adjust R^2 gives explanatory power of these predictors towards destination satisfaction.

The purpose of the study was to test hypothesizes relationship by using multiple regression analysis between each individual predictive variable (shopping tourist attraction, food, lodging and restaurants, environment and safety and transportation) and dependent variable (destination satisfaction). Using simple regression analysis between predictive variable (destination satisfaction) and dependent variable (destination royalty). Analysis was conducted to test the unique contribution between the predictive variables and the dependent variable by assigning coefficients to each predictive variables.

Table 38, the beta weight and statistical significance were analyzed and examined. Based on the results of beta weights and p-value only two of five predictive variables showed significance with destination satisfaction. They are shopping and tourist attractions (β=.184; p=.001), food (β=.115; p=.002) and

transportation (β=.170; p=.001). Thus, supported hypothesis 1, 2 and 5 (H1, H2 and H5), respectively.

In another hand, the results show that Lodging and Restaurants level did not significantly predict value of destination satisfaction (β=-.043; p=.468, *n/s*). Similarly, environment and safety level did not significantly predict value of destination satisfaction (β=-.041; p=.485, *n/s*). Thus, not supported hypothesis 3 and 4 (H3 and H4), respectively.

Table 4.39: Simple Regression Analysis of Destination Satisfaction and Destination Loyalty

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
(Constant)	1.897	.096		19.774	.000
Destination Satisfaction	.282	.024	.567	11.903	.000
	R = .567 R^2 = .322			Adjust R^2 = .319 SE = .213	

a Dependent Variable: Destination Loyalty

Table 4.40: Hypothesis Tested Results (Laotian Sample)

H	Hypothesis	Statistic	Results	
H1	Shopping and tourist attractions have direct significant effect on Singaporean tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=.001**	✔
H2	Thai cuisine (food) has direct significant effect on Singaporean tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=.002*	✔
H3	Lodging and restaurant facilities have direct significant effect on Singaporean tourist satisfaction in Thailand destination	Multiple Regression Analysis	n/s	✘
H4	Environment and safety have direct significant effect on Singaporean tourist satisfaction in Thailand destination	Multiple Regression Analysis	n/s	✘
H5	The transportation facilities and infrastructure have direct significant effect on Singaporean tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=.001**	✔
H6	Destination satisfaction has a direct significant impact on Thailand destination loyalty	Simple Regression Analysis	Sig=.000***	✔

Note: *Significant level at .05
      ** Significant level at .01
      *** Significant level at 0.001

Table 39 shows the results of the predictive variable *'destination satisfaction'* from simple regression analysis. The variance to explain in the predictors of the variables is 31.9 percent (Adjust R^2 .319x100 = 31.9%). Adjust R^2 gives explanatory power of destination satisfaction towards destination royalty. The results show that destination satisfaction level did significantly predict value of destination loyalty (β=.282; p=.000). Thus, hypothesis 6 was supported.

4.3.5 Laotian Tourists Intension to Revisiting Thailand

In this section, to examine Laotian tourist's intention to revisited Thailand, the respondents were asked by three questions are such as following; (1) In the next two years, how likely is that you will take another vacation to Thailand? (2) Please describe your overall feeling about your visit? (3) Will you suggest Thailand to your friends/relatives as a vacation destination to visit?

A total of 301 case were analysis by descriptive statistic such as frequency and percent. The result shows that most of respondents are likely to take another vacation to Thailand in the next two years (64.8%), and very likely (34.9%). In another hand, the respondents are unlikely to take another vacation to Thailand in the next two years (.3%) (refer to Table 4.41 Laotian Revisited Intention for another vacation to Thailand).

Table 4.41: Laotian Revisited Intention for another vacation to Thailand

No.	Tourist Perception	Frequency	Percent
1	Unlikely	1	.3
2	Likely	195	64.8
3	Very likely	105	34.9
	Total	**301**	**100.0**

Half of total respondent express their feeling that *'this visit was so great, and I will come again'* (92.4%), another 6% feel that *'This visit was good, and I don't know I may come again'*. The rest only 1.7% feel that *'this visit was very poor, and I will not come again'* (refer to Table 4.42 Laotian Tourists Overall Visiting Perception).

Table 4.42: Laotian Tourists Overall Visiting Perception

No.	Tourist Perception	Frequency	Percent
1	This visit was very poor, and I will not come again	5	1.6
2	This visit was good, and I don't know I may come again	18	6.0
3	This visit was so great, and I will come again	278	92.4
	Total	**301**	**100.0**

Most of respondents (83.7%) will be definitely suggest and likely suggest (16.3%) Thailand as a vacation destination to their friend or relative. In another word, a total respondents (100%) are agree to suggest Thailand for friend and relative as a great vacation destination to visit (refer to Table 4.28 Suggest Thailand to your friends/relatives as a vacation destination).

Table 4.43: Suggest Thailand to your friends/relatives as a vacation destination

No.	Tourist Perception	Frequency	Percent
1	Likely	49	16.3
2	Definitely	252	83.7
	Total	**301**	**100**

In conclusion, most of Laotian tourists perceived a good travel experience in Thailand destination. They express the feeling that in the next two year they are likely and very likely to revisited Thailand for the vacation, approximately (99.7%). About overall Thailand they feel that this visit was a great trip and they will try to come for Thailand again, approximately (98.4%). A very few of respondents (1.6%) feel that this visit was very poor and they will not come again. Most of Laotian tourists are agreed that they will definitely and likely suggest Thailand to their friends and relative for vacation destination (100%).

4.4 Summary of Research Finding

In this section, the study will be summarized the overall characteristic of Singaporean, Malaysian and Laotian (SML) tourists as exhibited in Table 4.44: Gender, Age Status and Education of Respondent. In case of Singaporean sampling, out of 250 questionnaire were distributed, 135 cases were return with response rate 54%. Out of 450 Malaysian research questionnaire were distributed, 355 usable cases were returned with response rate 88.75%. Out of 400 Laotian research questionnaire were distributed, 301 usable cases were returned with response rate 75.25%. Thus, a

total of 1,100 SML research questionnaires were distributed, 836 cases were returned with response rate 76%.

4.4.1 Profile of SML Tourists Respondents

Contrasting the demographic between Singaporean, Malaysian and Laotian (SML) tourists, the majority average tourist ages were ranked between 21-40 years. Most of the SML tourist's status were married. The education level of Singaporean and Malaysian tourists are similarly, most of them have four year university (45% and 47.9%), master degree (28% and 26.5%) and school (24% and 25.6%), respectively. Most of Laotian tourist went to school (48.5%), 34.9% went to university and (9%) has master degree or above. Thus, Singaporean and Malaysian tourists demographic are similarity in term of average education level and tourists from both countries have higher education as compared to Laotian tourist.

Table 4.44: Gender, Age Status and Education of SML Tourists Respondent

	S		M			L	
General Information	**Singaporean**		**Malaysians**		**General Information**	**Laotian**	
Gender	(N=135)	100%	(N=355)	100%	**Gender**	(N=301)	100%
Male	46	34	176	49.6	Male	115	38.2
Female	89	66	179	50.4	Female	186	61.8
Age	(N=135)	100%	(N=355)	100%	**Age**	(N=301)	100%
Below <20	23	17	51	14.4	Below <20	38	12.6
21-40	81	60	167	47	21-40	141	46.8
41-60	25	19	117	33	41-60	90	29.9
More than >61	6	4	20	5.6	More than >61	32	10.6
Status	(N=135)	100%	(N=355)	100%	**Status**	(N=301)	100%
Married	73	54	194	54.6	Married	174	57.8
Single	62	46	161	45.4	Single	127	42.2
Education	(N=135)	100%	(N=355)	100%	**Education**	(N=301)	100%
School	33	2%4	91	25.6	School	146	48.5
Undergraduate	61	45	170	47.9	Undergraduate	105	34.9
Postgraduate	38	28	94	26.5	Postgraduate	27	9.0
Other	3	2	-	-	Other	23	7.6
Income	(N=135)	100%	(N=355)	100%	**Income**	(N=301)	100%
<45,000 Baht	39	29	147	41.4	<5,000 Baht	97	32.2
45,000-135,000 Baht	54	40	126	35.5	5,000-15,000 Baht	112	37.2
135,000-225,000 Baht	38	28	70	19.7	15,000-25,000 Baht	66	21.9
>225,000 Baht	4	3	12	3.4	>25,000 Baht	26	8.6
Occupation	(N=135)	100%	(N=355)	100%	**Occupation**	(N=301)	100%
Employee	68	50	173	48.7	Employee	130	43.2
Business Owner	34	25	116	32.7	Business Owner	101	33.6
Student	31	23	54	15.2	Student	45	15.0
Other	2	2	12	3.4	Other	25	8.3

Note* 1 RM = 9 Baht

In order to comparing the difference between SML tourists income per month, this study transform the origin currency from Malaysia Ringgit to Thai Baht (1 RM=9 Baht). Most of Singaporean tourist's income per month ranked between 45,000-135,000 Baht (40%) while Malaysian tourist's income per month are below than 45,000 baht (41.4%). The majority of Laotian tourists' income ranked between 5,000-15,000 Baht (37.2%), follow up by below than 5,000 Bath (32.2%), 15,000-25,000 Baht (21.9%) and more than 25,000 Baht (8.6%). The majority of SML tourist's occupation are employee, business owner and student (refer to Table 4.4 Gender, Age Status and Education of SML Tourists Respondent). Thus, Singaporean is the higher income follow by Malaysia and Laotian tourists.

Most of SML tourists come to Thailand for travel (70%), (79.2%) and (42.9%), respectively. The majority of Singaporean and Malaysian tourists come to Thailand over than 2 times (41%) and (36.3%), respectively. In other hand, some of Singaporean and Malaysian respondents visited Thailand at first time (28%) and (22.5%), respectively. Most of Laotian tourists (46.5%) visited Thailand over than 10 time above while (3%) visited Thailand at first time. Most of Singaporean and Malaysian tourists know about Thailand tourism from friend and family (56%) and (63.1%), respectively, while Laotian tourists know Thailand from media advertisement and news (56.5%). The average duration for SML tourists stay in Thailand was 2-4 days (69%), (73.2%) and (36.9%), respectively. Singaporean and Malaysian tourists stay in Thailand over than 7 days was only (5%) and (2.3%) while 34.6% of Laotian tourists stay in Thailand more than 7 days.

SML tourists are prefer to stay in hotel and guest house during travel in Thailand (70%), (85.9%) and (54.8%), respectively. A few of Singaporean and Malaysian tourists stay in the resident of friend and relative (9%) and (6.2%), while Laotian tourists approximately, 28.6% stay with friend and relative in Thailand. Most of SML tourists arranged their trip to Thailand by seeking information and managed their booking via internet (64.4%), (60.8%) and (60.8%), respectively. Most of them reach to Thailand by bus and van (54%), (43.1%) and (45.5%). Approximately, 24% of Singaporean and 18.3% of Malaysian tourists reached to Thailand by airplane.

Generally, Singaporean and Malaysian tourists travel to Thailand with family (47.5%) and (36.9%), while most Laotian tourists travel alone (48.8%).

Generally, Singaporean (36%) and Malaysian (42%) tourists spending budget during their trip in Thailand was ranked between 9,000-13,500 Baht/trip. 19% of Singaporean tourist spend about 13,500-18,000 Baht/trip, between 18,000-22,500 Baht/trip (24%), more than 22,500 Baht/trip (3%). 9.9% Malaysian tourists spend about 13,500-18,000 Baht/trip, between 18,000-22,500 Baht/trip (12.1%), more than 22,500 Baht/trip (2.3%), respectively. In case of Laotian tourists, generally (40.2%) spend about 1,000-1,500 Baht/day, 1,500-2000 Baht/day (12.6%), 2,000-2,500 Baht/day (18.3%) and more than 2,500 (10%), respectively (refer to Table 4.45 General Information of SML Tourists).

