THE FACTORS EFFECTING INTERNATIONAL TOURIST PERSPECTIVE ON DESTINATION SATISFACTION: THE CASE OF JAPANESE AND KOREAN TOURISTS VISITING IN THAILAND

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Title: The Factors Effecting International Tourist Perspective on Destination Satisfaction. The Case of Japanese and Korean tourists visiting in Thailand.

Authors: Wanida Wadeecharoen (2017)

ABSTRACT

Thailand destination image and national stability confidence become an important factor determining leisure destination for international tourists. Hence, in 2015 Tourism Authority of Thailand has launches *‘Discovery Thainess’* campaign to enrich Thailand brand image brcome a quality leisure destination in globally. The aim of the study focus on Japanese and Korean tourists. The results of the study shows that 71 % of Korean tourists were female, single and age average between 21-40 years. 70 % of Korean tourists discover Thainess favorite experience on Thai Traditional message/Thai spa while they perceived of Thailand brand image in Thainess perspective only 6%. 65% of Japanese tourists were male and age average between 41-60 years. 30% of them have been travel to Thailand over 10 times. The finding shows that shopping and tourist attractions, Thai cuisine (food), environment and safety, and transportation facilities have positively related to destination satisfaction for two groups (Japanese and Korean). Lodging and restaurant facilities is significantly in Korean tourist while insignificantly in Japanese tourists

Bangkok city is the popular tourist destination recognized by international tourists around the world. More than 18 million international tourists have visiting Bangkok annually. Despite, international tourists understand Bangkok a capital of Thailand in holistic view as well as *“The Land of Amazing”*. Most of the international tourists view Thailand as a cheap destination rather a leisure destination nearly 20 years ago. To persuade a quality tourists from Japanese and Korean which contribute to Thailand tourism income worth 1,647 to 1,656 million US$ annually come to visit Thailand destination. Therefore, it is necessary to persuade Japanese and Korean tourist attitude and positive experience about Bangkok city image and correct the negative tourist’s perception in order to motive Thailand tourism industry. Thus, this study aims to identify Bangkok brand power city into five attractive characteristics defined by Tokyo brand power in order to make Bangkok as a premium tourist’s destination like ever.

Keywords: Japanese, Korean, Amazing Thailand, Thainess, Tourism

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Thank Indeed from the deep of our heart
'God Blessing all of you'

Wanida Wadeecharoen, PhD

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Thailand tourism industry has been contributing up to 9.2 % of national gross domestic product (GDP) in 2016. Thailand travel and tourism generated 2,313,500 jobs (6.1% of total employment). This is expected to growth by 6.3% in 2017 and rise by 5% to 4,009,000 jobs (10.4% of total employment) in 2017 (World Travel & Tourism Council, 2017). After Thailand military coup in May 2014, Tourism Authority of Thailand (TAT) uses 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*' with 29.9 million international guests visiting Thailand in 2015 and continue increasing up to 32.5 million international tourists in 2016, an increase of 2.33 million or 8.91 percent from 2015 (refer to Table 1.1).

Table 1.1: Thailand Tourist Situation from 2012-2016

Rank	Country or territory	2016/2559	2015/2558	2014/2557	2013/2556	2012/2555
*	ASEAN	8,658,051	7,886,136	6,641,772	7,282,266	6,281,153
1	China	8,757,466	7,934,791	4,636,298	4,637,335	2,786,860
2	Malaysia	3,533,826	3,423,397	2,613,418	3,041,097	2,554,397
3	South Korea*	▲1,464,218	1,372,995	1,122,566 ▼	1,295,342	1,263,619
4	Japan*	▲1,439,629	1,381,690	1,267,886 ▼	1,586,425	1,373,716
5	Laos	1,409,456	1,233,138	1,053,983	976,639	975,999
6	India	1,193,822	1,069,149	932,603	1,050,889	1,013,308
7	Russia	1,089,992	884,085	1,606,430	1,746,565	1,316,564
8	United Kingdom	1,003,386	946,919	907,877	905,024	873,053
9	United States	974,632	867,520	763,520	823,486	768,638
10	Singapore	966,909	937,311	844,133	955,468	831,215
11	Germany	835,506	760,604	715,240	737,658	682,419
12	Vietnam	830,394	751,091	559,415	725,057	618,670
13	Australia	791,631	805,946	831,854	900,460	930,241

Visitor Statistics, 1998–2016". Department of Tourism Thailand. Retrieved 10 January 2017

Despite international tourists still understand Thailand's image as *"The Land of Amazing",* they concerned Thailand is a cheap destination rather a leisure quality destination nearly 20 years ago (Suchat Siritama, 2016). Since 1997, the government has launched *"Amazing Thailand"* campaign; Thailand tourism has growth up based on the number of international tourists of which the quality seems to degrade over time. Thailand tourism has become mass tourism whereby tourists spending most of their time visiting and taking photographs of interesting places. As of this point, to enhance a leisure quality destination Thailand needs shift of interests from tangible cultural resources to intangible resources (Richard, 2001). To persuade quality tourists to think and react positively to the destination, it is necessary to rebranding Thailand brand image by highlighting on specific activities like shopping, nightlife, cuisine, sport, atmosphere, adventure, history, good value for money, history, gastronomy, culture, golf, nature, and secure destination, these are recognized as an important determinant of brand loyalty (Kim & Kerstetter, 2016; Suhartanto, Ruhadi & Triyuni, 2016). Thus, it is undoubtedly, city image and tourists attitude are interrelated (Lita, Surya, Maruf & Syahrul, 2014), and the attitude toward a particular place or city influence overall city image (Han, Hsu & Lee, 2009). One of the world's most vibrant cities, value for money and time affordable costs, it is not surprise Bangkok is the world's fourth ranking most visited destination after Hong Kong, London and Singapore (Barry Neild, 2016). Similarly, *'Time Magazine'* reported 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).

Bangkok city is the popular tourist destination welcomes international tourism arrival 18.5 million following by Phuket 8.3 and Chonburi 7.2 million tourists (Ministry of Tourism and Sport, Thailand 2015). This evidence indicated that Thailand tourism is not as common industry but rather, it is a social and economic activities running across business sectors and pushing national economic development forward. In case of Japanese and South Korean (JK) tourists are the major Thailand tourism market and seem not to be decline for several decades. Japanese and Korean tourists averagely stay in Thailand 7-8 days and capital spending per day 5,188 Baht to 5,418 Baht, respectively. These tourists contributed to Thailand international tourism market worth 1,647 and 1,659 million US$ (Department of Tourism, 2016). According to Pike, (2002) confirm that tourist perception on city image influence on tourist behavior such as length of stay, frequency of visits and perceived value of city brand. Therefore, it is necessary to persuade tourist attitude positive experience about Bangkok city image and correct the negative tourist's perception in order to motive Thailand tourism. Tourist's attitude neither very unpleasant/ very pleasant toward a tourist city plays influence to city image and also city image significantly influence on tourists visit intention (Doosti, Jalivand, Asadi, Pool & Adl, 2016). Thus, this study aims to identify Bangkok brand power city into five attractive characteristics defined by Tokyo brand power in order to make Bangkok as a premium tourist's destination like ever.

1.2 Statement of Problem

1.2.1 Thailand Reputation and International Tourists' Confidence Problems

At the commencement of 2014, 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. Thailand military coup in May, 2014 cause to international tourists drop down up to 27.67% in negative direction in June, 11.78 in July, 11.50 in August and 6.31 in September, before, recovered in a positive direction 7.46% in October, 1.98% in November and 12.24% in December, respectively.

Table 1.2: International Tourist Arrivals' Numbers in 2013 to 2016

Year	2016	2015	2014	2013	2016/2015		2015/2014		2014-2013	
					Changed (+) (-)	%Δ 16/15	Changed (+) (-)	%Δ 15/14	Changed (+) (-)	%Δ 14/13
Jan	3,001,327	2,613,699	2,282,568	2,318,447	+387,628	+14.83	+331,131	+14.51	-35,879	-1.55
Feb	3,088,876	2,664,216	2,075,304	2,367,257	+424,660	+15.94	+588,912	+28.38	-291,953	-12.33
Mar	2,948,690	2,555,362	2,018,008	2,322,200	+393,328	+15.39	+537,354	+26.63	-304,192	-13.10
April	2,643,251	2,406,727	1,934,841	2,057,855	+236,542	+9.83	+471,886	+24.39	-123,014	-5.98
May	2,476,505	2,301,625	1,670,860	1,943,968	+174,880	+7.60	+630,765	+37.75	-273,108	-14.05
Jun	2,433,255	2,269,523	1,491,300	2,061,782	**+163,732**	**+7.21**	**+778,223**	**+52.18**	**-570,482**	**-27.67**
Jul	2,946,286	2,641,514	1,896,098	2,149,173	+304,772	+11.54	+745,416	+39.31	-253,075	-11.78
Aug	2,874,420	2,589,52	2,084,839	2,355,660	+284,768	+11.00	+504,813	+24.21	-270,821	-11.50
Sep	-	2,044,658	1,869,491	1,995,343	-	-	+175,167	+9.37	-125,852	-6.31
Oct	-	2,245,841	2,207,775	2,054,548	-	-	+38,066	+1.72	+153,227	+7.46
Nov	-	2,566,077	2,425,123	2,378,112	-	-	+140,954	+5.81	+47,011	+1.98
Dec	-	3,024,291	2,853,476	2,542,476	-	-	+170,815	+5.99	+311,096	+12.24
Total	**32,588,303**	**29,923,185**	**24,809,683**	**24,809,683**	**+2,370,292**	**-**	**+5,113,502**	**+20.61**	**-1,737,042**	**-6.54**

Source: Immigration Bureau, Police Department
Updated: Aug, 2016

Based on the Table 1.2 indicate that the awareness of international tourists confident toward Thailand destination is the vital factor contributing to Thailand tourism industry successful. Tourists confident directly influence to the number of international tourists' arrival in Thailand. Since, they are lack of confidence and perceived of risk in that particular countries, they are likely to cancel and postpone their travel itineraries. Thailand political unrest and military coup in May 2014 is a good case study to support this argument as the result appear in Table 1.2.

In 2015, Thailand's tourist officials hardly promote *'Amazing Thailand: 'Discover Thainess'* campaign to promote Thailand Internationally, with the objective of create confidence in Thailand and promote tourism, so that the country will welcome a greater number of visitors. *'Thainess'* campaign emphasizes country's unique cultural treasures and the Thai way of happiness to be passed on to international visitors. Tourism Authority of Thailand is launching *'Discover Thainess'* campaign, under the creative tourism concept. Under this concept, tourists can immerse themselves in exclusively Thai activities, such as Thai boxing, Thai massage, Thai cooking, Thai classical dance, Thai way of life, Thai culture, and Thai experience.

As the result of Tourism Authority of Thailand (TAT) marketing plan and communication message of *'Discover Thainess'* campaign via internationally. Thailand become a second most popular visited country in Asia Pacific region after China. According to UNWTO Tourism Highlights, (2016) reported that there were over 279 million international tourist arrivals to Asia and the Pacific, an increase of 6.0% over 2014. In 2015, the top ten destinations were China, Thailand, Malaysia, Japan, South Korea, Singapore, Taiwan, Indonesia, India and Vietnam. Particularly, international tourist arrivals in China 56.9 million, an increase of 2.3% from 2014 and Thailand 29.9 million, an increase of 20.5 from 2014 (refer to Table 1.4).

Table 1.3: International Tourist Arrivals to Asia and the Pacific

Rank	Destination	International tourist arrivals (2015)	International tourist arrivals (2014)	Change (2014 to 2015) (%)	Change (2013 to 2014) (%)
1	China	56.9 million	55.6 million	▲2.3	▼0.1
2	Thailand	29.9 million	24.8 million	▲20.5	▼6.5
-	Hong Kong (China)	26.7 million	27.7 million	▼3.9	▲8.2
3	Malaysia	25.7 million	27.4 million	▼6.3	▲6.7
4	Japan	19.7 million	13.4 million	▲47.1	▲29.4
-	Macau (China)	14.3 million	14.6 million	▼1.8	▲2.1
5	South Korea	13.2 million	14.2 million	▼6.8	▲16.6
6	Singapore	12.1 million	11.9 million	▲1.6	▼0.3
7	Taiwan	10.44 million	9.9 million	▲5.3	▲23.6
8	Indonesia	10.41 million	9.4 million	▲10.3	▲7.2
9	India	8.0 million	7.7 million	▲4.5	▲10.2
10	Vietnam	7.9 million	7.8 million	▲0.9	▲4.0

Source: UNWTO Tourism Highlights, (2016)

Table 1.5 shows Thailand Top-Ten Most Visited Nationalities 2013-2016, the result of 'Discover Thainess' campaign has boost the number of international tourists from EAST Asia such as China up to 74.75% in 2015 and slightly improve to 10.34% in 2016. Similarly, the number of South Korean tourists boost up to 75.41% from 2014 while tourists from Japan move up to 8.98%.