In summary, the generally information regarding to Singaporean, Malaysian and Laotian (SML) tourists mostly come to Thailand over than 2 times. Particularly, most of Laotian tourists up to (64.5 %) come to Thailand over than 10 times. They prefer to stay in hotel and guest house (54.8%), follow by (28.6%) stay with friend and family in Thailand. For Malaysian and Singaporean groups few of them (9%) and (6.2%) stay with friend and family in Thailand. As of this general info enable to concluded that Laotian-Thai people we have similar culture, we using the similar language, it not surprise that why most of them come to Thailand over than 10 times. For each Laotian tourists not much spend on travel trip in Thailand due to generally tourists (37.2%) have rather low month income (5,000-15,000 Baht). In case of Singaporean and Malaysian tourists, they are rather higher purchasing power compare to Laotian tourists. Average income per month of Malaysian tourists was below 45,000 Baht (41.4%) and 45,000-135,000 Baht (35.5%). Singaporean tourist's average income per month are highest in among those two countries, 40% of them earned 45,000-135,000 Baht/month, follow by 135,000-225,000 Baht/month (28%).

Despite, Singaporean tourists are highest income and highest budget spending in among ASEAN countries. In fact the Singapore population is only 5,696,506 while Malaysia has 30,751,602 population, five time larger than Singapore. The large of population is the great opportunity for Thailand tourism market to earn higher

purchasing power from a large market country. In term of the number of tourists arrived in Thailand, Malaysian tourists is the second largest next from Chinese tourists, it was 3,423,138 people in 2015 while Singaporean tourist was only 937,311 in the same year. Thus, Thai government and tourism business should generated marketing strategy on particularly Malaysian tourists market.

Table 4.45: General Information of SML Tourists

	S		M			L	
General Information	**Singaporean**		**Malaysians**		**General Information**	**Laotian**	
Purpose of Visiting	(N=135)	100%	(N=355)	100%	**Purpose of Visiting**	(N=301)	100%
Travel	95	70	281	79.2	Travel	129	42.9
Business Trip	15	11	24	6.8	Business Trip	63	20.9
Education	7	5	10	2.8	Education	51	16.9
Visiting Relative	14	10	40	11.3	Visiting Relative	42	14.0
Conference/Exhibition	4	3	-	-	Conference/Exhibition	16	5.3
Time	(N=135)	100%	(N=355)	100%	**Time**	(N=301)	100
First time	38	28	80	22.5	First time	9	3.0
> 2 times	55	41	129	36.3	> 2 times	40	13.3
> 5 time	30	22	106	29.9	> 5 time	58	19.3
> 10 time above	12	9	40	11.3	> 10 time above	194	64.5
Know	(N=135)	100%	(N=355)	100%	**Know**	(N=301)	100
Media advertisement/News	60	44	126	35.5	Media advertisement/New	170	56.5
Friend/Family	75	56	224	63.1	Friend/Family	128	42.5
Other	-	-	5	1.4	Other	3	1.0
Duration	(N=135)	100%	(N=355)	100%	Duration	(N=301)	100
<1 day	5	4	12	3.4	<1 day	32	10.6
2-4 days	93	69	260	73.2	2-4 days	111	36.9
5-7 days	30	22	75	21.1	5-7 days	54	17.9
more than 7 days	7	5	8	2.3	more than 7 days	104	34.6
Live	(N=135)	100%	(N=355)	100%	**Live**	(N=301)	100
Hotel/Guest house	94	70	305	85.9	Hotel/Guest house	165	54.8
Hostel	29	21	28	7.9	Hostel	45	15.0
Resident of Friend/Family	12	9	22	6.2	Resident of Friend/Family	86	28.6
Other	-	-	-	-	Other	5	1.7
Arrange	(N=135)	100%	(N=355)	100%	**Arrange**	(N=301)	100
Internet	87	64.4	216	60.8	Internet	183	60.8
Local agency	48	35.6	126	35.5	Local agency	59	19.6
Country travel agency	-	-	13	3.7	country travel agency	59	19.6
Reach	(N=135)	100%	(N=355)	100%	**Reach**	(N=301)	100
bus/van	73	54	153	43.1	bus/van	137	45.5
private car	21	15.5	105	29.6	private car	117	38.9
train	9	6.5	32	9	train	43	14.3
Airplane	32	24	65	18.3	other	4	1.3
Members	(N=135)	100%	(N=355)	100%	**Members**	(N=301)	100
alone	41	30.5	109	30.7	alone	147	48.8
family	64	47.5	131	36.9	family	149	49.5
group tour/friend/colleague	30	22	115	32.4	group tour/friend/colleague	5	1.7
Budgets	(N=135)	100%	(N=355)	100%	**Budgets**	(N=301)	100
Below <9,000 Baht	24	18	120	33.8	Below <1,000 Baht	57	18.9
9,000-13,500 Baht	48	36	149	42	1,000-1,500 Baht	121	40.2
13,500-18,000 Baht	26	19	35	9.9	1,500-2,000 Baht	38	12.6
18,000-22,500 Baht	32	24	43	12.1	2,000-2,500 Baht	55	18.3
More than >22,500 Baht	5	3	8	2.3	More >2,500 Baht	30	10.0

*Exchange Rate: 1 MYR=9 Baht (THB), 15 April 2016

4.4.2 SML Tourists Perception on Thailand Destination

Singaporean, Malaysian and Laotian (SML) tourists have perception on Thailand destination image in differently. The perception of Singaporean and Malaysian tourists are similarity, they feel that Thailand political situation is returned to normal (62%) and (66.5%), while 96% of Laotian tourists are confident on Thailand situation is return to normal. In other hand, 38% of Singaporean and 33.5 % of Malaysian tourists feel that Thailand political situation is unstable while less than 1% of Laotian tourists are not confident on Thailand situation. As of this result show that about 1 of 3 Singaporean and Malaysian tourists are still not confident about Thailand situation. Although, some of them feel unstable in Thailand but they still keep coming to Thailand for vacation. This is cause by some attractive tourist place in Thailand, natural resources and Thai hospitality. Thus, Thai government, Thailand tourist official units and tourist business should be collaborated, generated strategies to recall of international tourists confident to Thailand (refer to Table 4.46: SML Tourists Confident and Perception Image).

Table 4.46: SML Tourists Confident and Perception Image

No.	Tourist Confident	S Singaporean		M Malaysians		L Laotian	
		F	%	F	%	F	%
1	Situation is return to normal	84	62	236	66.5	291	96
2	Thailand situation is unstable	51	38	119	33.5	10	3
	Total	**135**	**100**	**355**	**100**	**301**	**100**

SML tourist's perception about Thailand destination image are differently based on their understanding about Thailand image categories recommend by Thailand Tourism Authority (TAT). Table 4.47 show Singaporean tourist perception on Thailand destination image, all of Singaporean sampling are agree with Thailand is the land of smile (100%), following by amazing Thailand (43%), Thai hospitality (34%), Thailand is fun (23%), Thailand is excited (10%), organized place (9%), relaxed destination (7%) and Thainess (0.7%), respectively.

Malaysian tourist perception on Thailand destination image, nearly half of respondents perceived image of Thailand is amazing Thailand (48%), following by Thai hospitality (47%), Thailand is fun (24%), relaxed destination (46%), Thailand is

excited (39%), Thainess (20%), organized place (4%) and land of smile (1%), respectively.

Laotian tourist perception on Thailand destination image, 73 % of respondents perceived Thailand image as amazing Thailand, flowing by land of smile (40%), Thai hospitality and Thailand is fun are equally at (21%), relaxed destination (16%), Thailand is excited (14%), organized place (12%) and Thainess (6%), respectively.

In overall SML tourist perception about Thailand destination image, Amazing Thailand has barely registered in the mind of tourists from some major ASEAN markets, but the nearly 20 year old *"Amazing Thailand"* promotion is still fondly remembered. Despite, Thainess was promoted for the year 2015 and continue promoting in 2016 has little effect on SML tourists market as the result show 0.7% in Singaporean, 6% in Malaysian and 6% in Laotian (refer to Table 4.47: SML Tourists Perception about Thailand Destination Image).

Table 4.47: SML Tourists Perception about Thailand Destination Image

| No. | Tourist Perception | Singaporean | | No. | Tourist Perception | Malaysian | | No. | Tourist Perception | Laotian | |
		F	%			F	%			F	%
1	Land of Smile	135	100	1	Amazing Thailand	170	48	1	Amazing Thailand	221	73
2	Amazing Thailand	58	43	2	Thai Hospitality	166	47	2	Land of Smile	121	40
3	Thai Hospitality	46	34	3	Thailand is Fun	85	24	3	Thai Hospitality	64	21
4	Thailand is Fun	31	23	4	Relaxed Destination	46	13	4	Thailand is Fun	63	21
5	Thailand is Excited	14	10	5	Thailand is Excited	39	11	5	Relaxed Destination	49	16
6	Organized Place	12	9	6	Thainess	20	6	6	Thailand is Excited	43	14
7	Relaxed Destination	10	7	7	Organized Place	14	4	7	Organized Place	35	12
8	Thainess	1	.7	8	Land of Smile	5	1	8	Thainess	17	6

Singaporean, Malaysian and Laotian (SML) Tourist understand concept of *'Amazing Thailand'*. Most of Singaporean tourist understanding the concept of amazing Thailand as the nature: the beauty of natural wonders (42%), beaches: Sun surf and serenity (26%), treasures: land of heritage and history (26%), Health & Wellness: The Beauty of Wellness and Wellbeing (20%), Thainess: the world's friendliness culture (13%), Trends: Your senses with unique trends (11%), Festivities: The land of year around (24%), and other (5%), respectively.

Malaysian tourist understanding the concept of amazing Thailand as the nature: the beauty of natural wonders (40%), beaches: sun surf and serenity (34%), treasures: land of heritage and history (31%), Thainess: the world's friendliness culture (21%), Festivities: The land of year around (50%), Health & Wellness: The Beauty of Wellness and Wellbeing (21%),Trends: Your senses with unique trends (4%), and other (1%), respectively.

Laotian tourist understanding the concept of amazing Thailand as the nature: the beauty of natural wonders (33%), Thainess: the world's friendliness culture (21%), treasures: land of heritage and history (20%), Health & Wellness: The Beauty of Wellness and Wellbeing (15%), trends: your senses with unique trends (9%), beaches: sun surf and serenity (7%), Festivities: The land of year around (5%), and other (0.7%), respectively.

Table 4.48: SML Tourist Understand Concept of *'Amazing Thailand'*

No.	Tourist Perception	Singaporean		No.	Tourist Perception	Malaysian		No.	Tourist Perception	Laotian	
		F	%			F	%			F	%
1	Nature: The beauty of natural wonders	57	42	1	Nature: The beauty of natural wonders	143	40	1	Nature: The beauty of natural wonders	98	33
	Beaches: Sun surf and serenity	35	26	2	Beaches: Sun surf and serenity	119	34	2	Thainess: The world's friendliness culture	63	21
3	Treasures: Land of heritage and history	35	26	3	Treasures: Land of heritage and history	110	31	3	Treasures: Land of heritage and history	61	20
4	Health & Wellness: The Beauty of Wellness and Wellbeing	27	20	4	Thainess: The world's friendliness culture	75	21	4	Health & Wellness: The Beauty of Wellness and Wellbeing	46	15
5	Thainess: The world's friendliness culture	18	13	5	Festivities: The land of year around	50	14	5	Trends: Your senses with unique trends	27	9
6	Trends: Your senses with unique trends	15	11	6	Health & Wellness: The Beauty of Wellness and Wellbeing	73	21	6	Beaches: Sun surf and serenity	22	7
7	Festivities: The land of year around	32	24	7	Trends: Your senses with unique trends	13	4	7	Frestivaties: The land of year around	15	5
8	Other	5	4	8	Other	4	1	8	Other	2	0.7

In conclusion, SML tourists understanding the concept of "Amazing Thailand" in similarity mean that is 'natural: the beauty of natural wonders' (42%), (40%) and (33%), respectively. this is because of Thailand has a long historical story with wonderful heritage, abundant of natural resources, beautiful beach and resort. This picture has barely registered in the mind of international tourists and amazing Thailand will come out to the customer mind when we remember of Thailand destination.