Table 1.4: Thailand Top-Ten Most Visited Nationalities 2013-2016

Rank	Country or territory	2016		% Δ 2016/15	2015		% Δ 2015/14	2014		% Δ 2014/13
1	China	8,757,466	▲	+10.34	7,936,795	▲	+74.74	4,636,298	▼	-0.02
2	Malaysia	3,533,856	▲	+3.36	3,423,397	▲	+30.99	2,613,418	▼	-14.06
3	Russia	1,089,992	▲	+23.28	884,085	▼	-44.97	1,606,430	▼	-8.02
4	Japan	1,439,629	▲	+4.19	1,381,690	▲	+8.98	1,267,886	▼	-17.48
5	South Korea	1,464,218	▲	+6.64	1,372,995	▲	+75.41	1,122,566	▼	-13.34
6	India	1,193,822	▲	+11.63	1,069,149	▲	+14.64	932,603	▼	-11.26
7	Laos	1,409,456	▲	+15.48	1,233,138	▲	+17.00	1,053,983	▼	7.92
8	UK	1,003,386	▲	+5.89	946,919	▼	4.30	907,877	▲	0.32
9	Singapore	966,909	▲	+3.04	937,311	▲	+11.04	844,133	▼	-11.65
10	Australia	100,287	▲	+2.47	805,946	▼	-3.11	831,854	▼	-7.62

Source: Immigration Bureau, Police Department
Updated: 10 January 2017

In 2016, Thailand tourism situation seem to be in a good health, security and stability. Table 1.5 shows the number of top 10th international tourist's arrival in 2016 have improving from 2.47% in Australian tourist up to 23.28 in Russian tourists. As of this results indicate that international tourists are confidante on Thailand destination as their preferable holiday country. Thus, to promote Thailand tourism in internationally, tourism stakeholder should providing tourists' satisfaction, safety and secure which contributing to destination loyalty.

1.2.2 Problems Concerned with Thailand's Tourism

The major problems facing all countries tourism development is *'safety and security environment*'. Terrorist can be attracting all over the world without sign of warning before occurred. According to Bangkok Post and New York Times reported the need to outwardly address safety issues after sexual assaults and killings of foreign tourists in Thailand (Mydan, 2008; Jitpleecheep, 2007). The biggest Thailand tourism issue was suffer by the Central World Shopping Mall, the second largest in Southeast Asia was set on fire by Thailand political protesters of May 19, 2010 (Reuters, May 25, 2010)

Recently, 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). This is because travelers pay attention on safety and security as key factors for planning their holiday itineraries. According to Ingram, Tabari and Watthakhomthip, (2013) state that political instability such as protests and violence impact on their holiday planning. Consequence, one of the tourists given the interview that *'if Thailand country is unstable it might not be safe to stay'*.

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, 3th 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).

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 keep coming back to Thailand.

1.3 The Role of Japanese and South Korean Tourist Market in Thailand

Thailand is recognized as the world's leading international tourists' destination and ranked in the top 10th International tourism receipts charged (UNWTO Tourism Highlights, (2016). Since, International tourism receipts grew to US$1,260 billion in 2015, corresponding to an increase in real terms of 4.4% from 2014. The

World Tourism Organization reports the following destinations as the top ten tourism earners for the year 2015, with the United States by far the top earner. The next top earner is China tourism receipts $114.1 billion, following by Spain tourism receipts $56.5 billion, a decrease in real term of 13.2%. Similarly to European countries such as France, United Kingdom (U.K.), Italy and Germany earn tourism receipts in 2015, $48.1 billion $46.5 billion, $45.5 billion and $43.3 billion, a decrease of 21.0% and 2.3%, 13.3% and 14.9%, respectively. In 2015, Thailand seem to be an outstanding country destination whereby the international tourism receipts have improve up to 16% as compare to 2014.

Table1.5: International tourism receipts

Rank	Destination	UNWTO Region	International tourism receipts (2015)	International tourism receipts (2014)	Change (2014 to 2015) (%)	Change (2013 to 2014) (%)
1	United States	North America	$204.5 billion	$191.3 billion	▲6.9%	▲7.8%
2	China	Asia	$114.1 billion	$105.4 billion	▲8.3%	—
3	Spain	Europe	$56.5 billion	$65.1 billion	▼13.2%	▲3.9%
4	France	Europe	$45.9 billion	$58.1 billion	▼21.0%	▲2.8%
5	United Kingdom	Europe	$45.5 billion	$46.5 billion	▼2.3%	▲11.8%
6	Thailand	Asia	$44.6 billion	$38.4 billion	▲16.0%	▼8.0%
7	Italy	Europe	$39.4 billion	$45.5 billion	▼13.3%	▲3.6%
8	Germany	Europe	$36.9 billion	$43.3 billion	▼14.9%	▲4.9%
9	Hong Kong (China)	Asia	$36.2 billion	$38.4 billion	▼5.8%	▼1.4%
10	Macau (China)	Asia	$31.3 billion	$42.6 billion	▼26.4%	▼1.1%

Source: UNWTO Tourism Highlights, (2016)

According to World Tourism Organization reports the following destinations as the top ten biggest spenders on international tourism for the year 2015 and 2016. China is the largest international tourism expenditure country in 2016 worth $261 billion, the second large tourism expenditure country is United Stages worth $122 billion and the third large country is Germany worth $81 billion etc. There are three Asia region countries ranked in the list of top 10th country in international tourism expenditure, namely, China ranked in 1st, South Korea ranked in 7th and Hong-Kong ranked in the last list (China).

Table 1.6: International tourism expenditure in 2015 and 2016

Rank	Country	UNWTO Region	International tourism expenditure (2016)	International tourism expenditure (2015)
1	China	Asia	$261 billion	$250 billion
2	United States	North America	$122 billion	$112.9 billion
3	Germany	Europe	$81 billion	$77.5 billion
4	United Kingdom	Europe	$64 billion	$63.3 billion
5	France	Europe	$41 billion	$38.4 billion
	Russia	Europe	-	$34.9 billion
6	Canada	North America	$29 billion	$29.4 billion
7	South Korea	Asia	$27 billion	$25.0 billion
8	Australia	Oceania	$27 billion	$23.5 billion
9	Italy	Europe	$25 billion	$24.9 billion
10	Hong Kong	Asia	$24 billion	--

Source: UNWTO Tourism Highlights, (2016)

Table 1.6 shows the significant role of South Korea as the 7th large position of international tourism expenditure country worth $25 billion in 2015 and $27 billion in 2016. In Thailand tourism industry, South Korean ranked in the top 6th of international tourism receipts contributing to 56,847.18 Million Baht, an increase of 30.48 from previous year 2014. Following by Japan contributing to 56,430.67 Million Baht, an increase of 16.26% from previous year 2014.

Table 1.7: Top-Ten International Tourist Receipts Arrivals Jan-Dec 2015

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	**8,078,262**	**+19.31**	**5.60**	**5,106.35**	**+5.75**	**149.09**		**231,002.31**	**+25.95**	**6,744.59**
-Brunei	17,433	+25.17	6.92	5,819.71	+1.84	169.92		702.07	+36.34	20.50
-Cambodia	544,818	-199	6.45	4,559.05	+7.72	133.11		16,020.84	-10.40	467.76
-Indonesia	470,820	-5.01	5.66	5,286.42	+2.74	154.35		14,087.46	-3.60	411.31
-Laos	1,230,521	+15.68	5.79	4,267.36	+9.82	124.59		30,403.81	+28.14	887.70
-Malaysia	3,470,553	+30.87	4.83	5,240.74	+3.72	153.01	**2**	86,254.70	+41.30	2,518.39
-Myanmar	263,422	+26.80	8.28	4,988.37	+5.81	145.65		10,880.33	+34.50	317.67
-Philippines	301,297	+1.67	7.94	4,905.93	+3.16	143.24		11,736.47	+7.18	342.67
-Singapore	1,074,755	+11.90	5.60	6,136.30	+5.79	179.16		36,932.09	+26.76	1,078.31
-Vietnam	767,643	+33.93	6.22	5,023.23	+4.91	146.66		23,984.54	+37.41	700.28
China	7,981,407	+72.31	8.14	5,982.79	+8.83	174.68	**1**	388,694.10	+93.71	11,348.73
Russia	877,120	-45.06	17.07	4,587.00	+0.66	133.93	**3**	68,678.73	-39.06	2,005.22
Australia	816,053	-2.56	13.43	6,001.49	+4.98	175.23	**5**	65,773.90	+7.92	1,920.41
UK	896,591	+2.91	17.29	4,294.89	+4.87	125.40	**4**	66,579.60	+8.93	1,943.93
Japan	1,349,388	+7.53	8.06	5,188.52	+3.82	151.49	**7**	56,430.67	+16.26	1,647.61
South Korea	1,359,211	+22.51	7.72	5,417.58	+2.64	158.18	**6**	56,847.18	+30.48	1,659.77
USA	827,110	+12.61	13.38	5,021.99	+1.34	146.63	**8**	55,577.00	+6.55	1,622.69
India	1,039,395	+14.67	7.64	5,849.26	+2.18	170.78	**9**	46,448.85	+23.98	1,356.17
France	648.382	+6.80	17.60	3,872.45	-0.03	113.06	**10**	44,190.48	+7.94	1,290.23

Source: *Department of Tourism, Ministry of Tourism and Sports*
As of data update on 5 Aug 2016

Table 1.7 shows the top 10^{th} tourism receipts from international tourism arrivals based on the data provided by Department of Tourism, Ministry of Tourism and Sports in 2016. China is the largest contribute to Thailand industry worth 388,694.10 Million Baht, an increase of 93.71% from year 2014. In term of per capital spending spend worth 5,505.39 baht/day for Chinese tourists; their length of stay is 8 days while numbers of tourism arrivals are 7,981,407 people. In other East Asia countries such as Korean and Japan, tourists per capital spending from these countries are 5,417.58 baht/day, 5,021.99 baht/day, their length of stay is 7-8 days while numbers of tourism arrivals are 1,359,211 and 1,349,388, respectively.

Particularly, the stay duration of tourists from Australia, Russia, France, USA and UK averagely between 13 - 18 days. The capital spending/per person is about 3,871.45 baht/day for France, 4,294.89 baht/day for United Kingdom, 4,587 baht/day for Russia, 5,021.99 baht/day for USA and Australia is the highest spender in Thailand tourism worth 6,001.49 baht/day.

As of this data indicates that tourists from Europe and America region come to Thailand due to cheap price destination without entry visa. Passport holders from these countries can visit Thailand without a visa for the maximum of 30 days/per entry, a total period allow for 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 such as shopping and entertain activities.

Table 1.8 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. *'South Korea is the third largest county after India and China spending on Thailand shopping worth 1,176.90 baht/day'*. The USA, UK and France spend on shopping items ranged between 597-878 baht/day.

Table 1.8: Average Expenditure of International Tourist Arrivals by Expenditure Items January –December 2015

Country of Residence	Total	shopping	Entertain	Sight-seeing	Accom-modation	Food & Beverage	Local Transport
ASEAN	**5,106.35**	**1,614.06**	**515.83**	**146.58**	**1,417.92**	**905.08**	**436.76**
China	5,982.79	1,638.72	680.90	323.45	1,575.79	1,099.25	564.05
Russia	4,587.00	993.38	513.93	173.22	1,366.94	1,037.78	457.20
Australia	6,001.49	1,236.09	837.07	225.16	1,923.53	1,138.96	562.27
United Kingdom	4,294.89	597.55	536.69	172.60	1,450.44	1,017.64	511.81
Japan	5,188.52	910.63	672.18	149.69	1,832.10	1,060.83	499.96
South Korean	5,417.58	1,176.90	711.58	162.10	1,737.20	1,069.51	471.30
USA	5,021.99	878.05	602.02	207.80	1,690.87	1,017.12	564.39
India	5,849.26	1,921.17	659.03	198.80	1,504.63	964.88	507.68
France	3,872.45	668.31	393.46	116.50	1,348.05	806.71	496.79

Source: *Department of Tourism, Ministry of Tourism and Sports*
As of data update on 5 Aug 2016

Furthermore, in Asia regional, South Korean tourist is the largest spender on entertain program worth 711.58 baht/day, following by Japanese tourist worth 672.18 baht/day. Thus, to boost up international receipted and foreign exchange inflows to Thailand economic. International tourism is a significant player in 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)

Thus, to promote national economic sector via Thailand tourism industry, tourism marketing promotion should be focused on these top 10th original tourist countries. Particular focused on South Korean and Japanese tourists as they are playing a significance role in Thailand's tourism market. Hence, to increase national employment and income, Thai government should developing marketing promotion on particular market, infrastructure development, creatively Thailand's destination image, generated awareness of international tourists' confidence for choosing Thailand as first destination in the ASEAN region.

1.4 Research Question

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

1. What is the growth status of Japanese and South Korean tourists in Thailand?
2. What are the Japanese and South Korean tourist's demographic and behavior in Thailand?
3. What are the perception of Japanese and South Korean tourists based on the concept of *'Amazing Thailand: Discover Thainess'*.
4. What are the factors effecting ***'destination satisfaction'*** of Japanese and South Korean tourists visiting in Thailand?
5. What is the relationship between ***'destination satisfaction'*** and ***'destination loyalty'*** of Japanese and South Korean tourists visiting in Thailand?
6. What are the ***'Bangkok Brand Power Image'*** in positive and negative aspects from the perspective of Japanese and South Korean tourists visiting in Thailand?
7. Does Japanese and South Korean tourist intention to revisited Thailand country?

1.5 Research Objective

1. To examine the growth status of Japanese and South Korean tourists in Thailand.
2. To examine the Japanese and South Korean tourist's demographic and behavior in Thailand.
3. To examine the Japanese and South Korean tourist perception based on the concept of *'Amazing Thailand: Discover Thainess'*.
4. To examine the factors effecting ***'destination satisfaction'*** of Japanese and South Korean tourists visiting in Thailand.
5. To examine the relationship between ***'destination satisfaction'*** and ***'destination loyalty'*** of Japanese and South Korean tourists visiting in Thailand.

6. To examine ***'Bangkok Brand Power Image'*** in positive and negative aspects from the perspective of Japanese and South Korean tourists visiting in Thailand?
7. To examine the Japanese and South Korean tourist's intention to revisited Thailand country.