Table 4.49: SML Tourist Understand Concept of *'Discovery Thainess'*

No.	Tourist Perception	Singaporean		No.	Tourist Perception	Malaysian		No.	Tourist Perception	Laotian	
		F	%			F	%			F	%
1	Thai food/cooking	60	44	1	Thai food/cooking	169	48	1	Thai food/cooking	254	84
2	Thai massage/Spa	48	36	2	Thai massage/Spa	170	48	2	Thai way of life/happiness	72	24
3	Thai arts/museums	39	29	3	Thai boxing	79	22	3	Thai unique cultural	65	22
4	Thai boxing	30	22	4	Thai arts/museums	73	22	4	Thai boxing	64	21
5	Elephant riding	29	21.5	5	Thai festivity	79	22	5	Thai hospitality	49	16
6	Thai festivity	27	20	6	Thai hospitality	52	15	6	Thai massage/Spa	44	15
7	Thai hospitality	16	12	7	Elephant riding	53	15	7	Thai arts/museums	38	13
8	Making Thai style garlands	13	10	8	Thai Classical Dance	30	9	8	Traditional Thai houses	31	10
9	Thai way of life/happiness	13	10	9	Making Thai style garlands	25	7	9	Thai festivity	28	9
10	Traditional Thai houses	11	8	10	Thai way of life/happiness	21	6	10	Thai Classical Dance	20	7
11	Thai unique cultural	7	5	11	Thai unique cultural	19	5	11	Making Thai style garlands	17	6
12	Thai Classical Dance	4	3	12	Traditional Thai houses	14	4	12	Elephant riding	15	5

Singaporean, Malaysian and Laotian (SML) tourist understanding the concept of *'Discovery Thainess'* in different perspective such as following. Singaporean tourists discover Thainess in term of Thai food/cooking (44%), Thai massage/spa (36%), Thai arts/museums (29%), Thai boxing (22%), elephant riding (21.5%), Thai festivity (20%), Thai hospitality (12%), making Thai style garlands (10%), Thai way of life/happiness (10%), traditional Thai houses (8%), Thai unique cultural (5%) and Thai classical dance (3%), respectively.

Malaysian tourists discover Thainess in term of Thai food/cooking (48%), Thai massage/spa (48%), Thai boxing (22%), Thai arts/museums (22%), Thai festivity (22%), Thai hospitality (15%), elephant riding (15%), Thai classical dance (9%), making Thai style garlands (7%), Thai way of life/happiness (6%), Thai unique cultural (5%) and traditional Thai houses (4%), respectively.

Laotian tourists discover Thainess in term of Thai food/cooking (84%), Thai way of life/happiness (24%), Thai unique cultural (22%) Thai boxing (21%), Thai hospitality (16%), Thai massage/spa (15%), Thai arts/museums (13%), traditional Thai houses (10%), Thai festivity (9%), Thai classical dance (7%), making Thai style garlands (6%) and elephant riding (5%), respectively.

In summary, SML tourists have been discovering the term and meaning of 'Thainess' in different perspective up on their preferable. Thai food and Thai cooking is the most preferable for SML tourists which is registered in their mind. It seem that Thai food is the must thing for tourist to try and do some activities when they arrived in Thailand. Tourism Authority of Thailand (TAT) should be promoting and advertising Thai restaurant exhibition with the Thai food cooking activities to attractive tourists, generated impression travel experience.

Table 4.50: SML Tourist Understand the Status of Thailand

No.	Tourist Perception	Singaporean		No.	Tourist Perception	Malaysian		No.	Tourist Perception	Laotian	
		F	%			F	%			F	%
1	Safe and peaceful	35	25	1	Shopping paradise	106	29.9	1	Hub of ASEAN countries destination	155	51.5
2	Hub of ASEAN countries destination	30	22	2	Hub of ASEAN countries destination	90	25.4	2	Hub of Medical Tourism	62	20.6
3	Land of freedom and relax	27	20	3	Thailand is culture diversity	66	18.6	3	Shopping paradise	36	12.0
4	Thailand is Culture Diversity	23	17	4	Safe and peaceful	56	15.8	4	Thailand is Culture Diversity	29	9.6
5	Shopping paradise	21	15	5	Land of freedom and relax	53	14.9	5	Land of freedom and relax	13	4.3
6	Hub of Medical Tourism	2	1	6	Hub of Medical Tourism	13	3.7	6	Safe and peaceful	6	2
	Total	**135**	**100**		**Total**	**355**	**100**		**Total**	**301**	**100**

Singaporean, Malaysian and Laotian (SML) tourists understanding Thailand destination country in overall as the following status. Singaporean tourist understanding Thailand as the safe and peaceful country (25%), hub of ASEAN countries destination (22%), land of freedom and relax (20%), Thailand is culture diversity (17%), shopping paradise (15%) and hub of medical tourism (1%), respectively.

Malaysian tourist understanding Thailand as the shopping paradise (29.9%), hub of ASEAN countries destination (25.4%), Thailand is culture diversity (18.6%), safe and peaceful country (15.8%), land of freedom and relax (14.9%) and hub of medical tourism (3.7%), respectively.

Laotian tourist understanding Thailand as hub of ASEAN countries destination (51.5%), hub of medical tourism (20.6%), shopping paradise (12%), Thailand is culture diversity (9.6%), land of freedom and relax (4.3%) and safe and peaceful country (2%), respectively (refer to Table 4.51 SML Tourist Understand the Status of Thailand).

In summary, SML tourists understand Thailand status in different perspective, Singaporean tourists understand Thailand status as safe and peaceful country (25%), Malaysian tourists understand Thailand as shopping paradise place (29.9%), Laotian tourist understand Thailand as hub of ASEAN countries destination (51.5%) (refer to Table 4.51 SML Tourist Understand the Status of Thailand). Moreover, they are all agree with Thailand is hub of ASEAN countries destination at the top 3 level out of 6 Thailand status ranking. Thus, to earn foreign income via tourism industry, Tourism Authority of Thailand (TAT) should be promoted Thailand as center of ASEAN countries. International tourists must be visiting as the arrival destination before traveling in AEC or after traveling from some other AEC countries.

4.4.3 Hypothesis Testing (SML Tourist Sample)

The purpose of this study was to test hypothesis relationship by using multiple regression analysis between each individual predictive variable (shopping tourist attraction, food, lodging and restaurants, environments and safety and transportation)

and dependent variable (destination satisfaction). Using simple regression analysis between predictive variable (destination satisfaction) and dependent variables (destination loyalty).

4.4.3.1 Singaporean Sample (S)

Out of 250 questionnaires were distributed, 135 usable cases were returned with response rate 52%. Multiple regression analysis in SPSS has been tested the hypothesis relationships. The results show that shopping and tourist attractions have direct significant effect on Singaporean tourist's destination satisfaction at statistic significant level 0.5, thus, supported H1 (β=.217; p=.33). Thai cuisine (food) has direct significant effect on Singaporean tourist destination satisfaction at statistic significant level 0.5, thus, supported H2 (β=.149; p=.32). Lodging and restaurant facilities have direct significant effect on Singaporean tourist destination satisfaction at statistical significance level 0.5, thus, supported H3 (β=.213; p=.012). Thus, supported hypothesis 1, 2 and 3 respectively. Destination satisfaction has direct significant impact on Thailand destination loyalty at statistically highly significance level 0.001, thus, supported H6 (β=.456; p=.000).

In another hand, environment and safety have no direct significant effect on tourist destination satisfaction (β=.070; p=.438, *n/s*). Similarity, The transportation facilities and infrastructure have no direct significant effect on tourist destination satisfaction (β=.057; p=.442, *n/s*), thus, rejected hypothesis 4 and 5 (refer to Table 4.52 Summary of Research Hypothesis Finding on SML Tourist Sample).

4.4.3.2 Malaysian Sample (M)

Out of 450 questionnaires were distributed, 355 usable cases were returned with response rate of 78.8%. The research model has been designed and multiple regression analysis in SPSS has been used for analysis testing hypothesized relationship. The results show that shopping and tourist attractions have direct significant effect on Malaysian tourist's destination satisfaction at statistic significant level 0.01, thus, supported H1 (β=.183; p=.002). Thai cuisine (food) has direct significant effect on Malaysian tourist destination satisfaction at statistic significant

level 0.5, thus, supported H2 (β=.134; p=.013). Transportation facilities and infrastructure have direct significant effect on Malaysian tourist destination satisfaction at statistically highly significance level 0.001 (β=.178; p=.000). Thus, supported hypothesis 1, 2 and 5 respectively. Destination satisfaction has direct significant impact on Thailand destination loyalty at statistically highly significance level 0.001, thus, supported H6 (β=.448; p=.000).

In another hand, Lodging and restaurant facilities have no direct significant effect on Malaysian tourist destination satisfaction in Thailand destination (β=.39; p=.515, *n/s*). Similarity, environment and safety have no direct significant effect on Malaysian tourist destination satisfaction (β=.024; p=.686, *n/s*), thus, rejected hypothesis 3 and 4 (refer to Table 4.50 Summary of Research Hypothesis Finding on SML Tourist Sample).

4.4.3.3 Laotian Sample (L)

Out of 400questionnairs were distributed, 301 usable cases were returned with response rate of 72.25%. The research model has been designed and multiple regression analysis in SPSS has been used for analysis testing hypothesized relationship.

The results show that shopping and tourist attractions have direct significant effect on Laotian tourist's destination satisfaction at statistic significant level 0.01, thus, supported H1 (β=.184; p=.001). Thai cuisine (food) has direct significant effect on Laotian tourist destination satisfaction at statistic significant level 0.01, thus, supported H2 (β=.115; p=.002). Transportation facilities and infrastructure have direct significant effect on Laotian tourist destination satisfaction at significance level 0.01 (β=.170; p=.001). Thus, supported hypothesis 1, 2 and 5 respectively. Destination satisfaction has direct significant impact on Thailand destination loyalty at statistically highly significance level 0.001, thus, supported H6 (β=.282; p=.000).

In another hand, Lodging and restaurant facilities have no direct significant effect on Laotian tourist destination satisfaction (β=-.043; p=.468, *n/s*). Similarly, environment and safety have no direct significant effect on Laotian tourist destination

satisfaction (β=-.041; p=.485, *n/s*). Thus, rejected hypothesis 3 and 4 (refer to Table 4.51 Summary of Research Hypothesis Finding on SML Tourist Sample).

Table 4.51: Summary of Research Hypothesis Finding on SML Tourist Sample

H	Hypothesis	Singaporean		Malaysian		Laotian	
		S	Results	M	Results	L	Results
H1	Shopping and tourist attractions have direct significant effect on tourist satisfaction in Thailand destination	.033*	✓	.002**	✓	.001**	✓
H2	Thai cuisine (food) has direct significant effect on tourist satisfaction in Thailand destination	.032*	✓	.013*	✓	.002*	✓
H3	Lodging and restaurant facilities have direct significant effect on tourist satisfaction in Thailand destination	.012*	✓	n/s	✗	n/s	✗
H4	Environment and safety have direct significant effect on tourist satisfaction in Thailand destination	n/s	✗	n/s	✗	n/s	✗
H5	Transportation facilities and infrastructure have direct significant effect on tourist satisfaction in Thailand destination	n/s	✗	.000***	✓	001**	✓
H6	Destination satisfaction has a direct significant impact on Thailand destination loyalty	.000***	✓	.000***	✓	.000***	✓

Note: *Significant level at .05
        ** Significant level at .01
        *** Significant level at 0.001

In summary, the research hypothesis finding of Singaporean, Malaysian and Laotian sample are differently. For such Singaporean sample, based on the result of bata weights and p-value, 3 of 5 predictive variables show significance with destination satisfaction. They are shopping and tourist attractions (β=.183; p=.002), food (β=.149; p=.32) and Lodging and restaurant facilities (β=.213; p=.012). Thus, supported hypothesis 1, 2 and 3. In another way, environment and safety (β=.070; p=.438, *n/s*) transportation facilities and infrastructure (β=.057; p=.442, *n/s*) level did not significantly predict value of destination satisfaction. Thus, rejected hypothesis 4 and 5.

Malaysia sample, based on the result of bata weights and p-value, 3 of 5 predictive variables show significance with destination satisfaction. They are shopping and tourist attractions (β=.183; p=.002), food (β=.134; p=.013) and transportation (β=.178; p=.000). Thus, supported hypothesis 1, 2 and 3. In another way, lodging and restaurant facilities (β=.39; p=.515, *n/s*), environment and safety (β=.024; p=.686, *n/s*) level did not significantly predict value of destination satisfaction. Thus, rejected hypothesis 3 and 4.