1.6 The Contribution of the Study

The role of tourism industry in Thailand contributes to nation's employment and income. The finding of the study can help tourism stakeholders to indicate international tourist demand on Thailand tourism products and services. Based on secondary data provided by Thailand public and private travel officers enable the business man, tourism agency and tourism stakeholders to create an appropriate promotional tourist program for particular countries. As result of the study, it enables the practitioner to encourage Thai tourism by using specific promotional program and travel package for Japanese and South Korean tourists in particular.

1.7 Limitation of the Study

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

1.7.1 Content Limitation

The content of Thailand tourism industry generating national employment and income. Thus, 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 Japanese and Korean tourists' perception on *'Amazing Thailand'* based seven concepts are as (1) nature: the beauty of natural wonders, (2) beaches: sun surf and serenity, (3) treasures: land of heritage and history (5) trends: your senses with unique trends, (6) health & wellness: the beauty of wellbeing, (7) festivities: the land of year around (Wadeecharoen, 2016). The perception of *'Discover Thainess'* defined in twelve categories such as (1) Thai massage/spa, (2) Thai food/cooking, (3) Thai unique cultural, (4) Thai way of life/happiness, (5) elephant riding, (6) Thai festivity, (7) Thai hospitality, (8) Thai classical dance, (9) Thai arts/museums, (10) Thai boxing, (11) traditional Thai house, (12) making Thai style garlands (Tourism Authority of Thailand, 2015)

Table 1.9: Definition of *'Amazing Thailand: Discover Thainess'*

No.	Amazing Thailand	No.	Discover Thainess
1	Nature: The beauty of natural wonders	1	Thai massage/Spa
2	Beaches: Sun surf and serenity	2	Thai food/cooking
3	Treasures: Land of heritage and history	3	Thai unique cultural
4	Thainess: The world's friendliness culture	4	Thai way of life/happiness
5	Trends: Your senses with unique trends	5	Elephant riding
6	Health & Wellness: The Beauty of Wellness and Wellbeing	6	Thai festivity
7	Festivities: The land of year around	7	Thai hospitality
		8	Thai Classical Dance
		9	Thai arts/museums
		10	Thai boxing
		11	Traditional Thai houses
		12	Making Thai style garlands

Source: Wadeecharoen, (2016) and Tourism Authority of Thailand, (2015)

1.7.2 Predictor Limitation

According to literature review, this study investigated on the empower predictors of international tourists destination satisfaction. Consequence, five predictor variables were modified in the study model namely shopping and tourist attraction, food, loading and restaurants, environment and safety, and finally transportation. These are the scope and variables limitation in this study.

1.7.3 Sampling Limitation

This study utilizes the perception of international tourists on the concept of *"Amazing Thailand: Discover Thainess"*. The 1,072 samples are classified into 2 categories as following;

1) Japanese and Korean tourists visiting Thailand during October to December 2016 and January 2017. The data were collected at Suvarnabhumi International Airport, Pathumwan, Sukhumvit, Petchburi

and Ratchaprasong area in Bangkok. The finally data collected from Japanese tourists 562 cases and South Korean 510, totally 1,072 samples for finally study.

2) Focus group study by in-depth interviews with 30 tourists from Japanese and South Korean (15 each) at Suvarnabhumi International Airport and Bangkok areas. The interview were open end question the respondent can answer as much as they want both in negative and positive aspects based on their personal opinion and travel experience.

1.7.4 Timing Limitation

This study relies on the international tourism perception during October to December 2016 and January 2017. 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 organized 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.

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. 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;

- 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

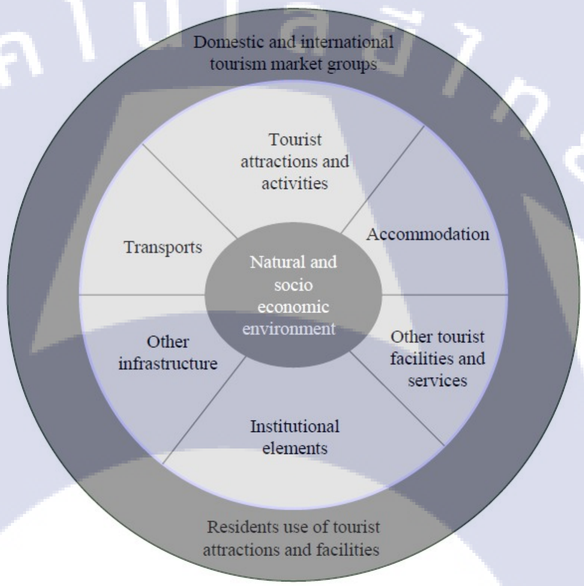

Figure 2.1: The Douro Valley Tourism Plan (DVTP)
Source: Fazenda & Silva & Costa, (2010)

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 statistical 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 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 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. 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 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.

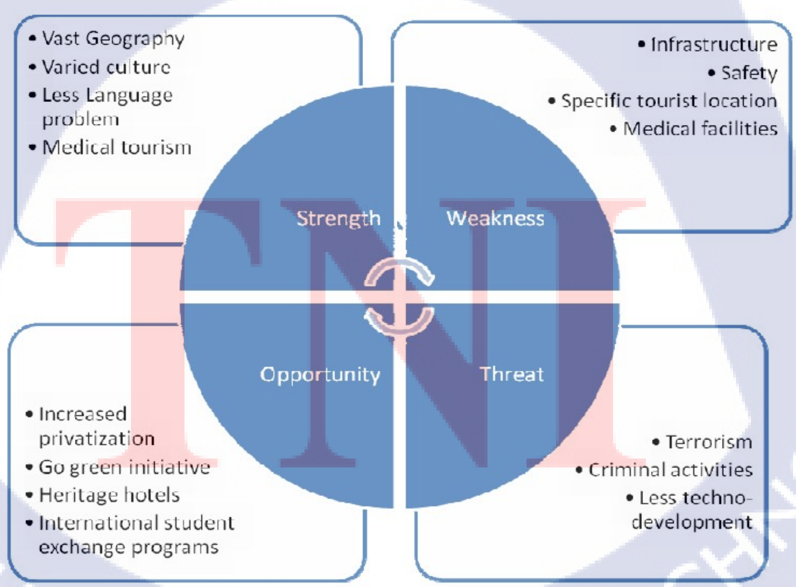

Figure 2.2 'Thailand SWOT Analysis'
Sources: Patawari and Sharma, (2011) *'A Comparative of India and Thailand Tourism'* IJMT, Volume 19, Number 2, July-December 2011

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;

Table 2.1: Twelve Value of Thainess

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)

2.1.5 Thailand Tourism Previous Research Study

There are previous research study relevant to Thailand tourism are such as following below;

Since, the majorities of international tourists' arrivals to Thailand has always been from ASEAN countries. These intraregional traveler generated the highest proportion of tourism receipts due to ASEAN Economic Community motivate them to revisit Thailand more frequency. Consequence, Katawandee and Bhamornsathit, (2014) adopted the concept of ABC classification in grouping ASEAN tourists to Thailand based on tourism receipts generated (million baht), proportion of tourism receipts (%) and number of tourists (persons) arrival Thailand in 2012.

Table 2.2: The grouping of ASEAN tourist arrivals to Thailand using the ABC Classification

Country of residence	Tourism receipts (million Baht)	Proportion of tourism receipts (%)	Number of tourists (persons)	Length of stay (days)	Average expenditure (Baht/person/day)
Group A					
Malaysia	55,359.78	33.87	2,546,072	4.90	4,437.38
Singapore	27,864.22	17.05	994,631	5.49	5,102.86
Laos	20,288.32	12.41	981,081	6.27	3,298.17
Vietnam	17,772.11	10.87	637,347	6.57	4,244.22
Total (Group A)	121,284.43	74.19	5,159,131		
Weighted average (Group A)				5.48	4,325.18
Group B					
Cambodia	13,996.11	8.56	430,538	8.33	3,902.57
Indonesia	13,181.38	8.06	449,360	6.20	4,731.24
Philippines	10,019.46	6.13	280,585	8.03	4,446.96
Total (Group B)	37,196.95	22.75	1,160,483		
Weighted average (Group B)				7.43	4,355.07
Group C					
Myanmar	4,593.52	2.81	129,714	8.40	4,215.80
Brunei	396.60	0.24	13,319	6.05	4,921.82
Total (group C)	4,990.12	3.05	143,033		
Weighted average (Group C)				8.18	4,281.54
ASEAN					
Total (ASEAN)	163,471.50	100.00	6,462,647		
Weighted average (ASEAN)				5.89	4,294.24

Source: Modified data from The Ministry of Tourism and Sports, Thailand
(Data from the website as of April 9, 2013)

Katawandee and Bhamornsathit, (2014) grouping intra ASEAN travelers into ABC categories to show the different of each county purchasing power and tourist's behavior. The results show that Group A consisted of four countries, namely, Malaysia, Singapore, Laos and Vietnam. This group generated the highest tourism receipts with the proportion of 74.19 percent. Although Group A markets had the highest spending; their average length of stay was the shortest, about 5.48 days.

Tourists in Group B comprised of three countries; namely, Cambodia, Indonesia, and Philippines, with the revenue proportion of 22.75 percent. Group C comprised of two countries, namely, Myanmar and Brunei, accounting for 3.05 percent of the total tourism receipts. Interesting the number of Brunei tourists is found to be the lowest in the ASEAN region, despite, the average expenditure per capital/per day was ranked in second after Singapore. Comparing the types of expenditure within these three groups, the results show non difference in terms of their average expenditure. The top three expenditure items were *'shopping, accommodation, food and beverages'*. Moreover, ASEAN tourists prefer making a non-package travel to Thailand.

In summary, Katawandee and Bhamornsathit, (2014) suggest that destination suppliers and travel intermediaries interested in this market should apply different marketing strategies for each group. For instance, Group A markets need to be encouraged to stay longer, and with respect to Malaysia, to explore Thailand independently. Finally, more studies of tourist behavior in each group to investigate their idiosyncrasies further will be beneficial for Thai tourism industry in developing relevant strategic initiatives.

Thailand have been presenting an outstanding leader for medical tourism in Asia for several decades. Thailand competitive advantage over other countries in this region in attracting medical tourists were a relatively low-cost of living, friendly tourist culture and relaxing environment for recuperating patients. Thailand medical tourism service are providing expertise on plastic surgery, dentistry, LASIK and general medical check (Teh, 2007).

According to Mechinda, Serirat, Anuwichanont and Guild, (2010) explore the antecedents of tourists' attitudinal loyalty towards medical tourism in Pattaya, Thailand. There are five antecedents of loyalty were purpose in the study model namely, tourists satisfaction, tourists perceived value, trust, destination familiarity and destination image. The quota sample size of this study were 520 international tourists who have spent their vacation in Pattaya for medical tourism. Sampling size was employed by allocating number of medical institutions into two groups are as hospital and clinic. The sample size from 3 hospital were 220 causes and from 19 medical clinic were 300 cases. The majority of respondents were male 63%, age average between 35-64 years old. They are mostly married 49% and have bachelor degree 75%. The majority occupation were professionals, manager and business man approximately 51%. The monthly household income between 1,626 USD and higher. Most of the respondents 35% come from European and 20% from Americas. As of the study results show that. In general, satisfaction with medical tourism, perceived value with medical tourism, trust with medical tourism, destination familiarity and destination image are positively influence to tourists' attitudinal loyalty. Particularly, the finding indicated that trust become the most important driver for hospital tourist whereas satisfaction is the most important driver for clinic tourists.

Additionally, Mechinda, Serirat, Anuwichanont and Guild, (2010) examine the reasons for international tourists choosing medical tourism in Pattaya, Thailand as summarizing in the table bellows;

Table 2.3: Reason for Choosing Medical Tourism Pattaya, Thailand

No.	Criteria	Mean	S.D.	Ranking
1.	Medical costs	5.10	1.358	(6)
2.	Ease of travel	5.04	1.332	(7)
3.	Reputation of medical experience	5.28	1.210	(4)
4.	Beautiful country	5.56	1.113	(1)
5.	Thai hospitality	5.41	1.189	(2)
6.	Recommendation from friend	5.21	1.264	(5)
7.	Previous good experience in Thailand	5.34	1.238	(3)

Sources: Mechinda, Serirat, Anuwichanont and Guild, (2010)

The main research for international tourists choosing Thailand for medical their treatment are as (1) beautiful country, (2) Thai hospitality, (3) previous good experience in Thailand, (4) reputation of medical experience, (5) recommendation from friend, (6) medical costs, (7) ease of travel, respectively (refer to Table 2.3)

According to Maitreesophon, (2012) explore and compare foreign tourists' perspective on selecting Thailand, the Land of Smile, as a tourist attraction. This study also aimed at finding answers on questions: What is a foreign tourists' perspective on selecting a tourist attraction?

The sample of study consists with 415 tourists from 30 nationalities who visited Thailand between September 2011 and January 2012. The study attempt to measure tourist perceptions upon the following factors such as safety and security, ease of travel, cultural and historical diversity, quality of accommodation, friendliness of local people, nightlife and entertainment, shopping facilities, and overall satisfaction after visiting Thailand as the land of smile. As of the result of the study representing in the table below;

Table 2.4: Overall tourists' perspective on selecting tourist destination

No.	Tourists' Perspective	Male		Female		Overall Perception	
		Mean	Dr.	Mean	Dr.	Mean	Dr.
1.	Safety and security	3.93	High	4.28	High	4.03	High
2.	Ease of travel	3.92	High	3.91	High	3.92	High
3.	Cultural and historical diversity	4.14	High	4.80	High	4.12	High
4.	Quality of accommodation	4.33	High	4.05	High	4.26	High
5.	Friendliness of local people	4.19	High	4.32	High	4.23	High
6.	Nightlife and entertainment	3.96	High	4.06	High	3.99	High
7.	Shopping facilities	3.85	High	3.99	High	3.87	High
8.	Satisfaction after visiting Thailand	4.20	High	4.19	High	4.20	High

Based on Table 2.4 Female foreign tourists' perception was strong on friendliness of local people, safety and security, nightlife and entertainment, and shopping facilities. Surprisingly, male foreign tourists gave importance to quality of accommodation, cultural and historical diversity, and ease of travel.

Thus, Thailand's brand image is well known among foreign tourists as the *'Land of Smile'*. The government of Thailand and tourism stakeholder should maintain strengthen country image and also a whole-heartedly service mind style to promote Thailand tourism. The study revealed that most respondents were male, British, aged between 21-30, students, first-time visitors, staying four weeks or more, travelling on their own on tourism purpose, having heard of tourist attractions from friends and relatives. They also had a chance to visit other places within Thailand.

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 & Holbrook, 2001). In tourism research, tourists' experience during trips has mainly been concerned with visiting, seeing, learning, enjoying and living different lifestyles (Stamboulis & Skayannis, 2003). 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, Pine and Gilmore (1998) coined the term *"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 (Hosany & Witham, 2010; Cole & Chancellor, 2009; Hsu & 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, Chon & Ro, 2006).

Petrick, Morais and Norman, (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 and 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) 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. 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 & Tsai, 2007; Kashyap & Bojanic, 2000; Murphy, Pritchard & Smith, (2000), Oh, 2000; Petrick & Backman 2002; Petrick, Morais & Norman, 2001, Petrick, Backman & Bixler, 1999) in the field of tourism. According to Holbrook (1994) pointed out, customer value is *"the fundamental basis for all marketing activity"*. 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, it can be viewed as the most important indicator of repurchase intentions (Parasuraman & Grewal, 2000).

Similarly, in the study of Um, Chon and Ro (2006) 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'* rather 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, Wu and Deng, (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. Despite, 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 Destination Image

Destination image consists of two dimension namely *'cognitive'* and *'effective'*, such cognitive component can be understood as a beliefs of knowledge about physical characteristic for those particular destinations while an effective refers to tourist attitude and feeling toward destination environment (Baloglu & MacCleary, 1999). Thus, destination image is the attitudinal concept of tourism beliefs, ideas and impression of a destination (Machinda, Serirat, Anuwichanont & Guild, 2010; Crompton, 1979). Rendering of several studies indicate that to be a successful destination must have a strong positive image to influence tourist behavior and the travel decision making (Milman & Pizam, 1995; Woodside & Lysonski, 1989; Pearce, 1982).

The core value of tourism destination and its products identity is *'Destination Image'*, tourism destination image have strongly influenced tourists decisions about tourism resources products and service (Hunt, 1975). According to Hunt, (1975) concluded that tourists who have never been to the destination and earn an experience with the destination before, they are rather making decision based on destination image attribute.

Tapachai and Waryszak, (2000) examine the beneficial image mode influencing to potential tourists decision to visit Thailand and United Stage. In the study concluded that the used of specific country image model can take into tourist's decision to visit a destination rather than used of general characteristics of the destination image.

Despite, the limitation of destination images promoted by tourism authorities does not fully match the tourist's perception and demand in the following aspects; lack of regular monitoring and evaluation procedures cause difficult to defined strategy, de-concentration on the supply side while ignore the demand side, lack of consistency messages, generating confusion and discouragement regarding to possible visit, inadequacy of the communication channels make it difficult to achieve the target (Montenegro, Costa & Gomes, 2014). These factors are the major source of inefficiency to promote tourist destination image for supply and demand sides. Hence, based on the cognitive and effective images congruence we can conduct that image can be promote by tourism destinations and markets' perception. Moreover, cognitive and effective images congruence has a positive influence on tourist satisfaction and intention to revisit in Shanghai marathon tourism (Mao, Wang & Zhang, 2015).

2.5 Tourist Experience

Tourist 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, Fiore & Jeoung, 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 those 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.

Jalivand and Samiei, (2012) survey among 224 inbound tourists who have visited Isfahan as an Islamic destination. The study identified that *'previous tourist's experiences'* from the travelling to Isfahan were associate with using word-of-mouth (WOM). Nearly 81% of respondents using WOM as credibility source of information and 59% of respondents were made decision for visit Isfahan by recommendation of friend, family, colleagues and other tourists who have travel experience visited Isfahan before. Driving on the evident of this study, tourists' stakeholder of Islamic destination should be concentrate on improving service quality and meeting international tourists' satisfaction in order to provide an impression memorial experience for tourists. Thereafter, tourists who have satisfactory experience with tourism products and service. They will spread positive WOM about the destinations with friend, relative and other perspective tourists, and finally return the profitable to the tourism destination.

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 meets what they wants when they visit creative tourism attraction. Prior studies point out that a tourist's experience has a direct relationship with revisit intentions (Cole & Chancellor, 2009; Hosany & Witham, 2010; Hsu & Crotts, 2006; Oh, Fiore & Jeoung, 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, Chon, & Ro, 2006).

2.6 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.

2.6.1 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.

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, (2012) 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-shopping 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.

2.6.2 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. 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 (Wadeecharoen, 2016). Similarity to the study of Montenegro, Costa, Rodrigues and Gomes, (2014) show the best rate tourist products of Portugal were food and wine following by city brake, sun and sea. According the tourist's opinion, the Portuguese tourism products campaign should be communicated internationally must be *'wine'*, followed by *'sun & sea'*. Driving on this finding, Portugal must highlight *'wine'* as the promotion tourism product according to the needs of target market and enhance of tourist's perception on product quality offered.

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, Bowen and Klag, (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.

Wong, Wu and Cheng, (2015) state that Macau food festival (MFF) is become an important area of tourism attraction. MFF is the annual event with more than 100 stalls offering tasty morsels from Asia and Europe in every November, live music performance, game booths, and scrumptious dishes can stimulate tourists to attended festival. Hence, festival quality which refer to staff, festival area, food, souvenir adequacy, convenience are the important dimension describe festival performance quality (Anil, 2012). The result of the study indicate that festival quality positively influence to attendee festival satisfaction and festival loyalty.

2.6.3 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. According to 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. Poon and Low (2005) stated that the destination satisfaction of Western and Asian travelers was mostly based on the hospitality of staff within hotels. 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.

2.6.4 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 & Low, 2005).

Correia, Kozak and Ferradeira, (2013) examine the factors influence on international tourists visiting in Lisbon a capital of Portugal. The study results justify that ***'facilities'*** which refers to *safety and security*, *cleanliness*, *entertainment* and *available information* contributing to overall tourist's satisfaction. Thus, these are the important factors to fulfill of tourists satisfaction and trust on the destination. Similarly to Ibrahim and Gill, (2005) found the relationship of safety and comfort exerted the strong influence on the overall satisfaction. The result indicating that when tourists are satisfied with the level of safety and comfort then the overall destination considered to be satisfactory.

Fowler, Lauderdale, Goh and Yuan (2012) explore the international tourist perception of personal safety while shopping in Las Vegas USA. This study collected data over three days in a major shopping venue/casino complex in Las Vegas from February 15 to 17, 2007, this period has received a large number of tourists visitor from Asia-Pacific region to celebrate Chinese New Year. A total 150 cases were found to be Chinese 41%, Taiwanese 45% and other 14%. Respondent used cash and credit card as the primary method of payment. During the Chinese new year venue, tourists carrying a large amounts of money on their person while they are lack of familiarity of destination environment in Las Vague. The study finds that Asia tourists were less likely to feel their personal safety and personal belongings were safe between the three days in shopping mall, dinning in a restaurant and amusement parks. For instant in shopping venue, the opportunity of crime may occur when tourists carry large amounts of money while busy with the shopping things. The credit card information also can be stolen during financial transactions. Thus, safety and security of tourists is required to be a prerequisite for successful tourist's operational management in every destination (Yuksel & Yuksel, 2007).

2.6.5 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). According to Hankinson (2004) who conducted research on the transportation 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). In USA, tourists are prefer to rent personal automobiles which provided flexibilities, convenience and economic (Fowler, Lauderdale, Goh & Yuan, 2012). Despite, personal driving present a risk in navigating unknown surrounding or unsafe areas. Thus, Taxicabs become a challenges transportation in USA.

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 (Rittichainuwat, Qu & Mongknonvanit 2002; Pawitra & Tan, 2003; Beerli & Martin, 2004; Hankinson, 2004; Sarikaya & Woodside, 2005; Poon & Low, 2005; Erdogan, 2006; Heung, 2000; Weiemair, 2000; Choi, Chan & Wu, 1999). 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 (Heung, 2000, Oliver, 1980).

2.7 Destination Loyalty

2.7.1 Customer Retention

According to Christopher, Payne and Ballantyne (1991) 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

2.7.2 Revisiting Intention

Revisit intentions is the one of the main motive of tourist decision of travel destination (Lam & 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). According to Rajaratnam, Nair, Sharif and Munikrishnan, (2015) purpose eight primary attributes namely, amenities, accessibility and logistics, core tourism experience, hygiene, information, security, value for money and hospitality contributed towards forming the constructs *'destination quality'* of rural tourist destination in Malaysia. The results indicate that tourists perceived destination quality has positively effect on destination satisfaction, which in turn, influenced behavioral intention to revisit Malaysia

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 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.

2.7.3 Word-of-Mouth (WOM) and Tourist's Visit Intention

The prevalence of internet network, web 2.0 technology, accessibility of social media, user-generated contents (UGCs), these are the phenomenal role model to supporting customers' purchase decisions. In travel business service, travelers produce large amounts of UGC/electronic word-of-mouth (EWOM) via varieties of social media channels in order to share their travel experience and ideas with others, these info help other travelers support their travel decision making (Li & Liu, 2014). Thus, EWOM offers a million of people with a million of ideas related to travel information and it is likely to generate persuasive effects on tourists' travel decisions and behavior.

Wang, (2015) examine the influence of electronic word-of-mouth (EWOM) on outbound Chinese tourists' intention to visit Finland destination. The research finding indicate that tourist's attitude toward perspective destination was influenced by argument quality (AQ) of electric word-of-mouth (EWOM). Chinese outbound tourist's intention to visit a destination was positively influenced by attitude toward destination and sources of credibility (SC) of destination which particularly related to EWOM.

2.7.4 Word-of-Mouth (WOM) and Destination Image

Tourism products, hospitality and service are consider intangible and carry a high degree of uncertainty due to unable to evaluated of quality before consumption (Murray & Schlacter, 1990). In the point of Senecal and Nantal (2004) recommend that consumer-generated-information or content based on their past experience become the most important and influence the prospective customer of tourism products. Thus, word-of-mouth (WOM) communication has become the most influential and predominant resources of information contribute to traveler decision making and behavior (Li & Liu, 2014), visit intention (Wang, 2015) and developing destination image (Ishida, Slevitch & Siamionava, 2016). Increasing a number of internet user with an increasing electronic communication technology lead to increase of electronic word of mouth (eWOM) which allows individuals to share their opinions and experiences with other internet user via electronic channel communication, such as Facebook, google search engine, online review, websites, blogs and e-mail (Wang, 2015).

According to Ishida, Slevitch & Siamionava, (2016) study the effects of integrate word-of-mouth (WOM) about tourism destination and its products, both traditional and electronic, positive WOM and negative WOM. The aims of this study to examine the effects of personal/traditional WOM and commercial WOM influence on consumer/traveler perceived of destination image in term of credibility and strength effect on tourist decision making. The results show that traditional WOM (information given from friend and family) had greater influence on destination image as compare to electronic WOM (personal email, instant message, chatrooms, blogs and social network sites) and commercial WOM (the information based on platform providers). Thus, travelers given more trust and credibility to traditional WOM which refer to face-to-face interaction greater than electronic and commercial WOM.

2.7.5 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 (Prayag & Ryan, 2012).

Attitudinal loyalty describes a sense of emotional attachment to the destination, thus reflecting 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. 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, Pike & Lings, 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 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. 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.

2.7.6 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 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).

Wong, Wu and Cheng, (2015) examine the relationship between festival satisfaction and festival loyalty of attendees in 12th Macau Food Festival. The result indicate strong relationship between attendees' festival satisfaction and attendees' festival loyalty. Since festival attendees perceived and evaluated satisfaction based on the total purchase and consumption experience with a good perceived value over time called *'customer satisfaction'* (Anderson, Fornell & Lehman, 1994). Thus, the higher satisfied of festival attendees will be having higher loyalty to revisit the Macau food festival in the year after.

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.