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Laotian sample, based on the result of bata weights and p-value, 3 of 5 predictive variables show significance with destination satisfaction. They are shopping and tourist attractions (β=.184; p=.001), food (β=.115; p=.002) and transportation (β=.170; p=.001). Thus, supported hypothesis 1, 2 and 5. In another way, lodging and restaurant facilities (β=-.043; p=.468, *n/s*), environment and safety (β=-.041; p=.485, *n/s*) level did not significantly predict value of destination satisfaction. Thus, rejected hypothesis 3 and 4.

Finally, Singaporean, Malaysian and Laotian (SML) tourists sample, destination satisfaction is the strongly predictor of destination loyalty at highly significance level 0.001. Thus, supported H6 (β=.456; p=.000) in Singaporean group, H6 (β=.448; p=.000) in Malaysia group and H6 (β=.282; p=.000) in Laotian group (refer to Table 4.51 Summary of Research Hypothesis Finding on SML Tourist Sample).

4.4.4 SML Tourists Intension to Revisiting Thailand

In this section, the study try to examine the intention for Singaporean, Malaysian and Laotian (SML) tourists to revisited Thailand in the next two year. The respondents were asked by three questions are such as following; (1) in the next two years, how likely is that you will take another vacation to Thailand? (2) Please describe your overall feeling about your visit? (3) Will you suggest Thailand to your friends/relatives as a vacation destination to visit?

The respondents from these groups shows that they are likely and very likely to take another vacation to Thailand in the next two years (82.9%) in Singaporean group, (83.7%) in Malaysian group and (99.7%) in Laotian group, respectively.

Table 4.52: SML Tourist Revisited Intention for another Vacation in Thailand

No.	Tourist Perception	Singaporean		No.	Tourist Perception	Malaysian		No.	Tourist Perception	Laotian	
		F	%			F	%			F	%
1	Not likely at all	1	.7	1	Not likely at all	14	3.9	1	Unlikely	1	.3
2	Unlikely	22	16.3	2	Unlikely	44	12.4	2	Likely	195	64.8
3	Likely	72	53.3	3	Likely	172	48.5	3	Very likely	105	34.9
4	Very likely	40	29.6	4	Very likely	125	35.2				
	Total	135	100		Total	355	100		Total	301	100

All groups of the respondents have a similar idea about overall Thailand perception effected their travel experience. The perception results show that *'this trip was good but they don't know they may come again'* (50.4%) in Singaporean group, (42.5%) in Malaysian group and (6%) in Laotian group (refer to Table 4.53 SML Overall Visiting Perception).

Moreover, some of the some of the respondents have a great travel experience with Thailand destination. They express their feeling that *'this trip was so great and they will come again'* (49.5%) in Singaporean group, (51.8%) in Malaysian group and (92.4%) in Laotian group. Thus, most of the SML tourists have valuable experience on Thailand destination as a right place for the vacation. Most of the respondents are strongly agree this visited Thailand was a great time (96.3%) in Singaporean group, (98.8%) in Malaysian group and (98.4%) in Laotian group (refer to Table 4.54). Thus, these SML tourist groups tend to visit Thailand in the next two years and may have a highly opportunities become our target and loyal customer.

Table 4.53: SML tourist Overall Visiting Perception

No.	Tourist Perception	Singaporean		No.	Tourist Perception	Malaysian		No.	Tourist Perception	Laotian	
		F	%			F	%			F	%
1	This visit was very poor, and I will not come again	5	3.7	1	This visit was very poor, and I will not come again	20	5.6	1	This visit was very poor, and I will not come again	5	1.7
2	This visit was good, and I don't know I may come again	68	50.4	2	This visit was good, and I don't know I may come again	151	42.5	2	This visit was good, and I don't know I may come again	18	6.0
3	This visit was so great, and I will come again	62	45.9	3	This visit was so great, and I will come again	184	51.8	3	This visit was so great, and I will come again	278	92.4
	Total	**135**	**100**		**Total**	**355**	**100**		**Total**	**301**	**100**

In conclusion, all groups of the respondents (SML) tourist have a great travel experience. In doing so, it would be generated positive word-of-month by recommend and suggest Thailand country as a destination for holiday to their friend and relative. The results show that most of respondents will be likely and definitely Thailand to their friend and relative as a vacation destination (94.8%) in Singaporean group, (93.5%) in Malaysian group and (89.7%) in Laotian group (refer to Table 4.54 Suggest Thailand to your friends/relatives as a vacation destination).

Table 4.54: Suggest Thailand to your friends/relatives as a vacation destination

No.	Tourist Perception	Singaporean		No.	Tourist Perception	Malaysian		No.	Tourist Perception	Laotian	
		F	%			F	%			F	%
1	Not likely	7	5.2	1	Not likely	23	6.5	1	Likely	49	16.3
2	Likely	79	58.5	2	Likely	158	44.5	2	Likely	-	-
3	Definitely	49	36.3	3	Definitely	174	49.0	3	Definitely	252	83.7
	Total	135	100		Total	355	100		Total	301	100

CHAPTER 5
DISCUSSION AND CONCLUSION

Tourism has been seen as catalyst of international economic prosperity due to its contribution to national income and employment generation. As well as it integrates and preserves natural resources with the cultural environment, to enrich social and cultural living of people along with increase national revenue. Accordingly, to enhance national income and local people employment, Thailand tourism industry should be promoted via marketing promotion and campaigns message *'Amazing Thailand Discover Thainess'* via international tourists' perception and recognition both inside and outside Thailand.

To recall Thailand's reputation image and confidence, this study is reached of international tourists' perception regarding to operational activities and environmental factors, by using questionnaire tools. Quantitative technique analyses is applied and examine objectives relating to factors influencing international tourists' perception and measure international tourists' perception on Thailand destination image and confidence. The study result is expected to contribute to all tourism stakeholders such as business man, tourism employee, tourists and overall Thailand economy.

In this section, we will discussion the finding results according to research objectives are as following;

5.1 Malaysian, Singaporean and Laotian tourist growth in Thailand.

Table 5.1 shows the trend of international tourist arrival for January-December 2015. In among of ASAN countries, Malaysia is the largest number of tourists and the second largest next from China in among international tourist arrival in Thailand. The number of Malaysian tourist was 3,423,397 in 2015, approximately 11.46 market share in Thailand. This number have been increase 30.99 from year 2014 (refer to Table 5.1 International Tourist Arrivals to Thailand by Nationality January-December 2015).

Table 5.1 International Tourist Arrivals to Thailand by Nationality Jan-Dec 2015

Rank	Nationality	2015/2558		2014/2557		%Δ
		Number	%Share	Number	%Share	2015/2014
	East Asia	**19,871,773**	**66.50**	**14,603,825**	**58.86**	**36.07**
	ASEAN	7,886,136	26.39	6,641,772	26.77	18.74
	Brunei	13,833	0.05	11,285	0.05	22.58
	Cambodia	487,487	1.63	550,339	2.22	-11.42
	Indonesia	469,226	1.57	497,592	2.01	-5.70
5	**Laos**	**1,233,138**	**4.13**	**1,053,983**	**4.25**	**17.00**
2	**Malaysia**	**3,423,397**	**11.46**	**2,613,418**	**10.53**	**30.99**
	Myanmar	259,678	0.87	206,794	0.83	25.57
	Philippines	310,975	1.04	304,813	1.23	2.02
8	**Singapore**	**937,311**	**3.14**	**844,133**	**3.40**	**11.04**
	Vietnam	751,091	2.51	559,415	2.25	34.26
1	**China**	**7,934,791**	**26.55**	**4,636,298**	**18.69**	**71.14**
3	Japan	1,381,690	4.62	1,267,886	5.11	8.98
4	Korea	1,372,995	4.59	1,122,566	4.52	22.31
	Taiwan	552,624	1.85	394,149	1.59	40.21
	Others	74,372	0.25	58,023	0.23	28.18
	Europe	**5,629,122**	**18.84**	**6,161,893**	**24.84**	**-8.65**
9	Russia	884,085	2.96	1,606,430	6.48	-44.97
7	United Kingdom	946,919	3.17	907,877	3.66	4.30
	The Americas	**1,235,095**	**4.13**	**1,099,709**	**4.43**	**12.31**
10	USA	867,520	2.90	763,520	3.08	13.62
	Others	62,782	0.21	57,314	0.23	9.54
	South Asia	**1,403,977**	**4.70**	**1,239,183**	**4.99**	**13.30**
6	India	1,069,149	3.58	932,603	3.76	14.64
	Grand Total	**29,881,091**	**100.00**	**24,809,683**	**100.00**	**20.44**

Source of Data: Immigration Bureau, Royal Thai Police.
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Similarly, Singapore and Lao have been increase in term of number of tourists. Singaporean tourists was 937,311 in 2015, approximately changed 11.04 from year 2014. Laotian tourist was 1,233,138 approximately changed 17 from year 2014. In the first half of year 2016 (January-June), the tourists from Malaysia, Singapore and Lao are continue to increase as the evident from figure in Table 5.2 International Tourist Arrivals to Thailand By Nationality Jan-June 2016

Table 5.2: International Tourist Arrivals to Thailand By Nationality Jan-June 2016

Rank	Nationality	Jan-June 2016		Jan-June 2015		%∆
		Number	%Share	Number	%Share	2016/2015
	East Asia	**13,228,828**	**67.71**	**11,684,804**	**66.90**	**13.21**
	ASEAN	4,988,722	25.53	4,536,640	25.97	9.97
	Brunei	7,470	0.04	7,841	0.04	-4.73
	Cambodia	394,112	2.02	277,480	1.59	42.03
	Indonesia	315,690	1.62	283,947	1.63	11.18
5	**Laos**	**787,741**	**4.03**	**667,727**	**3.82**	**17.97**
2	**Malaysia**	**2,027,057**	**10.37**	**1,963,097**	**11.24**	**3.26**
	Myanmar	197,279	1.01	137,696	0.79	43.27
	Philippines	192,847	0.99	178,663	1.02	7.94
10	**Singapore**	**545,449**	**2.79**	**531,370**	**3.04**	**2.65**
	Vietnam	521,077	2.67	488,819	2.80	6.60
1	**China**	**5,764,839**	**29.51**	**4,782,413**	**27.38**	**20.54**
4	Japan	806,886	4.13	787,152	4.51	2.51
3	Korea	859,809	4.40	759,795	4.35	13.16
	Europe	**3,584,752**	**18.35**	**3,278,104**	**18.77**	**9.35**
8	Russia	599,141	3.07	506,071	2.90	18.39
7	United Kingdom	588,160	3.01	543,082	3.11	8.30
	The Americas	**818,342**	**4.19**	**719,265**	**4.12**	**13.77**
9	USA	568,351	2.91	497,210	2.85	14.31
	Others	42,015	0.22	36,820	0.21	14.11
	South Asia	**883,774**	**4.52**	**804,518**	**4.61**	**9.85**
6	India	696,673	3.57	616,154	3.53	13.07
	Others	23,711	0.12	22,512	0.13	5.33
	Grand Total	**19,538,190**	**100.00**	**17,465,861**	**100.00**	**11.87**

Source of Data: Immigration Bureau, Royal Thai Police.
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5.2 Malaysian, Singaporean and Laotian tourist perception based on the concept of *'Amazing Thailand: Discover Thainess'*

In order to reignite growth in Thailand's tourist industry, the Tourism Authority of Thailand (TAT) has embarked on a new campaign for 2015 entitled "2015: Discover Thainess" (TATnews.org. Tourism Authority of Thailand (TAT), 2015). TAT Governor Thawatchai Arunyik said the campaign will incorporate the "twelve values" that Thai junta leader and Prime Minister Prayut Chan-o-cha wants all Thais to practice (National News Bureau of Thailand (NNT): 13 February 2015).

TAT officials foresee a large increase in tourist numbers due to the "Discover Thainess" campaign. Ms Somrudi Chanchai, Director of the TAT Northeastern

Office, has forecasted that tourists to her region will increase by 27.9 million visitors, generating 65 billion baht in revenue. Thus, in 2015, International tourist in Thailand have been strongly increase from 2014, as the evident show in the table below.