2.8 Past Research Study

Ishida, Slevitch & Siamionava, (2016) study the effect of traditional word-of-mouth (WOM) and the effect on perceived destination image as compare to electronic WOM in the context of vacation travel. A total of 976 sample were collected via face-to-face survey at Branson Welcome Center and online approach was applied from Branson tourists' database received an e-mail invitation in order to obtain the required number of respondents. The majority of respondents 64.7% were females, a big proportion of respondents 31% were 61 years old. The annual income of respondents 69.37% start from 50,000 USD up to 100,000 USD and above. The finding show that traditional WOM (i.e. recommend from friend and family) have stronger influence on tourist perceived destination image (β=0.330, p<0.001) as compare to personal electronic WOM (i.e. emails, instant message, websites, blogs, online community, newsgroups, chatroom, review sites and networking site) (β=0.080, p<0.05) and compare to commercial e-WOM perception (β=0.100, p<0.05). Thus, the traditional WOM has greater effect on tourist perception of overall destination image. Moreover, the study also indicated that a positive traditional WOM was a significant predictor for tourist's perception of destination image (β =0.125, p<0.05), while the other three elements of WOM such as positive electronic WOM (β =-0.01, p<0.91/*ns*), negative electronic WOM (β =-0.09, p<0.09/*ns*), negative traditional WOM (β=0.01, p<0.80/*ns*) were not statistically significant on tourist's perception of destination image. Therefore, the result of the study support the traditional, positive WOM which has greater influence on tourists perceived of destination image as compare to other types of WOM.

Wang, (2015) study the Chinese tourists perspective to visit Finland country of destination. In this study, the researcher aims to investigate the influence process of potential Chinese tourists' visit intension to Finland. Thus, the sample of the study were collected from 195 Chinese respondents who never been to Finland before. Over 80% of sample demographic profile show between the age of 20-40 years and nearly half of them are singles. Of all 79% of the respondent have monthly income more than 5,000 Yuan/month and nearly 87% of them have outbound travel experience in recent three years. The finding results proved that tourist's attitude toward destination was positive influenced by argument quality which refer to helpful information offer to tourists, persuasive and valuable information. Positive word of mouth intention was positively influenced by attitude (β=0.720, p<0.001). Similarity, Chinese tourist visit intention was positively influenced by attitude toward Finland (β=0.149, p<0.05). In particular, positive WOM in among friend and family have strongly relationship with visit intention (β=0.620, p<0.001) of Chinese traveler who never visit Finland before. These finding indicate that the attitude toward destination is very important to motivate Chinese traveler for the first visiting Finland. Furthermore, WOM in among friend and family is also important for Chinese traveler to making their travel decision to Finland.

Wong, Wu and Cheng, (2015) examine the interrelationship among the festival quality dimensions, festival quality, emotion, festival image, festival satisfaction and festival loyalty. The survey data were collected from 454 attendees in 12th Macau Food Festival, the majority of festival attendees are from Macau, China 41.9%, Hong Kong, China 17.2%, Mainland China 31.1%, Philippines 5.5%, Vietnam 2.6% and other 1.8% (USA, Japan, South Korea, Taiwan, and Singapore etc.). The study indicate that attendees emotion have positively influence on festival satisfaction (β =0.34, p<0.001), festival image has positive influence on festival satisfaction (β =0.56, p<0.001), overall festival quality have positively influence on festival satisfaction (β =0.68, p<0.001). These three variables explain 83.0% of the variance in festival satisfaction. The festival satisfaction have positively influence on festival loyalty (β =0.88, p<0.001). In summary, attendees' emotion, festival quality and festival image are positively influence festival satisfaction, which in turn, positively affect festival loyalty. Despite, the emotion of festival attendees and festival image have no relationship influence to festival loyalty. The positive relationship between festival quality and festival loyalty (β =0.43, p<0.001). As of this results interpreted as the higher quality of food festivals perceived by attendees the higher loyalty to the food festival attendees have. Therefore, a stronger relationship between festival satisfaction and festival loyalty may interpreted that satisfied of festival attendees will be having higher loyalty to revisit the Macau food festival in the year after.

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: β=0.040, p<0.490, *n/s;* TF:

β=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: *β*=0.352, *p*<0.000; ST: *β*=0.182, *p*<0.202; ES: *β*=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).

Montenegro, Costa, Rodrigues and Gomes, (2014) show the best rate tourist products of Portugal were food and wine following by city brake, sun & sea, nature, golf, touring, residential tourism, nautical tourism, wellness and business, respectively. The study were asked the respondent '*What image do you associate with Portugal as tourist destination?'* and *'In your opinion, what key product/idea should be communicated internationally by Portugal as touristic destination?'* An interesting content from the study given by the tourist's opinion, the promotion campaign should be communicated internationally must be *'wine'*, followed by *'sun & sea'*. Another interesting result is the tourists change their opinion regarding Portugal being a destination with good value for money. Relying on this finding, Portugal tourism product must highlight 'wine' for their promotional campaign, according to the needs of target market and enhance of tourist's perception on product quality offered. In doing so, tourism stakeholders should be highlight Portugal on the value destination for international tourists, hence improving the image of the destination.

Correia, Kozak and Ferradeira, (2012) survey on 323 international tourists visiting in Lisbon a capital of Portugal, one of the most popular cultural and historical tourism destination in Europe. The purpose of the study attempt to examine the factors influence tourists satisfaction. In the study model, there are facilities, knowledge and novelty represented as the important factors to explain overall satisfaction. The results justify that ***'knowledge'*** is the most important variable (0.752) and the most important items loaded are *'to learn about urban design'* (0.879) and *'to learn about culture'* (0.838). The second important factors to explain overall satisfaction is ***'facilities'*** (0.615) loaded also with four items where *'safety' and 'security'* (0.848), *'cleanliness'* (0.844), *'entertainment'* (0.710) and *'available information'* (0.684). The last factors contributing to overall tourists satisfaction is ***'novelty'*** (0.569), comprising the three dimensions are as *'to do what other have not done'* is the most critical items (0.659), following by *'experience the unexpected'* (0.649) and finally *'have an adventure'* (0.649). Thus, driving on the result of the study indicated all factors show high loading values competing to explain overall satisfaction of international tourists in Lisbon a capital of Portugal.

LeHew and 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, documentary evidence and in-depth interview data. 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, self-administrated questionnaires and documentary evidences recorded by government office statistic data. In addition, newspaper and past research studies relevant also support the finding discussion of the study. This study is based on the recent statistics of international tourism arrivals to Thailand during October to December 2016 and January 2017. The data are drawn from various sources; mainly the Ministry of Tourism and Sports, Thailand and the World Tourism Organized (UNWTO) to describe the Thailand tourism status in among Japanese and South Korean (JK) tourists groups (referred to the objective 1). Research questionnaire is applied to examine JK tourist demographic, behavior (referred to the objective 2) and factors influencing JK tourist's perception and to measure tourist's perception under the concept *'Amazing Thailand: Discovery Thainess 2015'* (referred to the objective 3).

The factors effecting *'destination satisfaction'* and the relationship between 'destination loyalty' of Japanese and South Korean will be examine by using multiple regression analysis (referred to the objective 4 and 5). Focus group study and in-depth interview methods will be used to classified *'Bangkok Brand Power Image'* both in negative and positive aspects (referred to the objective 6). The intention for Japanese and South Korean to revisited Thailand will be examine by frequency and percentage (referred to the objective 7).

The research methodology will operating upon 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 Japanese and South Korean tourists growth in Thailand international tourists market.	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 Japanese and South Korean tourist's demographic and behavior in Thailand	2. Primary data collected through observation, questionnaire
3. To examine the Japanese and South Korean tourists perception based on the concept of *'Amazing Thailand: Discover Thainess'*.	3. Primary data collected through observation, questionnaire.
4. To examine the factors effecting *'destination satisfaction'* of Japanese and South Korean tourists visiting in Thailand.	4. Primary data collected through observation, questionnaire.
5. To examine the relationship between 'destination *satisfaction'* and *'destination loyalty'* of Japanese and South Korean tourists visiting in Thailand.	5. Primary data collected through Observation, questionnaire
6. To examine *'Bangkok Brand Power Image'* in positive and negative aspects from the perspective of Japanese and South Korean tourists visiting in Thailand.	6. Primary data collected through Observation, questionnaire
7. To examine Japanese and South Korean tourist intention to revisited Thailand country.	7. Primary data collected through Observation, questionnaire

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 2-7). 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 Japanese and South Korean 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 (Patton, 1990).

Moreover, this study uses the special technique for collect the data by focus group study and interview method with Japanese and South Korean 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, 2015; Krueger & Casey, 2000)

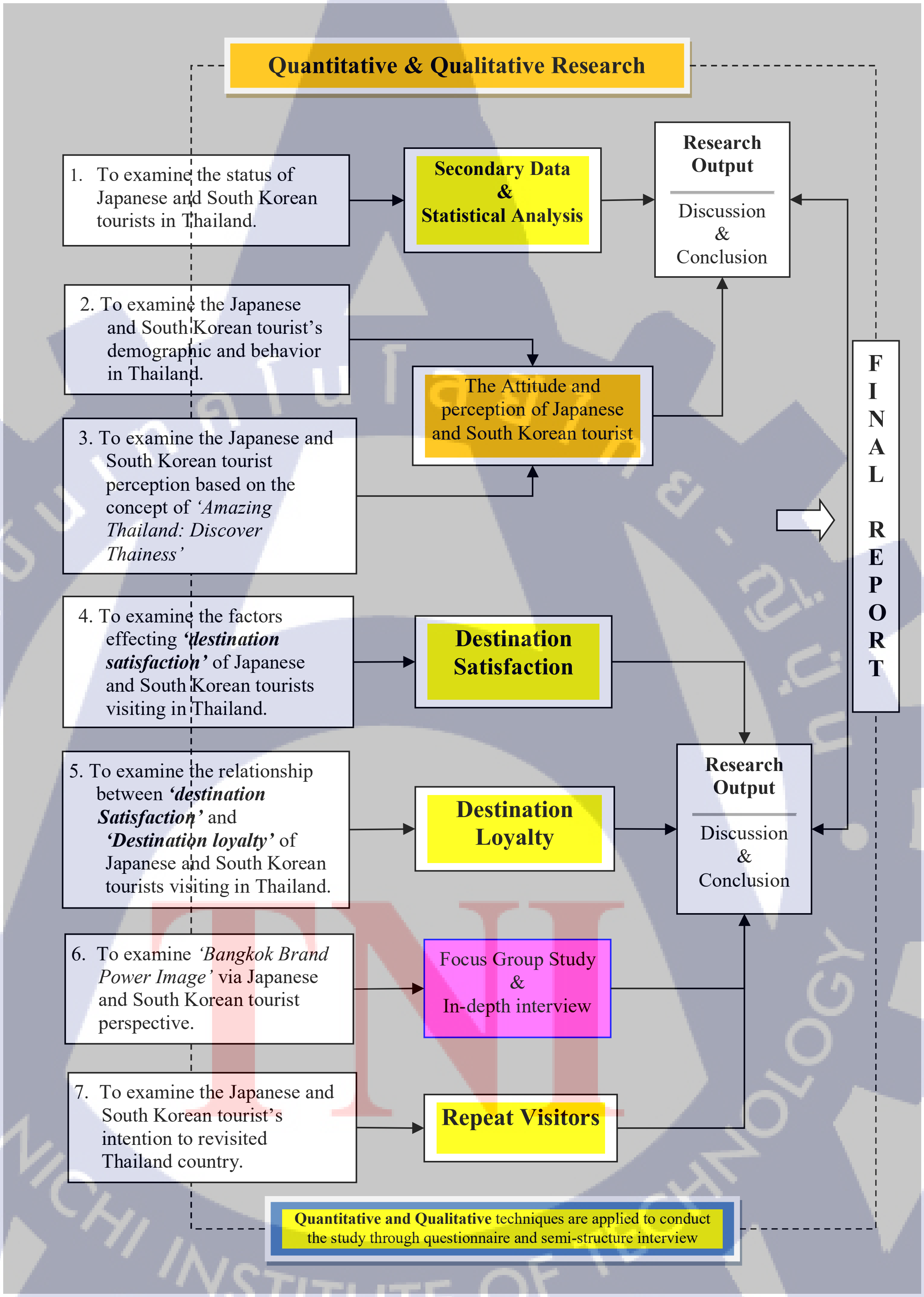

Figure 3.1: Research Framework

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).

All questionnaire items were test validity by using index of item objective congruence (IOC) with three professional experts ensure the content validity is cover all research objectives (Anastasi, 1982). The final questionnaire version was obtain after discussion with experts were completed. All structure questionnaire was then translated into Japanese and South Korean languages. Next step all questionnaire structures were proofread by professional capable of Japanese speaking, Korean speaking and English to ensure the consistence of all questionnaires.