International Tourists in Thailand Annual statistics

Year	Arrivals	% Change
2015	29,881,091	+20.44%
2014	24,809,683	-6.54%
2013	26,546,725	+18.8%
2012	22,353,903	+15.98%
2011	19,230,470	+20.67%
2010	15,936,400	+12.63%
2009	14,149,841	−2.98%
2008	14,584,220	+0.83%
2007	14,464,228	+4.65%
2006	13,821,802	+20.01%
2005	11,516,936	−1.15%

Sources: Tourist Authority of Thailand, (2016)

Despite, this study discover that 'Thainess' campaign has little effect on Malaysian, Singaporean and Laotian tourists as the percentage about 1, 2 and 5, respectively (refer to finding results in Chapter 4). Thus, Tourist Authority of Thailand should be adapted strategy for these specific customer.

5.3 *'Destination satisfaction'* and *'destination loyalty'* from the perspective of Malaysian Singaporean and Laotian tourists visiting in Thailand

This aimed to examine the effects of environment and safety, lodging, restaurant facilities, shopping and tourist attractions, transportation facilities on Malaysian, Singaporean and Laotian tourist satisfaction perceptions from Thailand destination. In addition it examined the relationship between destination satisfaction and destination loyalty.

The result come out in differently, shopping and tourist attractions, Thai cuisine (food) have positively related to destination satisfaction for three groups (Malaysian, Singaporean and Laotian). Lodging and restaurant facilities is significant

only in Singaporean tourist while insignificant in Malaysian and Laotian tourists. Similarity, transportation facilities was insignificant with Singaporean tourist satisfaction while significant satisfaction with Malaysian and Laotian tourists. Environment and safety was insignificant for all Malaysian and Laotian tourists (refer to Table 4.52: Summary of Research Hypotheses Finding on SML Tourist Sample)

The finding of this study is equivocal from literature review, this is because there are several factors to make tourist satisfied. Some factors may significant in some country while insignificant for some particular countries. Similarity support by the several past research (Suhartanto, Ruhadi & Triyuni, 2016; Rajaratnam, Nair, Sharif & Munikrishnan, 2015; Arasli & Baradarani, 2014; Chen, Lee, Chen & Huang, 2011; Zabkar, Brencic & Dmitrovic, 2010; Poon & Low, 2005; Chen & Gursoy, 2001; Kaynak, Bloom & Leibold, 1994)

However, since tourist satisfy with destination, it directly generated to destination loyalty. This fact couldn't be deny by the loyalty theory (San Martin, Collado, & Rodriguez del Bosque, 2013; Dimanche & Havitz, 1994; Backman & Crompton, 1991; Baloglu, 2001; Iwasaki & Havitz, 1998; Lee, Backman, & Backman, 1997; Mazanec, 2000; Pritchard & Howard, 1997; Selin, Howard, & Cable, 1988) As of the result of this study found that Malaysian Singaporean and Laotian tourists are all loyal with Thailand destination. They are likely to revisited Thailand again in the next two year. This argument is support by several study (Suhartanto, Ruhadi and Triyuni, 2016; Rajaratnam, Nair, Sharif & Munikrishnan, 2015; Arasli and Baradarani, 2014; Chen, Lee, Chen & Huang, 2011; Zabkar, Brencic & Dmitrovic, 2010; Flavian, Martinez, & Polo, 2001)

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APENDEX

Sir/Madame;

A Study of Factors influencing Tourist's Perception based on the concept of Amazing Thailand is a survey research study for understanding how Malaysian and Singaporean perceive the concept of Amazing Thailand from various sources of information. We also wish to understand your need for making best service to our tourists.

Please answer all question

Thank you very much for your kind cooperation

Tuan/Puan,

Satu kajian mengenai faktor-faktor yang mempengaruhi persepsi pelancong berdasarkan konsep *"Amazing Thailand"* ia adalah kaji selidik bagaimana orang Malaysia dan orang Singapura memahami tentang konsep *'Amazing Thailand'* daripada pelbagai sumber informasi. Kami juga berharap untuk lebih memahami kehendak anda untuk menyediakan perkhidmatan yang lebih baik untuk pelancong-pelancong yang akan datang. Sila jawab semua soalan.

Sila jawab semua soalan

Terima kasih atas kerjasama anda

Pasukan Penyelidikan
Center for Business Research and Service
Thai-Nichi Institute of Technology

Center for Business Research and Service (TNI-CBRS)

Questionnaire

A Study of Factors influencing Tourist's Perception based on the concept of "Amazing Thailand"

Satu kajian mengenai faktor-faktor yang mempengaruhi persepsi pelancong berdasarkan konsep "Amazing Thailand"

Part 1: Personal Profile: Please indicate the most appropriate response.
Bahagian 1: Maklumat Peribadi: Sila tandakan di petak berkenaan.

1.1 Gender/Jantina ☐ Male/Lelaki ☐ Female/Perempuan

1.2 Nationality/Kewarganegaraan
☐ Malaysian/Malaysia ☐ Singaporean/Singapura
☐ Other/Lain-lain……………..……...(Please Identified/Sila nyatakan)

1.3 Age (years)/Umur (tahun) ☐ < 20 ☐ 21-40 ☐ 41-60 ☐ > 61

1.4 What is your marital status? /Apakah status perkahwinan anda?
☐ Married/ Sudah berkahwin ☐ Single/ Bujang

1.5 What is your education? / Apakah tahap pendidikan anda?
☐ School/SMP ☐ Undergraduate/Ijazah sarjana muda ☐ Postgraduate/Sarjana
☐ Other/Lain-lain……………..……...(Please Identified/Sila nyatakan)

1.6 What is your annual income (USD)? / Berapakah pendapatan tahunan anda (USD)?
☐ < 5,000 USD ☐ 5,000-15,000 USD ☐ 15,000-25,000 USD ☐ >25,000 USD

1.7 What is your occupation? / Apakah pekerjaan anda?
☐ Employee/Pekerja ☐ Business Owner/Pemilik perniagaan ☐ Student/Pelajar
☐ Other/Lain-lain……………..……...(Please Identified/Sila nyatakan)

1.8 What is the purpose for visiting Thailand?/ Apakah tujuan anda ke Thailand
☐ Travel/Melancong ☐ BusinessTrip/Urusan perniagaan ☐ Education/Pendidikan

☐ Visiting Relative/ Melawat saudara-mara ☐ Conference/ Exhibition Persidangan/Pameran ☐ Other/Lain-lain……………..…. (Please Identified/Sila nyatakan)

1.9 How many time have you been to Thailand?/ Sudah berapa kali anda datang ke Thailand?
☐ First time/ kali pertama ☐ > 2 time/kali ☐ > 5 time/kali ☐ >10 time above/kali

Part 2: Trip to Thailand: Please indicate the most appropriate response.
Bahagian 2 : Perjalanan ke Thailand : Sila tandakan di petak berkenaan

2.1 How did you come to know about Thailand (Source of knowledge about Thailand)
Bagaimanakah anda tahu tentang Thailand? (Sumber maklumat tentang Thailand)
☐ Media advertisement/News Iklan media / Berita ☐ Friend/ Family Rakan / Keluarga ☐ Other/Lain-lain………..………. (Please Identified/Sila nyatakan)

2.2 What is your duration of stay in Thailand? /Apakah tempoh yang anda berada di Thailand?
☐ < 1 day/hari ☐ 2-4 days/hari ☐ 5-7 days/hari ☐ More than7 days /Lebih daripada 7 hari

2.3 Where do you live during your stay in Thailand?
Di manakah anda menginap semasa berada di Thailand?
☐ Hotel/ Guess house/Rumah tumpangan ☐ Hostel/Asrama
☐ Resident of Friend/Family/ Kediaman rakan / Keluarga
☐ Other/Lain-lain……………..……….(Please Identified/Sila nyatakan)

2.4 How you arrange your trip to Thailand?

Bagaimanakah anda menguruskan perjalanan ke Thailand?

☐ I arrange my trip by collecting info and make my booking through internet.

Saya menguruskan perjalanan saya dengan mengumpul maklumat dan membuat tempahan melalui internet

☐ I brought package tour from travel agency (if yes; tick the answer below)

Saya membeli pakej pelancongan dari agensi pelancongan (jika Ya, sila tandakan jawapan di bawah)

[1] I brought package tour from local agency.

Saya membeli pakej pelancongan dari agensi pelancongan tempatan

[2] I brought package tour from my country travel agency.

Saya membeli pakej pelancongan dari agensi pelancongan di negara saya

☐ Other/Lain-lain……….…………(Please Identified/Sila nyatakan)

2.5 How do you reach to Thailand? / Bagaimanakah anda sampai ke Thailand?

☐ By bus/van   ☐ By private car/Kendaraan persendirian ☐ By train/Kereta api

☐ By air plan/Kapal terbang   ☐ Other/Lain-lain………..………(Please Identified/Sila nyatakan)

2.6 How many members come with you to Thailand?

Berapakah ahli yang menyertai anda untuk datang ke Thailand?

☐ I am travel alone/ Saya datang persendirian

☐ I am travel with my family (specific the no ……….…..)

Saya datang dengan keluarga (Sila nyatakan bilangan …….……)

☐ I am travel with group tour/friend/colleague (specific the no……..……..)

Saya datang dengan rombongan / rakan / rakan sekerja (Sila nyatakan bilangan……….)

2.7 How much budgets you have spend in Thailand?

Berapakah budget yang anda berbelanja di Thailand?

☐ Below/Bawah < 1,000 Baht   ☐ 1,000 USD – 1,500 Baht   ☐ 1,500 USD – 2,000 Baht

☐ 2,000 USD – 2,500 Baht   ☐ More than/Lebih daripada > 2,500 Baht

Part 3: Tourist Confident and Destination Image

Bahagian 3 : Keyakinan pelancong dan imej destinasi pelancongan

3.1 What is your perception about Thailand political situation?

Apakah persepsi anda terhadap keadaan politik di Thailand?

☐ Thailand situation is return to normal /Keadaan di Thailand sudah kembali seperti biasa

☐ Thailand country is perceived to be unstable/ Thailand kini dilihat tidak stabil

3.2 What is your perception about Thailand destination image?

(Please Rank your preference, if answer more than 1)

Apakah persepsi anda tentang imej destinasi di Thailand?

(Sila nyatakan pilihan anda ikut susulan, jika jawapan lebih daripada satu)

☐ Thailand is Fun/Thailand menyeronokkan   ☐ Thailand is Excited/Thailand teruja

☐ Amazing Thailand/ Thailand menakjubkan   ☐ Organized Place/ Tempat yang terancang

☐ Relaxed Destination/Destinasi bersantai   ☐ *Thainess* / ciri-ciri orang Thai

☐ Thai Hospitality/Layanan yang baik dari orang Thai   ☐ Land of Smile/Senyuman

3.3 How do you understand concept of *'Amazing Thailand'* (Can choose >1)

Bagaimanakah yang anda faham tentang konsep *'Amazing Thailand'* (Boleh pilih lebih daripada1)

☐ Thainess: The world's friendliness culture/ *Thainess* /Ciri-ciri orang Thai : Budaya keramahan

☐ Treasures: Land of heritage and history/ Khazanah : Tanah warisan dan sejarah

☐ Beaches: Sun surf and serenity/ Pantai : Matahari, *surf* dan ketenangan

- [ ] Nature: The beauty of natural wonders/ Alam semula jadi : Keindahan keajaiban semulajadi
- [ ] Health & Wellness: The Beauty of Wellness and wellbeing.
  Kesihatan dan kesejahteraan : Keindahan kesihatan dan kesejahteraan
- [ ] Trends: Your senses with unique trends/ *Trends* : Deria anda dengan *trends* yang unik
- [ ] Festivaties: The land of year around/ Perayaan : Negara yang ada perayaan sepanjang tahun
- [ ] Other/Lain-lain………….……...(Please Identified/Sila nyatakan)

3.4 Does Thailand country is the most desire destination in among ASEAN countries
Adakah negara Thailand adalah destinasi yang paling ingin dikunjungi dalam kalangan negara ASEAN?

- [ ] Yes it is
- [ ] No, it is……………………………….……..(Please identified the country)
  Ya   Tidak ………………………(Sila nyatakan negara yang anda ingin kunjungi)

3.5 How many types of Thailand's tourism products you have purchased?
Berapakah jenis produk pelancongan Thailand yang anda telah membeli?

- [ ] Accommodation
  Penginapan
- [ ] Food and Beverage
  Makanan dan minuman
- [ ] Road passenger transport
  Pengangkutan jalan raya
- [ ] Gifts and Souvenirs
  Buah tangan dan cenderamata
- [ ] Water passenger transport
  Pengangkutan laut
- [ ] Culture service
  Perkhidmatan budaya
- [ ] Railway passenger transport
  Pengangkutan kereta api
- [ ] Transport equipment rental
  Sewa peralatan pengangkutan
- [ ] Air passenger transport
  Pengangkutan udara
- [ ] Sports/recreational services
  Sukan dan perkhidmatan rekreasi
- [ ] Travel agencies
  Agensi pelancongan
- [ ] Other tourism service
  Perkhidmatan Pelancongan lain

3.6 Do you **'Discovery Thainess'** in which state below? (Can choose more than one)
Bagaimanakah anda gambarkan tentang **'Discovery Thainess'** yang dinyatakan di bawah? (Boleh pilih lebih daripada satu)

- [ ] Thai boxing
  Tinju Thai
- [ ] Thai massage/Spa
  Urutan Thai / *SPA*
- [ ] Thai food/cooking
  Makanan / masakan Thai
- [ ] Thai classical dance
  Tarian klasik Thai
- [ ] Making Thai style garlands
  Membuat kalungan gaya Thai
- [ ] Thai hospitality
  Layanan yang baik
- [ ] Elephant riding
  Menunggang gajah
- [ ] Thai Arts/Museums
  Seni Thai/ Muzium
- [ ] Thai Festivity
  Perayaan Thai
- [ ] Traditional Thai houses
  Rumah tradisi orang Thai
- [ ] Thai way of life/happiness
  Cara hidup / Kebahagiaan
- [ ] Thai unique cultural
  Budaya Thai yang unik

3.7 What are the key destination in Thailand you desire to visit? (Can choose more than one)
Apakah destinasi di Thailand yang anda ingin untuk melawat? (Boleh pilih lebih daripada satu)

- [ ] BKK
- [ ] Hua Hin
- [ ] Samui
- [ ] Kanchanaburi
- [ ] Petchaburi
- [ ] Koh Chang
- [ ] Songkhla (Hatyai)
- [ ] Krabi
- [ ] Chiang Mai
- [ ] Chonburi (Pattaya)
- [ ] Phuket
- [ ] Other………(specific)

3.8 Do you consider Thailand country as in which status below?
Anda menganggap negara Thailand sebagai status mana di bawah ini?

- [ ] Hub of Medical Tourism/ Pusat pelancongan perubatan
- [ ] Hub of ASEAN countries destination/ Pusat destinasi negara-negara ASEAN
- [ ] Thailand is culture diversity/ Thailand adalah kepelbagaian budaya
- [ ] Thailand is shopping paradise/ Thailand adalah syurga untuk membeli-belah
- [ ] Thaland is safe and peaceful/ Thailand adalah tempat yang selamat dan aman
- [ ] Thailand is the land of freedom and relax
  Thailand adalah negara yang bebas dan tempat untuk berehat

Part 4: Please rate the degree of satisfy or dissatisfy which you think Thailand offers the features given in the statements.

1 = Very strongly dissatisfy: 2 = Very dissatisfy: 3 = Dissatisfy: 4 = Moderate: 5 = Satisfy: 6 = Very satisfy: 7 = Very strongly satisfy

Bahagian 5 : Sila beri penilaian anda terhadap kepuasan atau tidak berpuas hati terhadap ciri-ciri dalam kenyataan yang Thailand telah menawarkan di bawah ini
1 = Amat tidak berpuas hati   2 = Tidak berpuas hati   3 = Kurang berpuas hati
4 = Sederhana 5 = Berpuas hati   6 = Amat berpuas hati 7 = Sangat berpuas hati

No.	Statement/ Kenyataan							
	Shopping and Tourist Attractions (ST) **Membeli-belah dan Tarikan pelancong**	1	2	3	4	5	6	7
1	Price of shopping items/ Harga barangan							
2	Quality of shopping products/ Kualiti produk							
3	Type of shopping products/ Jenis-jenis produk							
4	Service in stores/ Layanan semasa berada dalam kedai							
5	Service at tourist attraction/ Layanan di tempat tarikan pelancong							
6	Type of tourist attractions/ Jenis tarikan pelancong							
7	Price of traveling in Thailand/ Harga untuk melancong di Thailand							
	Food/ Makanan	1	2	3	4	5	6	7
1	Quality of foods/ Kualiti makanan							
2	Type of foods/ Jenis-jenis makanan							
3	Food price/ Harga makanan							
	Lodging and Restaurants/ Penginapan dan Restoran	1	2	3	4	5	6	7
1	Quality of lodging facility/ Kualiti kemudahan di tempat penginapan							
2	Service in hotel or guest house/ Layanan di hotel dan rumah tumpangan							
3	Service in Restaurants/ Layanan di restoran							
4	Type of lodging/ Jenis-jenis penginapan							
	Environment and Safety/Persekitaran dan Keselamatan	1	2	3	4	5	6	7
1	Thailand overall environment/ Persekitaran keseluruhan di Thailand							
2	Cleanliness and hygiene/ Kebersihan							
3	Attitude of domestic people toward tourists/ Sikap orang tempatan terhadap pelancong asing							
4	A safe place for tourists/ Tempat yang selamat untuk pelancong							
	Transportation/ Pengangkutan	1	2	3	4	5	6	7
1	Service of transportation/ Perkhidmatan pengangkutan							
2	Price of the local transportation fares/ Harga tambang pengangkutan tempatan							
3	Convenience of local transportation system/ Kemudahan system pengangkutan tempatan							
4	Types of local transportation system/ Jenis-jenis pengangkutan tempatan							

Part 5: Please rate the degree of your satisfaction (Actual satisfaction with travel experience)

Bahagian 5: Sila beri penilaian terhadap kepuasan (Kepuasan sebenar terhadap pengalaman perjalanan anda)

5.1 How does Thailand in general, rate compared to what you expected?

Bagaimanakah Thailand secara umum, sila beri penilaian membandingkan dengan apa yang anda sangka?

- [ ] Much worse than I expected/ Lebih teruk daripada dijangkakan
- [ ] Worse than I expected/ Teruk daripada dijangkakan
- [ ] As I expected/ Seperti yang dijangkakan
- [ ] Better than I expected/ Baik dari dijangkakan
- [ ] Much better than I expected/ Lebih baik dari dijangkakan

5.2 Was this visit worth your time and effort?

Adakah lawatan kali ini berbaloi untuk masa dan usaha anda?

- [ ] Definitely not worth it/ Sangat tidak berbaloi
- [ ] Not worth it/ Tidak berbaloi
- [ ] Worth it/ Berbaloi
- [ ] Well worth it/ Agak berbaloi
- [ ] Definitely well worth it/ Sangat berbaloi

5.3 Overall, how satisfied were you with your holiday in Thailand?

Secara keseluruhannya, Bagaimana tahap kepuasan anda terhadap percutian anda di Thailand?

- [ ] Not at all satisfied/ Tidak berpuas hati langsung
- [ ] Not satisfied/ Tidak berpuas hati
- [ ] Moderate/ Sederhana
- [ ] Satisfied/ Berpuas hati
- [ ] Very satisfied/ Sangat berpuas hati

5.4 How would you rate Thailand as a vacation destination compared to other similar places?

Bagaimanakah anda menilai Thailand sebagai destinasi percutian jika berbanding dengan tempat-tempat lain yang sama?

- [ ] Much worse/ Lebih teruk
- [ ] Worse/ Teruk
- [ ] Moderate/ Sederhana
- [ ] Better/ Lebih baik
- [ ] Much better/ Jauh lebih baik

Part 6: Please rate the degree of visitation and recommendation of your opinion towards Thailand destination

Bahagian 7 : Sila beri penilaian tentang lawatan dan cadangan dari pendapat anda terhadap destinasi di Thailand

6.1 In the next two years, how likely is it that you will take another vacation to Thailand

Dalam masa dua tahun akan datang, adakah anda akan mangambil peluang untuk bercuti ke Thailand lagi?

- [ ] Not likely at all/ Tak mungkin sama sekali
- [ ] Unlikely/ Tidak mungkin
- [ ] Likely/ Mungkin
- [ ] Very likely/ Kemungkinan besar

6.2 Please describe your overall feeling about your visit?

Sila nyatakan perasaan anda secara keseluruhan terhadap lawatan anda kali ini

☐ This visit was very poor, and I will not come again
   Lawatan kali ini sangat teruk, dan saya tak akan datang lagi

☐ This visit was good, and I don't know I may come again
   Lawatan kali ini agak baik, dan saya tidak pasti mungkin saya akan datang lagi

☐ This visit was so great, and I will come again
   Lawatan kali ini sangat baik, dan saya akan datang lagi

6.3 Will you suggest Thailand to your friends/relatives as a vacation destination to visit?
   Adakah anda akan mencadangkan Thailand sebagai destinasi percutian kepada rakan-rakan/saudara-mara anda?

☐ Not likely/ Tidak mungkin
☐ Likely/ Mungkin
☐ Definitely/ Pasti

amazing THAILAND

-------------------END-------------------

Dear Sir/Madame

A study of factors influencing tourist's perception based on the concept of ***"Amazing Thailand"*** is a survey research study for understanding how Laotian' tourists perceive the concept of Amazing Thailand from various sources of information. We also wish to understand your need for making best service to our tourists.

Please answer all questions.

Thanks you very much for your kind cooperation

ຮຽນ ຜູ້ຕອບແບບສອບຖາມ

ໂຄງການອ໌ໃຈໃນຄ໌ າມ໌ ມສິ່ວັດຖຸ ປະສ່ງເພ໌ ອສ່າວອດການຣັບ ຮ້ຳນເຂ໌ າໃຈຂອງນັກ ທ່ອງທ່ຽວຊາວລາວທີ ມີຕ່ ແບບ໌ ຄດ້ານຕະລາດ "**ມະຫັດສະຈັນປະເທດໄທ** (Amazing Thailand) ຈະລອດຈ໌ ບການສ່າວອດປັດໃຈທີ ມ໌ ອິດທິພ໌ ນຕ່ ຄວາມແະຫ໌ ບໃຈ ແລະຄວາມເພ໌ າຟ໌ ໃຈຂອງ ປະເທດໄທທີ ເປັນປະເທດຈຸດໝາຍປາຍທາງ ພ໌ ບການສ່າວອດໃນຄ໌ າມ໌ ຈະນ່າພັດທະນາແລະ ປັບປຸງຄຸນະພາບການໃຫ້ບລິການທີ ດີແກ່ນັກທ່ອງທ່ຽວທີ ມາຍ່ຽວແະເທດໄທ

ກະລຸນາຕອບຄຳຖາມທຸກຂ້

ຂ໌ ຂອບໃຈພະຄຸນທ່ານທີ ໃຫ້ຄວາມຣ່ວມມ໌

ສູນອ໌ ໃຈແລະບໍລິການທຸລະກິດເຕັກໂນໂລຢ໌-
ຢື ປຸ່ນ
Center for Business Research and Service
Thai-Nichi Institute of Technology

Center for Business Research and Service
(TNI-CBRS)

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Questionnaire

A Study of Factors influencing Tourist's Perception based on the concept of Amazing Thailand

ການສຶກສາຄັດໃຈທີ ມີອິດທິພົນການຮັບຮູ້ຂອງນັກທ່ອງທ່ຽວຕາມແນວຄິດໜະຫັດສະຈັບ ປະເທດໄທ"

Part 1: Personal Profile: Please indicate the most appropriate response.