3.4 Planning Process

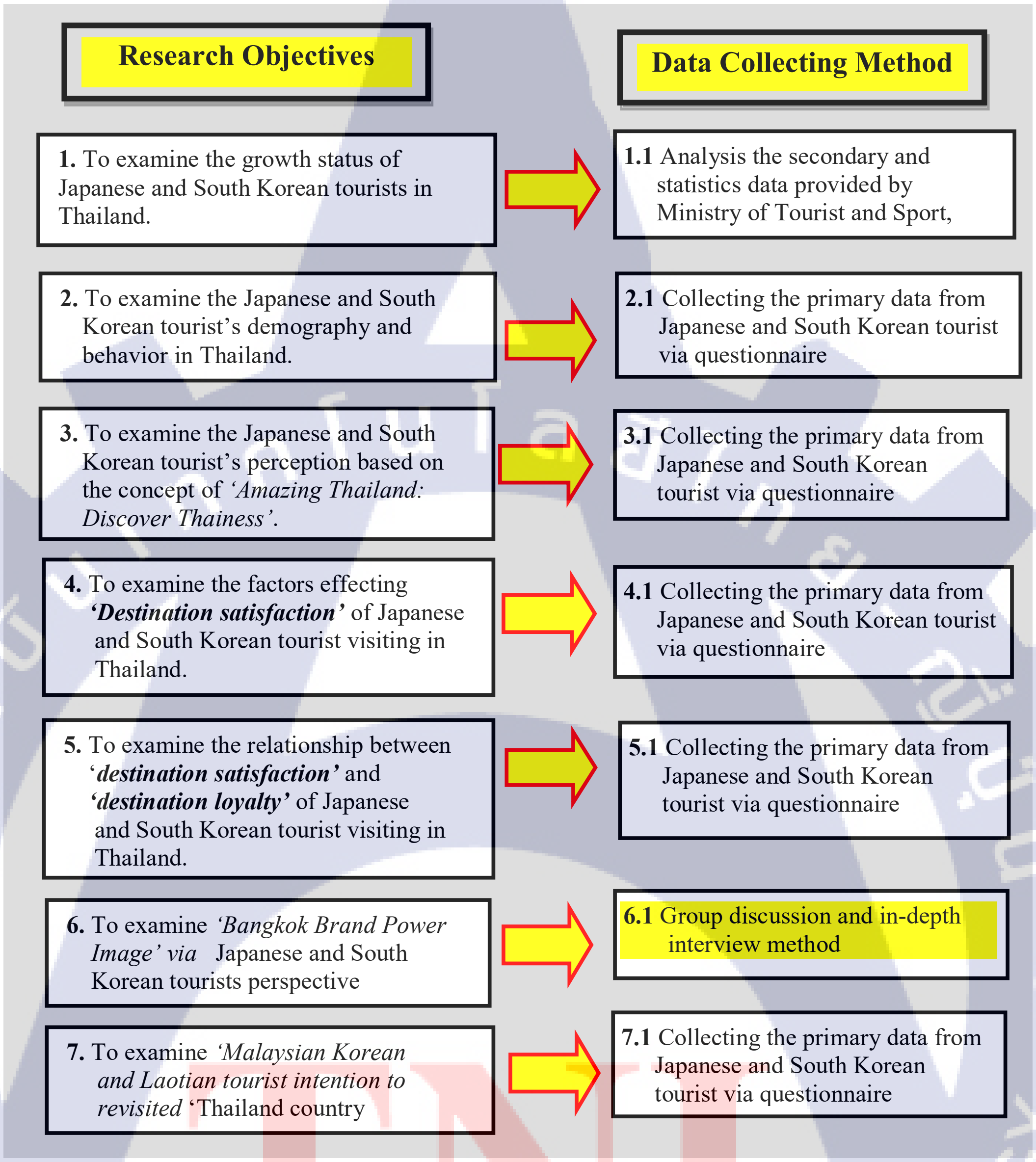

Figure 3.2: Planning Process

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 growth status of Japanese and South Korean tourist in Thailand.	P1	What is the growth status of Japanese and South Korean tourists in Thailand?	Documentary analysis
2	To examine the Japanese and South Korean tourists demographic and behavior in Thailand.	P2	What are the Japanese and South Korean demographic and behavior in Thailand.	Descriptive statistics
3	To examine the Japanese and South Korean tourist perception based on the concept of *'Amazing Thailand :Discover Thainess'*	H2	Japanese and South Korean tourists' perception based on the concept of '*Amazing Thailand: Discover Thainess'*.	Descriptive statistics
4	To examine factors effecting *'destination satisfaction'* of Japanese and South Korean tourist visiting in Thailand.	$H_{3.1}$	Lodging and restaurant facilities in Thailand have a direct significant effect on Japanese and South Korean tourist satisfaction	Regression Analysis
		$H_{3.2}$	Shopping and tourist attractions have a direct significant effect on Japanese and South Korean tourist satisfaction	Regression Analysis
		$H_{3.3}$	Environment and safety have a direct significant effect on Japanese and South Korean tourist satisfaction	Regression Analysis
		$H_{3.4}$	Thai cuisine (food) has a direct effect on Japanese and South Korean tourist satisfaction	Regression Analysis
		$H_{3.5}$	The transportation facilities and infrastructure have direct effect on Japanese and South Korean tourist satisfaction	Regression Analysis
5	To examine the *'destination satisfaction'* and *'destination loyalty'* of Japanese and South Korean tourist	H4	Destination satisfaction has a direct significant impact on destination loyalty	Regression Analysis
6	To examine *'Bangkok Brand Power Image'* via the perspective of Japanese and South Korean tourists		What are the Bangkok Brand Image in Japanese and South Korean tourist's point of view?	Group Discussion and in-depth interview method
7	To examine *'Japanese and South Korean tourist intention to revisited'* Thailand country	P5	Japanese and South Korean tourists 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 Japanese and South Korean (JK) tourists in Thailand, the purposive sampling method was employed to set up sampling collecting from Japanese 600 cases and 600 in South Korean group.

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.

Japanese and South Korean tourists are the sampling for this study. We colleting these tourists via Suvarnabhumi International Airport, Sukhumvit road, Ratchaprasong, Petchburi road areas etc. The trimming period between October-December 2016 and January 2017 (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	Japan	600	562	Bangkok	Japan Language	Oct -Dec 2016
2	South Korea	600	510	Bangkok	Korea Language	Dec 2016-Jan 2017
	Total	1,200	1,072			

CHAPTER 4

RESEARCH FINDING

This chapter will be interpreting the research finding into three section based up on research sampling are as Japanese and South Korean (JK) tourists. Each section will be consists with (1) Profile of respondents; (2) JK Tourists Perception on Thailand destination; (3) To examine the factors effecting *'destination satisfaction'*; (4) To examine the relationship between *'destination satisfaction'* and *'destination loyalty'*; (5) To examine JK tourists intention to revisited Thailand destination. There are two sampling groups with five sub-topics will be representing in the following below;

4.1 Japanese Tourists Research Sample

Out of 600 questionnaires that were distributed, 562 usable cases were returned with response rate of 93.6 %. A total of 562 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 Japanese respondent.

4.1.1 Profile of Japanese Respondents

Gender, Age Status and Education of Japanese Respondent

As it is mentioned in the profile of respondents chart, the majority of 366 respondents were male (65 %) and 192 were female (35%). The average age were below 20 years old (0.2%), between 21-40 years old (35%), between 41-60 years old (52%) and more than 61 years old (12%). The majority of 300 respondents were married (53%) and 262 were single (47%). Approximately, 21% of Japanese tourists were graduate from school, (56%) has four years university, (18%) has master and above degrees and the rest (5%) has diploma/certificate. The majority of Japanese tourist's income (32%) ranged between 5,001-15,000 USD, the next (30%) below than 5,000 USD, (23%) ranged from 15,001 to 25,000 USD and (14%) of tourists income has over than 25,000 USD. Most of Japanese tourist's occupation were employee (63%), follow by business owner (18%), and student (7%) (refer to Table 4.1 Gender, Age Status and Education of Japanese Respondents).

Table 4.1: Gender, Age Status and Education of Japanese respondents

General Information	Frequency	Percent
Gender	**(N=562)**	**100%**
Male	366	65
Female	192	35
Age	**(N=562)**	**100%**
Below <20	2	0.2
21-40	198	35.
41-60	294	52.3
More than >61	68	12
Status	**(N=562)**	**100%**
Married	300	53
Single	262	47
Education	**(N=562)**	**100%**
School	120	21
Undergraduate	314	56
Postgraduate	102	18
Other	26	5
Income	**(N=562)**	**100%**
<5,000 USD	171	30.4
5,001-15,000 USD	181	32
15,001-25,000 USD	131	23.3
>25,000 USD	79	14
Occupation	**(N=562)**	**100%**
Employee	353	63
Business Owner	103	18
Student	38	7
Other	68	12

Most of Japanese tourists come to Thailand for travel (84%), business trip (13.3%), education (1.1%), visiting relative (0.7%) and conference/exhibition (0.9%). Most of respondents come to Thailand over 10 times (39.1%), following by 1-2 times (21%) and come to Thailand at first time (10.3%). Most of Japanese know about Thailand tourism from friend and family (52.3%) and other (43.8%) know about Thailand from media advertisement and news. The average duration for Japanese tourists stay in Thailand between 2-4 days (21.7%), 5-7 days (36.3%) and more than 7 days (42%). Most of Japanese tourists are prefer to stay in hostel and guest house (88.8%). A few of respondents were stay in hostel (7.7%) and resident of friend or family (3.6%). They arrange their trip to Thailand by collected information and made booking via internet (66.5%). About 22.8% brought package tour from local

(Thailand) agency and only 10.7% brought package tour from origin country (Japan) travel agency.

Table 4.2: General Information of Japanese respondent

General Information	Frequency	Percent
Purpose of Visiting	**(N=562)**	**100%**
Travel	472	84
Business Trip	75	13.3
Education	6	1.1
Visiting Relative	4	0.7
Conference/Exhibition	5	0.9
Time	**(N=562)**	**100%**
First time	58	10.3
1-2 times	118	21
3-5 time	104	18.5
6-10 times	62	11
> 10 time above	220	39.1
Know	**(N=562)**	**100%**
Media advertisement/New	246	43.8
Friend/Family	294	52.3
Other	22	3.9
Duration	**(N=562)**	**100%**
2-4 days	122	21.7
5-7 days	204	36.3
more than 7 days	236	42
Live	**(N=562)**	**100%**
Hotel/Guest house	499	88.8
Hostel	43	7.7
Resident of Friend/Family	20	3.6
Arrange	**(N=562)**	**100%**
Internet	374	66.5
Local agency	128	22.8
country travel agency	60	10.7
Members	**(N=562)**	**100%**
alone	276	49.1
family	120	21.4
group tour/friend/colleague	166	29.5
Budgets	**(N=562)**	**100%**
Below <1,000 USD	272	48.4
1,000-1,500 USD	153	27.2
1,500-2,000 USD	70	12.5
2,000-2,500 USD	14	2.5
More than USD	53	9.4

Japanese tourists travel with family (21.4%), travel alone (49.1%) and group tour, friend or colleague (29.5%). The budgets they spend in Thailand per trip was about 1,000 USD (48.4%), 1,001-1,500 USD (27.2%), 1,5001-2,000 USD (12.5%), 2001-2,500 USD (90.6%) and more than 2,500 USD (9.4%) (refer to Table 4.2 General Information of Research Sampling).

4.1.2 Japanese Tourist Perception on Thailand Destination

The perception of Japanese tourists towards Thailand destination were exposed such as the following. Approximately, 70.5% of respondent perceived Thailand situation is return to normal while in another side (29.5 %) 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	396	70.5
2	Thailand situation is unstable	166	29.5
	Total	**562**	**100**

The Majority of Japanese tourists perceived the image of Thailand destination as *'Thailand is Fun'* (69%), following by *'Land of Smile'* (48%), *'Thailand is Excited'* (36%), *'Thai Hospitality'* (32%), *'Amazing Thailand'* (28%), *'Thainess'* (21%), *'Relaxed Destination'* (11%), and '*Organized Place* (4%).

Table 4.4: Japanese Tourist Perception about Thailand Destination Image

No.	Tourist Perception	Frequency	Percent
1	Thailand is Fun	388	69
2	Land of Smile	268	48
3	Thailand is Excited	200	36
4	Thai Hospitality	178	32
5	Amazing Thailand	158	28
6	Thainess	118	21
7	Relaxed Destination	62	11
8	Organized Place	20	4

The concept of *'Amazing Thailand'* measures by eight conceptual adapted from Tourism Authority of Thailand (TAT) as exhibited in Table 4.5 Tourist Understand Concept of Amazing Thailand. About 68% of Japanese tourists understand concept of *'Amazing Thailand'* as Thainess: The world's friendliness culture. The next is treasures: land of heritage and history (48%), nature: the beauty of natural wonders (28%), beaches: sun surf and serenity (16%), festivities: the land of year around (16%), health & wellness: the beauty of wellness and wellbeing (10%), trends: your senses with unique trends (10%) and other (7%), respectively.

Table 4.5: Tourist Understand Concept of *'Amazing Thailand'* (N=562)

No.	Tourist Perception	Frequency	Percent
1	Thainess: The world's friendliness culture	380	68
2	Treasures: Land of heritage and history	268	48
3	Nature: The beauty of natural wonders	156	28
4	Beaches: Sun surf and serenity	88	16
5	Festivities: The land of year around	90	16
6	Health & Wellness: The Beauty of Wellness and Wellbeing	58	10
7	Trends: Your senses with unique trends	56	10
8	Other	38	7

The concept of *'Discovery Thainess'* measures by twelve conceptual adapted from Tourism Authority of Thailand (TAT) as exhibited in Table 4.6 Tourist Understand Concept of *'Discovery Thainess'*. Most of Japanese tourists understand the concept of *'Discovery Thainess'* as Thai massage/Spa and Thai food/cooking for each (57%), following by Thai food/cooking (51%), Thai unique cultural (28%), Thai way of life/happiness (25%), elephant riding (23%), Thai festivity and Thai hospitality for each (20%), Thai classical dance (16%), Thai arts/museum (12%), Thai boxing (10%), traditional Thai houses (9%), and making Thai style garlands (4%), respectively.

Table 4.6: Tourist Understand Concept of *'Discovery Thainess'* (N=562)

	Tourist Perception	Frequency	Percent
1	Thai massage/Spa	320	57
2	Thai food/cooking	286	51
3	Thai unique cultural	156	28
4	Thai way of life/happiness	138	25
5	Elephant riding	128	23
6	Thai festivity	114	20
7	Thai hospitality	114	20
8	Thai Classical Dance	92	16
9	Thai arts/museums	68	12
10	Thai boxing	58	10
11	Traditional Thai houses	50	9
12	Making Thai style garlands	20	4

In overall Thailand country destination, Japanese tourists understand Thailand as land of freedom and relax (48%), following by Thailand is culture diversity (23%), hub of ASEAN countries destination (12%), shopping paradise (8%), safe and peaceful (6%), and hub of medical tourism (3%), respectively (refer to Table 4.7 Japanese Tourists Understand Thailand in overall status).