ສ່ວນທີ 1:ຂໍມູນສ່ວນຕົວ: ຈົ່ງລະບຸຄຳຕອບທີ ເໝາະສົມ

1.1 Gender/ເພດ ☐ Male/ຊາຍ ☐ Female/ຍິງ

1.2 Nationality/ສັນຊາດ ☐ Laos/ລາວ ☐ Other/ອື ນໆ...............(Please Identified/ຈົ່ງລະບຸ)

1.3 Age/ ອາຍຸ ☐ < 20 ☐ 21-40 ☐ 41-60 ☐ > 61

1.4 What is your marital status?/ສະຖານະພາບ ☐ Married/ແຕ່ງງານ ☐ Single/ໂສດ

1.5 What is your education? / ລະດັບການສຶກສາ
☐ School/ມັດທະຍົມ ☐ Undergraduate/ປະລິນຍາຕີ ☐ Postgraduate/ປະລິນຍາຕີໂທ
☐ Other/ອື ນໆ.................. (please specific/ຈົ່ງລະບຸ)

1.6 What is your monthly income (USD)?/ ລາຍໄດ້
☐ < 5,000 Baht ☐ 5,000-15,000 Baht ☐ 15,000-25,000 Baht ☐ >25,000 Baht

1.7 What is your occupation? / ອາຊີບ
☐ Employee/ພະນັກງານ ☐ Business Owner/ ເຈົ້າຂອງທຸລະກິ ດ ☐ Student/ ນັກຮຽນ
☐ Other/ອື ນໆ.................. (please specific/ຈົ່ງລະບຸ)

1.8 What is the purpose for visiting Thailand? / ວັດທຸປະສົງຂອງການມາຢ່ຽມປະເທດໄທ?
☐ Travel/ ທ່ອງທ່ຽວ ☐ Business Trip/ ທຸລະກິດ ☐ Visiting Relative/ ຢ່ຽມຍາດ
☐ Education/ການສຶກສາ ☐ Conference/ການປະຊຸມ ☐ Other/ອື ນໆ........(please specific/ຈົ່ງລະບຸ

1.9 How many time have you been to Thailand? / ເຈົ້າເຄີຍມາປະເທດໄທຈັກເທື ອແລ້ວ?
☐ First time/ເທື ອທຳອິດ ☐ 2 time/2 ເທື ຍ ☐ > 5 time/3 ເທື ຍ ☐ >10 time above/ຫຼາຍກ່ວາ 10 ເທື ຍ

Part 2: Trip to Thailand: Please indicate the most appropriate response.

ສ່ວນທີ2:ການເດີນທາງຂອງ ່ າປະເທດໄທຄົ່ງລະບຸຄຳຕອບທີ ເໝາະສົມທີ ສຸດ

2.1 How did you come to know about Thailand? (Source of knowledge about Thailand)
ເຈົ້າ ຮູ້ຈັກປະເທດໄທໄດ້ແຈ້ໃດ (ແຫຼ່ງຂໍມູນທີ ເຮັດໃຫ້ເຈົ້າ ຮູ້ກ່ຽວກັບປະເທດ)
☐ Media advertisement/News/ ສື່ໂຄສະນາ/ໜັງສືພິມ ☐ Friend/ Family/ເພື ອນ/ຄອບຄົວ
☐ Other please specific/ຈົ່ງລະບຸ.............................

2.2 What is your duration of stay in Thailand?/ ໄລຍະເວລາທີ່ ພັກໃນປະເທດໄທ
☐ < 1 day/ວັນ ☐ 2-4 days/ວັນ ☐ 5-7 days/ວັນ ☐ >7 days/ວັນ

2.3 Where do you live during your stay in Thailand?/ທີ ພັກໃນປະເທດໄທ
☐ Hotel/ Guess house/ໂຮງແຮມ/ເກດສເຮົາສ ☐ Hostel/ທ່ພັກນັກຮຽນ
☐ Resident of Friend/Family/ ທີ ພັກຂອງເພື ອ/ຄອບຄົວ ☐ Other please specific/ຈົ່ງລະບຸ......

2.4 How you arrange your trip to Thailand? / ເຈົ້າ ຈຸມເດີນທາງມາປະເທດໄທໄດ້ແຈ້ໃດ?
☐ I arrange my trip by collecting info and make my booking through internet.
ຂ້ອຍວາງແຜນການເດີນທາງໂດຍຮວບຮວມຂໍມູນແລະສຳຮອງຜ່ານອິນເຕີເນັດ
☐ I brought package tour from travel agency (if yes; tick the answer below)
ຂ້ອຍຊື້ແພກເກດທົວຈາກຕົວແທນການທ່ອງທ່ຽວ(ຖ້າແມ່ນ;ຕິ ກຄຳຕອບດ້ານລຸ່ມ)
[1] I brought package tour from local agency/ ຂ້ອຍຊື້ແພກເກດທົວຈາກຕົວແທນທ້ອງຖິ່
[2] I brought package tour from my country travel agency/
ຂ້ອຍຊື້ແພກເກດທົວຈາກຕົວແທນການທ່ອງທ່ຽວໃນປະເທດຂອງຂ້ອ
☐ Other please specific/ຈົ່ງລະບຸ...

2.5 How do you reach to Thailand? / ເຈົ້າເຂົ້າມາປະເທດໄທໄດ້ແຈ້ໃດ

☐ By bus/van / ລົດບັດ/ລົດຕູ້   ☐ By private car / ລົດຍົນສ່ວນຕົວ   ☐ By train/ ລົດໄຟ

☐ By air plan / ຍົນ   ☐ Other please specific/ຈົ້າງລະ...

2.6 How many members come with you to Thailand?/ຈໍານວນສະມາຊິກທີ່ ເດີນທາງມາປະເທດໄທກັບເຈົ້າ

☐ I am travel alone/ ຂ້ອຍເດີນທາງທ່ອງທ່ຽວຄົນດຽວ

☐ I am travel with my family/ ຂ້ອຍເດີນທາງມາກັບຄອບຄົວ(ຈົ້າງລະບຸຈໍານວນ..............)

☐ I am travel with group tour/friend/colleague
ຂ້ອຍເດີນທາງມາເປັນໝູ່/ເພື່ອນ/ເພື່ອນຮ່ວມງານ (ຈົ້າງລະບຸຈໍານວນ...............)

2.7 How much budgets you have spend to Thailand?
ເຈົ້າມີງົບປະມານເທົ່າໃດທີ່ ຈະໄຊ້ຈ່າຍໃນປະເທດ

☐ ນ້ອຍກວ່າ< 1,000 Baht   ☐ 1,000 USD – 1,500 Baht   ☐ 1,500 USD – 2,000 Baht

☐ 2,000 USD – 2,500 Baht   ☐ ຫຼາຍກວ່າ > 2,500 Baht   ☐ ຈົ້າງລະບຸຈໍານວນ.....(Baht)

Part 3: Tourist Confident and Destination Image

ສ່ວນທີ3:ຄວາມເຊື່ອໝັ້ນຂອງນັກທ່ອງທ່ຽວຕໍ່ ຈຸດໝາຍປາຍທາງ

3.1 What is your perception about Thailand political situation?
ເຈົ້າຮັບຮູ້ເຖິງສະຖານການເມືອງຂອງປະເທດໄທໄດ້ຈົ້າໆ?

☐ Thailand situation is return to normal/ ສະຖານການໃນປະເທດໄທກັບມາເປັນບົກກະຕິ

☐ Thailand country is perceived to be unstable/ ສະຖານການໃນປະເທດໄທຍັງບໍ່ ສະຖຽນລະພາບ

3.2 What is your perception about Thailand destination image?
ເຈົ້າຮັບຮູ້ກ່ຽວກັບພາບຫຼັກປະເທດໄທໄດ້ແຈ້ໃດ

(Please Rank your preference, if answer more than >1:
ກະລຸນາຈັດອັນດັບຄວະນົບທີ່ ຄາຕອບຫຼາຍກ່ວ> 1)

☐ Thailand is Fun   ☐ Thailand is Excited   ☐ Amazing Thailand   ☐ Organized Place
ປະເທດໄທສະນຸກ   ປະເທດໄທນ່າຕື່ນເຕັ້ນ   ມະຫັດສະຈັນປະເທດໄທ   ສະຖານມີລະບຽບ

☐ Thai Hospitality   ☐ Land of Smile   ☐ Relaxed Destination   ☐ Thainess
ການຕ້ອນຮັບແບບໄທ   ສະຫຍາມເມືອງຍີ້ມ   ຈຸດໝາຍປາຍທາງທີ່ ຜ່ອນຄາຍ   ສະກຸດຄວາມເປັນໄທ

3.3 How do you understand concept of **'Amazing Thailand'** (Can choose >1)
ເຈົ້າເຂົ້າໃຈແນວຄິ 'ມະຫັດສະຈັນປະເທດໄທ' ຈ້າໃດ

☐ Thainess: The world's friendliness culture/ຄວາມເປັນໄທ:ວັດທະທໍາທີ່ ເປັນມິດຂອງໂລ

☐ Treasures: Land of heritage and history/
ສົມບົດ: ດິນແດນແຫ່ງມໍລະດົກທາງວັດທະນະທໍາແລະປະຫວັດສາດ

☐ Beaches: Sun surf and serenity/ ຊາຍຫາດ: ພະອາທິດຄື້ນແລະຄວາມງຽບສະຫງົບ

☐ Nature: The beauty of natural wonders/
ທໍາມະຊາດ: ຄວາມງາມຂອງສິ່ງມະຫັດສະຈັນທາງທໍາມະຊາດ

☐ Health & Wellness: The Beauty of Wellness and wellbeing/
ສຸຂະພາບ: ຄວາມງາມແລະຄຸນນະພາບຊີວິດທີ່ ດີ

☐ Trends: Your senses with unique trends/
ສະໄໝນິຍົມ:ການຮັບຮູ້ເຖິງອາລົມຄວາມຮູ້ສຶກທີ່ ເປັນເອກະລັ

☐ Festivities: The land of year around/ ພິທີສະເຫຼີມສະຫຼອງງານເທດສະການຕະລອດປີ

☐ Other/ອື່ນໆ (ຈົ້າງລະບ)...

3.4 Does Thailand country is the most desire destination in among ASEAN countries?
ປະເທດໄທເປັນຈຸດໝາຍປາຍທາງສໍາຄັນໃນກຸ່ມປະເທດອາຊຽນ?

☐ Yes it is/ແມ່ນ   ☐ No, it is/ບໍ່ແມ່ນ...............(ຈົ້າງລະປະເທດ)

3.5 How many types of Thailand's tourism products you have purchased?
ເຈົ້າຊື້ຜະຕະພັນການທ່ອງທ່ຽວຂອງໄທປະເພດໃດ?

☐ Accommodation
ທີ່ພັກ

☐ Food and Beverage
ອາຫານເຄື່ອງດື່ມ

☐ Road passenger transport
ການເດີນທາງພາກພື້ນດິນ

☐ Gifts and Souvenirs
ຂອງຂັນແລະຂອງທີ່ລະນຶກ

☐ Water passenger transport
ການຂົນສົ່ງທະນົນທາງນໍ້

☐ Culture service
ການບໍລິການດ້ານວັດທະນະທໍາ

☐ Railway passenger transport
ການເດີນທາງໂດຍລົດໄຟ

☐ Transport equipment rental
ລົດຍົນສ່ວນຕົວ

☐ Air passenger transport
ການເດີນທາງທາງອາກາດ

☐ Sports/recreational services
ກິລາ/ບໍລິການດ້ານນັນທະນາການ

☐ Travel agencies
ຕົວແທນການທ່ອງທ່ຽວ

☐ Other tourism service
ບໍລິການທ່ອງທ່ຽວອື່ນໆ

3.6 Do you *'Discovery Thainess'* in which statement below? (Can choose more than one)
ເຈົ້າຄົ້ນພົບຄວາມເປັນໄທ ຕາງກັບຄຳກຳກັດຄວາມໃນຂໍ້ຕໍ່ໄປ? (ເລືອກຫຼາຍກ່ວາ 1 ຂໍ້)

☐ Thai boxing
ມວຍໄທ

☐ Thai massage/Spa
ນວດແຜນໄທ/ສະປາ

☐ Thai food/cooking
ອາຫານໄທ/ການປຸງອາຫານໄທ

☐ Thai classical dance
ລຳໄທ

☐ Making Thai style garlands
ຮ້ອຍມາລາຍໄທ

☐ Thai hospitality
ການຕ້ອນຮັບແບບໄທ

☐ Elephant riding
ຂີ່ຊ້າງ

☐ Thai Arts/Museums
ສິລະປະໄທ / ພິພິດພັນ

☐ Thai Festivity
ການສະເຫຼີມສະຫຼອງແບບໄທ

☐ Traditional Thai houses
ບ້ານແບບດັ້ງເດີມຂອງໄທ

Thai way of life/happiness
ສະກຼີວິດແບບໄທ/ຄວາມສຸກ

Thai unique cultural
ເອກະລັກທາງວັດທະນະທໍາໄທ

3.7 What are the key destination in Thailand you desire to visit? (Can choose more than one)
ທີ່ໃດຄືຈຸດໝາຍປາຍທາງສຳຄັນໃນປະເທດໄທທີ່ ເຈົ້າຕ້ອງການຢ່ຽມ? (ສາມາດເລືອກໄດ້ຫຼາຍກ່ວາຫນຶ່ງ)