Table 4.7: Japanese Tourists Understand Thailand in overall status (N=562)

No.	Tourist Perception	Frequency	Percent
1	Land of freedom and relax	267	48
2	Thailand is culture diversity	129	23
3	Hub of ASEAN countries destination	69	12
4	Shopping paradise	44	8
5	Safe and peaceful	32	6
6	Hub of Medical Tourism	19	3
	Total	**562**	**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 (Japanese 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 minimum requirement value 0.70 that can be usable for further analysis (Nunnally, 1978).

Table 4.8: Variance, Correlation and Reliability

Statement	Corrected Item-Total Correlation	Cronbach's Alpha	Variance Explained
Shopping and Tourist Attractions		**.869**	**40.7%**
S1: Price of shopping items	.647		
S2: Quality of shopping products	.646		
S3: Type of shopping products	.583		
S4: Service in stores	.697		
S5: Service at tourist attraction	.696		
S6: Type of tourist attractions	.644		
S7: Price of traveling in Thailand	.593		
Food		**.813**	**9.2%**
F1: Quality of food	.708		
F2: Type of food	.700		
F3: Food price	.591		
Lodging and Restaurants		**.886**	**16.9%**
L1: Quality of loading facility	.801		
L2: Service in hotel or guest house	.842		
L3: Service in restaurants	.675		
L4: Type of lodging	.692		
Environment and Safety		**.811**	**14.9%**
E1: overall environment	.623		
E2: Cleanliness and hygiene	.586		
E3: Attitude of domestic people toward tourists	.599		
E4: A safe place for tourists	.712		
Transportation		**.870**	**22.4%**
T1: Service of transportation	.683		
T2: Price of the local transportation fares	.635		
T3: Convenience of local transportation system	.781		
T4: Types of local transportation system	.796		

4.1.4 Hypothesis Testing (Japanese Sample)

Out of 600 questionnaires were distributed, 562 usable cases were returned with response rate of 93.6%. 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)	1.893	.132		14.388	.000
Shopping and Tourist Attractions (x^1)	.100	.036	.148	2.767	.006
Food (x^2)	.075	.029	.124	2.580	.010
Lodging and Restaurants (x^3)	.037	.031	.063	1.222	.222
Environment and Safety (x^4)	.144	.031	.228	4.639	.000
Transportation (x^5)	.075	.026	.146	2.944	.003
R = .587	Adjust R^2 = .338				
R^2 = .344	SE = .49804				

a Dependent Variable: Destination Satisfaction

Test Results

$$y= 1.893 + .100(x^1) + .075(x^2) + .144(x^4) + .075(x^5)$$

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 33.8 percent (Adjust R^2 .338x100 = 33.8%). The predictor variables are shopping tourist attraction (x^1), food (x^2), 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 loyalty). 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 four of five predictive variables showed significance with destination satisfaction. They are shopping and tourist attractions (β=.100; p=.006), food (β=.075; p=.010), environment and safety

(β=.144; p=.000) and transportation (β=.075; p=.003). Thus, supported hypothesis 1, 2, 4 and 5 (H1, H2, H4 and H5), respectively. In another hand, the results show that lodging and restaurants level did not significantly predict value of destination satisfaction (β=.037; p=.222, *n/s*).

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)	1.083	.099		10.901	.000
Destination Satisfaction	.464	.025	.623	18.838	.000
	R = .623		Adjust R^2 = .387		
	R^2 = .388		SE = .35735		

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 38.7 percent (Adjust R^2 .387x100 = 38.7%). Adjust R^2 gives explanatory power of destination satisfaction towards destination loyalty. The results show that destination satisfaction level did significantly predict value of destination loyalty (β=.464; p=.000). Thus, hypothesis 6 was supported.

Table 4.11: Hypothesis Tested Results (Japanese 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=0.006**	✓
H2	Thai cuisine (food) has direct significant effect on Malaysia tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=0.010*	✓
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	Sig=0.000***	✓
H5	The transportation facilities and infrastructure have direct significant effect on Malaysia tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=0.003**	✓
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

4.1.5 Japanese Tourists Intension to Revisiting Thailand

In this section, to examine Japanese 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 562 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 (30.6%), and very likely (58%). In another hand, the respondents are unlikely to take another vacation to Thailand in the next two years (10.7%), and not likely at all (0.7%) (refer to Table 4.12 Japanese Revisited Intention for another vacation to Thailand).

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

No.	Tourist Perception	Frequency	Percent
1	Not likely at all	4	0.7
2	Unlikely	60	10.7
3	Likely	172	30.6
4	Very likely	326	58
	Total	**562**	**100**

Half of total respondent express their feeling that *'this visit was so great, and I will come again'* (83.1%), another 16.5% feel that *'This visit was good, and I don't know I may come again'*. The rest only 0.4% feel that *'this visit was very poor, and I will not come again'* (refer to Table 4.13 Japanese Tourists Overall Visiting Perception).

Table 4.13: Japanese Tourists Overall Visiting Perception

No.	Tourist Perception	Frequency	Percent
1	This visit was very poor, and I will not come again	2	0.4
2	This visit was good, and I don't know I may come again	93	16.5
3	This visit was so great, and I will come again	467	83.1
	Total	**562**	**100**

Most of respondents (54.6%) will be definitely suggest Thailand to their friend or relative and another (41.6%) of respondents will be likely suggested Thailand as a vacation destination to visit. In other side, the minority of respondents (3.7%) 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	21	3.7
2	Likely	234	41.6
3	Definitely	307	54.6
	Total	**562**	**100**

In conclusion, most of Japanese 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 (88.6%). About overall Thailand they feel that this visit was a great trip and they will try to come to Thailand again, approximately (83.1%). A very few of respondents (0.4%) feel that this visit was very poor and they will not come again. Most of Japanese tourists are agreed that they will definitely and likely suggest Thailand to their friends and relative for vacation destination.

4.2 South Korean Tourists Research Sample

Out of 600 questionnaire were distributed, 510 usable cases were returned with response rate 85%. A total of 510 respondents were analysis by descriptive statistic such as frequency and percentage as exhibited in such Table 4.15 Gender, Age Status and Education of South Korean Respondent and Table 4.16 General Information of South Korean Respondent.

4.2.1 Profile of South Korean Respondents

Gender, Age Status and Education of South Korean Respondent

As it is mentioned in the profile of respondents chart, the majority of respondents were female (71%) and male (29%). The average age were below 20 (0.8%), between 21-40 (63%), between 41-60 (30%) and more than 61 (6%). The majority of respondents were married (28%) and single (72%). Approximately, 24% of South Korean tourists educated from school, (13%), has four years university (59%) and postgraduate degrees (24%).

Table 4.15: Gender, Age Status and Education of South Korean Respondents

General Information	Frequency	Percent
Gender	(N=510)	100%
Male	148	29
Female	362	71
Age	(N=510)	100%
Below <20	4	1
21-40	322	63
41-60	155	30
More than >61	29	6
Status	(N=510)	100%
Married	143	28
Single	367	72
Education	(N=510)	100%
School	65	13
Undergraduate	300	59
Postgraduate	124	24
Other	21	4
Income	(N=510)	100%
<5,000 USD	216	42
5,001-15,000 USD	120	23.5
15,001-25,000 USD	115	22.5
>25,001 USD	59	12
Occupation	(N=510)	100%
Employee	298	58.4
Business Owner	137	27
Student	32	6.3
Other	43	8.4

The majority of South Korean tourist's income (42%) were about 5,000 USD, following by 5,001 to 15,000 USD (23.5%), 15,001 to 25,000 USD (22.5%) and the rest more than 25,000 USD (12%). Most of South Korean tourist's occupation were employee (58.4%), follow by business owner (27%) and student (6.3%) (refer to Table 4.15 Gender, Age Status and Education of South Korean Respondent).

South Korean tourists are prefer to stay in hostel and guest house (97.6%). A few of respondents were stay in hostel (0.6%) and resident of friend or family (1.8%). They arrange their trip to Thailand by collected information and made booking via internet (52%). About 38.2% brought package tour from Korea travel agency and 9.8% from local (Thailand) agency. The budgets they spend in Thailand per trip was about 1,001-1,500 USD (41.2%), between 1,501-2,500 USD (28.4%), between 2,001-

2,500 USD (10.4%) and more than 2,501 USD (11.8%) (refer to Table 4.16 General Information of South Korean Respondent).

Table 4.16: General Information of South Korean Respondent

General Information	Frequency	Percent
Purpose of Visiting	**(N=510)**	**100%**
Travel	413	81
Business Trip	36	7.1
Education	4	0.8
Visiting Relative	6	1.2
Conference/Exhibition	51	10
Time	**(N=510)**	**100%**
First time	115	22.5
1-2 times	213	41.8
3-5 time	94	18.4
6-10 time	54	10.6
> 10 time above	34	6.7
Know	**(N=510)**	**100%**
Media advertisement/New	168	32.9
Friend/Family	331	64.9
Other	11	2.2
Duration	**(N=510)**	**100%**
2-4 days	139	27.3
5-7 days	251	49.2
more than 7 days	120	23.5
Live	**(N=510)**	**100%**
Hotel/Guest house	498	97.6
Hostel	3	0.6
Resident of Friend/Family	9	1.8
Arrange	**(N=510)**	**100%**
Internet	265	52
Local agency	50	9.8
Country travel agency	195	38.2
Members	**(N=510)**	**100%**
Alone	140	27.5
Family	108	21.2
Group tour/friend/colleague	262	51.4
Budgets	**(N=510)**	**100%**
Below <1,000 USD	42	8.2
1,001-1,500 USD	210	41.2
1,501-2,000 USD	145	28.4
2,001-2,500 USD	53	10.4
More than >2,501 USD	60	11.8

Most of South Korean tourists come to Thailand for travel (81%) business trip (7.1%), conference/exhibition (10%), visiting relative (1.2%) and education (0.8%).

Most of respondents come to Thailand over 1-2 times (41.8%), 3-5 times (18.4%), 6-10 times (10.6%) and come to Thailand at first time (22.5%). Most of South Korean know about Thailand country from friend and family (64.9%). 32.9% know about Thailand from media advertisement and news. The average duration for South Korean tourists stay in Thailand was about 5-7 days (49.2%), follow by 2.4 days (27.3%), and the rest stay more than 7 days (23.5%).

South Korean tourists are prefer to stay in hostel and guest house (97.6%). A few of respondents were stay in hostel (0.6%) and resident of friend or family (1.8%). They arrange their trip to Thailand by collected information and made booking via internet (52%). About 38.2% brought package tour from origin travel agency (Korea) and 9.8% brought package tour from local (Thailand) agency. South Korean tourists travel with family (21.2%), travel alone (27.5%) and group tour, friend or colleague (51.4%). The budgets they spend in Thailand per trip was about 1,001-1,500 USD (41.2%), following by 1,501-2,000 USD (28.4%), 2,001-2,500 USD (10.4%), below 1,000 USD (8.2%), and more than 2,501 USD (11.8%) (refer to Table 4.16 General Information of South Korean Respondent).

4.2.2 South Korean Tourist Perception on Thailand Destination

The perception of South Korean tourists towards Thailand destination were exposed such as the following. Approximately, 79% of respondent perceived Thailand situation is return to normal while in another side (21%) was perceived Thailand situation to be unstable (refer to Table 17: Japanese Tourist Confident and Perception Image).

Table 17: Japanese Tourists Confident and Perception Image

No.	Tourist Confident	Frequency	Percent
1	Situation is return to normal	405	79
2	Thailand situation is unstable	105	21
	Total	**510**	**100**

The Majority of South Korean tourists perceived the image of Thailand destination as *Land of Smile'* (38%), following by *'Amazing Thailand'* (64%), *Thailand is Excited'* (50%), *'Thailand is fun'* (36%), *'Thai Hospitality'* (31%), *'Relaxed Destination'* (16%), *'Thainess'* (0.6%) and *'Organized Place'* (0.5%), respectively.

Table 18: South Korean Tourists Perception about Thailand Destination Image

No.	Tourist Perception	Frequency	Percent
1	Land of Smile	193	38
2	Amazing Thailand	318	64
3	Thailand is Excited	257	50
4	Thailand is Fun	184	36
5	Thai Hospitality	156	31
6	Relaxed Destination	83	16.3
7	Thainess	32	6
8	Organized Place	27	5

Note* (N=510)

The concept of *'Amazing Thailand'* measures by eight conceptual adapted from Tourism Authority of Thailand (TAT) as exhibited in Table 19 South Korean tourists Understand Concept of Amazing Thailand. About 45% of South Korean tourists understand concept of *'Amazing Thailand'* as nature: the beauty of natural wonders. The next is beaches: sun surf and serenity (25%), treasures: land of heritage and history (24%), Thainess: the world's friendliness culture (19%), health & wellness: the beauty of wellness and wellbeing (13%), trend: your senses with unique trends (13%), festivities: the land of year around (11%), and other (6%), respectively.