☐ BKK/ກຸງເທບ

☐ Hua Hin/ຫົວຫິນ

☐ Samui/ສະມຸຍ

☐ Kanchanaburi/ການຈັນບຸລີ

☐ Petchaburi/ເພດສະລະບຸລີ

☐ Koh Chang/ເກາະຊ້າງ

☐ Songkhla (Hatyai) ສົງຂະລາ

☐ Krabi/ກະບີ່

☐ Chiang Mai/ ຊຽງໃໝ່

☐ Chonburi (Pattaya) ຊົນບຸລີ

☐ Phuket/ ພູເກັດ

☐ Other/ອື່ນໆ.........(specific/ຈົ່ງລະບຸ)

3.8 Do you consider Thailand country as in which status below?
ເຈົ້າພິຈາລະນາປະເທດໄທຢູ່ໃນສະຖານະໃດຕໍ່ໄປ?

☐ Hub of Medical Tourism
ສູນກາງຂອງການທ່ອງທ່ຽວເຊີງ ການແພດ

☐ Hub of ASEAN countries destination
ສູນກາງຂອງປະເທດທີ່ເປັນຈຸດໝາຍປາຍທາງໃນອາຊ່ຽນ

☐ Thailand is culture diversity
ປະເທດໄທມີຄວາມລາກຫຼາຍທາງວັດທະນະທໍາ

☐ Thailand is shopping paradise
ປະເທດໄທເປັນສະຫວັນແຫ່ງການຊອບປິ້

☐ Thailand is safe and peaceful
ປະເທດໄທມີຄວາມປອດໄພສະຫງົບສຸກ

☐ Thailand is the land of freedom and relax
ປະເທດໄທເປັນດິນແດນແຫ່ງເສລິພາບແລະຄວາມຜ່ອນຄາຍ

Part 4: Please rate the degree of satisfy or dissatisfy which you think Thailand offers the features given in the statements.

1 = Very strongly dissatisfy: 2 = Very dissatisfy: 3 = Dissatisfy: 4 = Moderate:
5 = Satisfy:
6 = Very satisfy: 7 = Very strongly satisfy

ສ່ວນທີ4:ລະດັບຄວາມພໍໃຈຫຼືບໍ່ ພໍໃຈທີ່ ເຈົ້າຄິດວ່າປະເທດໄທມີລັກສະນະດັ່ງກ່າວ
1 = ຄວາມພໍໃຈຢ່າງຫຼາຍທີ່ ສຸດ2 = ບໍ່ ພໍໃຈຫຼາຍ 3 = ບໍ່ພໍໃຈ: 4 = ປານກາງ: 5 = ພໍໃຈ:
6 = ພໍໃຈຫຼາຍ: 7 = ພໍໃຈຢ່າງຫຼາຍທີ່ ສຸດ

No.	Statement/ລາຍການ							
	Shopping and Tourist Attractions (ST) ການຊ້ອບບີ້ງແລະສະຖານທີ່ ທ່ອງທ່ຽວ	**1**	**2**	**3**	**4**	**5**	**6**	**7**
1	Price of shopping items/ລາຄາສິນຄ້າ							
2	Quality of shopping products/ ຄຸນນະພາບສິນຄ້າ							
3	Type of shopping products/ ປະເພດສິນຄ້າ							
4	Service in stores/ບໍລິການຂອງຮ້ານຄ້າ							
5	Service at tourist attraction/ ບໍລິການຂອງແຫ່ງທ່ອງທ່ຽວ							
6	Type of tourist attractions/ ປະເພດຂອງແຫ່ງທ່ອງທ່ຽວ							
7	Price of traveling in Thailand ຄ່າໃຊ້ຈ່າຍຂອງການທ່ອງທ່ຽວໃນປະເທດໄທ							
	Food/ ອາຫານ	**1**	**2**	**3**	**4**	**5**	**6**	**7**
1	Quality of foods/ ຄຸນນະພາບຂອງອາຫານ							
2	Type of foods/ ປະເພດອາຫານ							
3	Food price/ ລາຄາອາຫານ							
	Lodging and Restaurants/ ທີ່ ພັກແລະຮ້ານອາຫານ	**1**	**2**	**3**	**4**	**5**	**6**	**7**
1	Quality of lodging facility/ ຄຸນນະພາບຂອງສະຖານທີ່ ພັກ							
2	Service in hotel or guest house/ບໍລິການໃນໂຮງແຮມຫຼືເຮືອນ ເຮືອນ							
3	Service in Restaurants/ ບໍລິການໃນຮ້ານອາຫານ							
4	Type of lodging/ ປະເພດຂອງທີ່ ພັກ							
	Environment and Safety/ ສິ່ ງແວດລ້ອມແລະຄວາມປອດໄພ	**1**	**2**	**3**	**4**	**5**	**6**	**7**
1	Thailand overall environment ສະພາບແວດລ້ອມໂດຍຮວມຂອງປະເທດໄທ							
2	Cleanliness and hygiene/ ການຮັກສາຄວາມສະອາດສຸຂະອະນາໄມ							
3	Attitude of domestic people toward tourists ທັດສະນະຄະຕິຂອງຜູ້ຄົນໃນປະເທດທີ່ ມີຕໍ່ ນັກທ່ອງທ່ຽ							
4	A safe place for tourists ສະຖານທີ່ ຄວາມປອດໄພສຳຫລັບນກທ່ອງທ່ຽ							
	Transportation/ ການຂົນສົ່	**1**	**2**	**3**	**4**	**5**	**6**	**7**
1	Service of transportation/ ບໍລິການດ້ານການຄົມມະນາຄົມ							
2	Price of the local transportation fares ລາຄາຄ່າໂດຍສານລະບົບການຂົນສົ່ ງສາທາລະນະໃນທ່ອງຖິ່							
3	Convenience of local transportation system ຄວາມສະດວກສະບາຍຂອງລະບົບການຂົນສົ່ ງສາທາລະນະໃນ ທ່ອງຖິ່ ນ							
4	Types of local transportation system ປະເພດຂອງລະບົບການຂົນສົ່ ງສາທາລະນະໃນທ່ອງຖິ່							

Part 5: Please rate the degree of your satisfaction (Actual satisfaction with travel experience)

ສ່ວນທີ5: ກະລຸນາປະເມີນລະດັບຄວາມເພິ່ງພໍໃຈຂອງທ່ານ(ຄວາມເພິ່ງໃຈເກີນຂຶ້ນຈິງກັບ ປະສົບການໃນການເດີນທາງ)

5.1 How does Thailand in general, rate compared to what you expected?

ໂດຍທົ່ວໄປປະເທດໄທເປັນຢ່າງໃດ ເມື່ອປຽບທຽບກັບເຈົ້າຄາດຫວ?

☐ Much worse than I expected/ ແຍ່ຫຼາຍທີ່ ຄາດຫວັງໄວ້ຢ່າງຫຼາຍ

☐ Worse than I expected/ ບໍ່ດີກ່ວາທີ່ ຄາດຫວັງ

☐ As I expected/ ເປັນໄປຕາມທີ່ ຄາດຫວັງ

☐ Better than I expected/ ດີກ່ວາທີ່ ຄາດຫວັງໄວ

☐ Much better than I expected/ ດີກ່ວາທີ່ ຄາດຫວັງໄຫຼ່ງຫຼາຍ

5.2 Was this visit worth your time and effort?

ການມາເຍືອນໃນຄັ້ງນີ້ ຄຸ້ມຄ່າກັບເວລາແລະຄວາມພະຍາຍາມຂອງເຈົ້າບໍ?

☐ Definitely not worth it/ ບໍ່ຄຸ້ມຄ່າຢ່າງທີ່ ສຸດ

☐ Not worth it/ ບໍ່ຄຸ້ມຄ່າເລີຍ

☐ Worth it/ ຄຸ້ມຄ່າ

☐ Well worth it/ ຄຸ້ມຄ່າຫຼາຍ

☐ Definitely well worth it/ ຄຸ້ມຄ່າຫຼາຍທີ່ ສຸດ

5.3 Overall, how satisfied were you with your holiday in Thailand?

ໂດຍພາບຮວມເຈົ້າເພິ່ງພໍໃຈກັບການພັກຜ່ອນປະເທດໄທໃນແຂວງເທດໄທຢ່າງໃດ?

☐ Not at all satisfied/ ບໍ່ເພິ່ງພໍໃຈຢ່າງຍິ່

☐ Not satisfied/ ບໍ່ເພິ່ງພໍໃຈ

☐ Moderate/ ປານກາງ

☐ Satisfied/ ພໍໃຈ

☐ Very satisfied/ ພໍໃຈຫຼາຍ

5.4 How would you rate Thailand as a vacation destination compared to other similar places?

ເຈົ້າປະເມີນສະຖານທີ່ ພັກຜ່ອນຂອງປະເທດໄທເປັນຢ່າງໃດ ເມື່ອອຽບທຽບກັບສະຖານທີ່ ອື່ ນທີ່ ຄ້າຍຄື?

☐ Much worse/ ບໍ່ ດີຫຼາຍທີ່ ຄິດໄວ້

☐ Worse/ ບໍ່ ດີ

☐ Moderate/ ປານກາງ

☐ Better/ ດີກ່ວາ

☐ Much better/ ດີກ່ວາຫຼາຍ

Part 6: Please rate the degree of visitation and recommendation of your opinion towards Thailand destination

ສ່ວນທີ 6: ກະລຸນາປະເມີນການມາເຍືອນແລະຂໍ້ສະເນີຂອງເຈົ້າກ່ຽວກັບຈຸດໝາຍປາຍທາງຂອງ ປະເທດໄທ

6.1 In the next two years, how likely is it that you will take another vacation to Thailand?

ໃນອີກສອງປີຄັ້ ງໜ້າ, ເຈົ້າຈະໄຊ້ວັນຫຍຸດເພື່ ອເດີນທາງມາປະເທດໄທອີກບໍ?

☐ Not likely at all/ ບໍ່ມາອີກແນ່ນອນ

☐ Unlikely/ ບໍ່ ່ຈະມາອີກ

☐ Likely/ ມາອີກ

☐ Very likely/ ມາອີກແນ່ນອນ

6.2 Please describe your overall feeling about your visit?

ກະລຸນາອະທິບາຍຄວາມຮູ້ສຶກໂດຍຮວມຂອງເຈົ້າກ່ຽວກັບການມາຢ່ຽມໃນຄັ້ງ?

☐ This visit was very poor, and I will not come again
☐ ການມາຢ່ຽມໃນຄັ້ງ ງນີ້ບໍ່ດີຫຼາຍແລະຂ້ອຍຈະບໍ່ກັບມາທີ່ນີ້?

☐ This visit was good, but I don't know I may come again
☐ ການມາຢ່ຽມໃນຄັ້ງ ງນີ້ ເປັນສິ່ງທີ່ ດີແຕ່ຂ້ອຍຍັງບໍ່ຮູ້ວ່າຈະກັບມາທີ່ ນີ້ອີກ

☐ This visit was so great, and I will come again
☐ ການມາຢ່ຽມໃນຄັ້ງ ງນີ້ ແມ່ນດີຫຼາຍ ແລະຂ້ອຍຈະກັບມາອີກແນ່ນອນ

7.3 Will you suggest Thailand to your friends/relatives as a vacation destination to visit?
☐ Not likely/ ບໍ່ແນ່ໃຈ
☐ Likely/ ນ່າຈະ
☐ Definitely/ ຢ່າງແນ່ນອນ

amazing
THAILAND

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- Tourism Industry
- Cross-Culture Management & Conflict Resolution
- Thailand Higher Private Education Institution (THPEI)