Table 19: South Korean Tourists Understand Concept of *'Amazing Thailand'*

No.	Tourist Perception	Frequency	Percent
1	Nature: The beauty of natural wonders	229	45
2	Beaches: Sun surf and serenity	126	25
3	Treasures: Land of heritage and history	123	24
4	Thainess: The world's friendliness culture	97	19
5	Trends: Your senses with unique trends	66	13
6	Health & Wellness: The Beauty of Wellness and Wellbeing	66	13
7	Festivities: The land of year around	57	11
8	Other	29	6

The concept of *'Discovery Thainess'* measures by twelve conceptual adapted from Tourism Authority of Thailand (TAT) as exhibited in Table 4.20 South Korean Tourists Understand Concept of *'Discovery Thainess'*. Most of South Korean tourists understand the concept of *'Discovery Thainess'* as Thai massage/Spa (70%), Thai food/cooking (61%), Thai hospitality (36%), Elephant riding (20%), Thai arts/museums (16%), Thai festivity (12%), Thai way of life/happiness (12%), making Thai style garlands (9%), traditional Thai houses (6%), Thai unique cultural (6%), Thai boxing (5%) and Thai classical dance (5%), respectively.

Table 4.20: South Korean Tourists Understand Concept of *'Discovery Thainess'*

No.	Tourist Perception	Frequency	Percent
1	Thai massage/Spa	358	70
2	Thai food/cooking	313	61
3	Thai hospitality	182	36
4	Elephant riding	103	20
5	Thai arts/museums	81	16
6	Thai festivity	62	12
7	Thai way of life/happiness	60	12
8	Making Thai style garlands	46	9
9	Traditional Thai houses	30	6
10	Thai unique cultural	32	6
11	Thai boxing	24	5
12	Thai Classical Dance	26	5

*Note: N=510

In overall Thailand country destination, South Korean tourists understand Thailand as land of freedom and relax (32%), shopping paradise (24%), Thailand is culture diversity (19.5%), hub of ASEAN countries destination (16%), safe and peaceful (6.5%), and hub of medical tourism (2%), respectively (refer to Table 4.21 South Korean Tourist Understand Thailand in overall status).

Table 4.21: South Korean Tourists Understand Thailand in in overall status

No.	Tourist Perception	Frequency	Percent
1	Land of freedom and relax	162	32
2	Shopping paradise	122	24
3	Thailand is Culture Diversity	100	19.5
4	Hub of ASEAN countries destination	80	16
5	Safe and peaceful	33	6.5
6	Hub of Medical Tourism	12	2
	Total	**510**	**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		**.819**	**17.8%**
S1: Price of shopping items	.242		
S2: Quality of shopping products	.649		
S3: Type of shopping products	.683		
S4: Service in stores	.636		
S5: Service at tourist attraction	.637		
S6: Type of tourist attractions	.542		
S7: Price of traveling in Thailand	.550		
Food		**.804**	**5.7%**
F1: Quality of food	.562		
F2: Type of food	.739		
F3: Food price	.710		
Lodging and Restaurants		**.810**	**8.5%**
L1: Quality of loading facility	.537		
L2: Service in hotel or guest house	.639		
L3: Service in restaurants	.777		
L4: Type of lodging	.576		
Environment and Safety		**.864**	**11.8%**
E1: overall environment	.666		
E2: Cleanliness and hygiene	.869		
E3: Attitude of domestic people toward tourists	.760		
E4: A safe place for tourists	.737		
Transportation		**.912**	**13.2%**
T1: Service of transportation	.785		
T2: Price of the local transportation fares	.792		
T3: Convenience of local transportation system	.795		
T4: Types of local transportation system	.823		

In this case (South Korean 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 which surpasses the necessary requirement value 0.70 (Nunnally, 1978).

4.2.4 Hypothesis Testing (South Korean Sampling)

Out of 600 questionnaires were distributed, 510 usable cases were returned with response rate of 85%. 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)	.664	.223		2.976	.003
Shopping and Tourist Attractions (x^1)	.135	.031	.149	4.333	.000
Food (x^2)	.299	.026	.437	11.660	.000
Lodging and Restaurants (x^3)	.150	.029	.201	5.238	.000
Environment and Safety (x^4)	.060	.023	.095	2.648	.008
Transportation (x^5)	.051	.023	.085	2.264	.024
	R = .640		Adjust R^2 = .404		
	R^2 = .410		SE = .42088		

a Dependent Variable: Destination Satisfaction

<u>**Test Results**</u>

$$y = .664 + .135(x^1) + .299(x^2) + .150(x^3) + .060(x^4) + .051(x^5)$$

Table x shows the results of the predictive variables from multiple regression analysis. The variance to explain in the predictors of the variables is 40.4 percent (Adjust R^2 .404x100 = 40.4%). 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 loyalty). 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=.1 3 5 ; *p*=.0 0 0 ***), food (β=.299; p=.0 0 0 ***) lodging and restaurants (β=.150; *p*=.0 0 0 ***), environment and safety (β=.060; *p*=.008**), transportation (β=.051; *p*=.024*). Thus, supported all hypothesis (H1, H2, H3, 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)	2.032	.145		13.973	.000
Destination Satisfaction	.238	.035	.291	6.856	.000
	R = .291		Adjust R^2 = .083		
	R^2 = .085		SE = .42683		

a Dependent Variable: Destination Loyalty

Table 4.25: Hypothesis Tested Results (South Korean Sampling)

H	Hypothesis	Statistic	Results	
H1	Shopping and tourist attractions have direct significant effect on South Korean tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=.000***	✓
H2	Thai cuisine (food) has direct significant effect on South Korean tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=.000***	✓
H3	Lodging and restaurant facilities have direct significant effect on South Korean tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=.000***	✓
H4	Environment and safety have direct significant effect on South Korean tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=.008**	✓
H5	The transportation facilities and infrastructure have direct significant effect on South Korean tourist satisfaction in Thailand destination	Multiple Regression Analysis	Sig=.024*	✓
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 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 8.3 percent (Adjust R^2 .083x100 = 8.3%). Adjust R^2 gives explanatory power of destination satisfaction towards destination loyalty. The results show that destination satisfaction level did significantly predict value of destination loyalty (β=.238; p=.000***). Thus, hypothesis 6 was supported.

4.2.5 South Korean Tourists Intension to Revisiting Thailand

In this section, to examine South Korean 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 510 cases were analysis by descriptive statistic such as frequency and percent. The result shows that most of respondents are very likely to take another vacation to Thailand in the next two years (66%), and very likely (25.5%). In another hand, the respondents are unlikely to take another vacation to Thailand in the next two years (6%), and not likely at all (2.5%) (refer to Table 4.26 South Korean Revisited Intention for another vacation to Thailand).

Table 4.26: South Korean Revisited Intention for another vacation in Thailand

No.	Tourist Perception	Frequency	Percent
1	Not likely at all	13	2.5
2	Unlikely	29	6
3	Likely	130	25.5
4	Very likely	338	66
	Total	**510**	**100**

Half of total respondent express their feeling that *'this visit was so great, and I will come again'* (72%), *'This visit was good, and I don't know I may come again'* (27%). The rest only 1% feel that *'this visit was very poor, and I will not come again'* (refer to Table 4.27 South Korean Tourists Overall Visiting Perception).

Table 4.27: South Korean Tourists Overall Visiting Perception

No.	Tourist Perception	Frequency	Percent
1	This visit was very poor, and I will not come again	7	1
2	This visit was good, and I don't know I may come again	137	27
3	This visit was so great, and I will come again	366	72
	Total	**510**	**100**

Most of respondents (81.8%) will be definitely suggest and likely suggest (16.7%) Thailand as a vacation destination to their friend or relative. In other side, the minority of respondents (1.6%) 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	8	1.6
2	Likely	85	16.7
3	Definitely	417	81.8
	Total	**510**	**100**

In conclusion, most of South Korean 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 (91.5%). About overall Thailand they feel that this visit was a great trip and they will try to come to Thailand again, approximately (99%). A very few of respondents (1%) feel that this visit was very poor and they will not come again. Most of South Korean tourists are agreed that they will definitely and likely suggest Thailand to their friends and relative for vacation destination (98.5%).

4.3 Summary of Quantitative Research Finding

In this section, the study will be summarized the overall characteristic of Japanese and South Korean (JK) tourists as exhibited in Table 4.29: Gender, Age status and Education of Respondent. In case of South Korean sampling, 600 questionnaire were distributed, 510 cases were return with response rate 85%. Out of 600 Japanese research questionnaire were distributed, 562 usable cases were returned with response rate 93.6%. Thus, a total of 1,200 Japanese and South Korean sampling research questionnaires were distributed, 1,072 cases were returned with response rate 89.3%.

4.3.1 Profile of Japanese and South Korean (JK) Tourists Respondents

Contrasting the demographic between Japanese and South Korean (JK) tourists, the majority of Japanese tourist ages were ranged between 41-60 years (52%)

while South Korean ages were ranged between 21-40 years (63%). Most of the JK tourist's status were married. The education level of South Korean and Japanese tourists are similarly, most of them have four year university (56% and 59%), postgraduate degree (18% and 24%) and school (21% and 13%), respectively. Thus, South Korean and Japanese tourists demographic are similarity in term of average education level. Japanese Tourists have higher income as compared to South Korean tourists (refer to Table 4.29: Gender, Age Status and Education of JK Tourists Respondent).

Table 4.29: Gender, Age Status and Education of JK Tourists Respondents

	J		K	
General Information	**Japanese**		**South Korean**	
Gender	**(N=562)**	**100%**	**(N=510)**	**100%**
Male	366	65	148	29
Female	192	35	362	71
Age	**(N=562)**	**100%**	**(N=510)**	**100%**
Below <20	2	0.2	4	1
21-40	198	35	322	63
41-60	294	52	155	30
More than >61	68	12	29	6
Status	**(N=562)**	**100%**	**(N=510)**	**100%**
Married	300	53	143	28
Single	262	47	367	72
Education	**(N=562)**	**100%**	**(N=510)**	**100%**
School	120	21	65	13
Undergraduate	314	56	300	59
Postgraduate	102	18	124	24
Other	26	5	21	4
Income	**(N=562)**	**100%**	**(N=510)**	**100%**
< 175,000 Baht	171	30	216	42
175,001-525,000 Baht	181	32	120	23.5
525,001-875,000 Baht	131	23	115	22.5
>875,001 Baht	79	14	59	12
Occupation	**(N=562)**	**100%**	**(N=510)**	**100%**
Employee	353	63	298	58.4
Business Owner	103	18	137	27
Student	38	7	32	6.3
Other	68	12	43	8.4

Note* 1 USD = 35 Baht as of 25/1/2560

In order to comparing the difference between JK tourists income per month, this study transform the origin currency from USD to Thai Baht (1 USD=35 Baht). Most of South Korean tourist's income averagely 175,000 Baht/per month (42%), while Japanese tourist's ranged between 175,001-525,000 Baht/per month (32%). The majority of JK tourist's occupation are employee, business owner and student (refer to Table 4.29 Gender, Age Status and Education of JK Tourists Respondent).

Table 4.30: General Information of JK Tourists

Sampling Group	J		K	
General Information	**Japanese**		**South Korean**	
Purpose of Visiting	**(N=562)**	**100%**	**(N=510)**	**100%**
Travel	472	84	413	81
Business Trip	75	13.3	36	7.1
Education	6	1.1	4	0.8
Visiting Relative	4	0.7	6	1.2
Conference/Exhibition	5	0.9	51	10
Time	**(N=562)**	**100%**	**(N=510)**	**100%**
First time	58	10.3	115	22.5
1-2 times	118	21	213	41.8
3-5 time	104	18.5	94	18.4
6-10 time	62	11	54	10.6
> 10 times above	220	39.1	-	-
Know	**(N=562)**	**100%**	**(N=510)**	**100%**
Media advertisement/News	246	43.8	168	32.9
Friend/Family	294	52.3	331	64.9
Other	22	3.9	11	2.2
Duration	**(N=562)**	**100%**	**(N=510)**	**100%**
2-4 days	122	21.7	139	27.3
5-7 days	204	36.3	251	49.2
more than 7 days	236	42	120	23.5
Live	**(N=562)**	**100%**	**(N=510)**	**100%**
Hotel/Guest house	499	88.8	498	97.6
Hostel	43	7.7	3	0.6
Resident of Friend/Family	20	3.6	9	1.8
Arrange	**(N=562)**	**100%**	**(N=510)**	**100%**
Internet	374	66.5	265	52
Local agency	128	22.8	50	9.8
Country travel agency	60	10.7	195	38.2
Members	**(N=562)**	**100%**	**(N=510)**	**100%**
alone	276	49.1	140	27.5
family	120	21.4	108	21.2
group tour/friend/colleague	166	29.5	264	51.4
Budgets	**(N=562)**	**100%**	**(N=510)**	**100%**
Below <35,000 Baht	272	48.4	42	8.2
35,000-52,500 Baht	153	27.2	210	41.2
52,501-70,000 Baht	70	12.5	145	28.4
70,001-87,500 Baht	14	2.5	53	10.4
More than>87,501 Baht	53	9.4	60	11.8

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

Most of JK tourists come to Thailand for travel (84%) and (81%), respectively. The majority of Japanese tourists come to Thailand over than 10 times

(39.1%) following by 3-4 times (18.5%), respectively. In South Korean tourists (41.8%) visited Thailand 1-2 time, visited Thailand at first time (22.5%), 3-5 time (18.4%) and 6-7 time (10.6%), respectively. Most of JK tourists know about Thailand tourism from friend and family (52.3%) and (64.9%), respectively. The average duration for South Korean tourists stay in Thailand between 5-7 days (49.2%), 2-4 days (27.3%) and over than 7 days (23.5%), respectively. Japanese tourists stay in Thailand over than 7 days (42%) follow by 5-7 days (36.3%) and 2-4 days (21.7), respectively (refer to Table 4.30: General Information of JK Tourists).

JK tourists are prefer to stay in hotel and guest house during travel in Thailand (88.8%) and (97.6%). A few of Japanese and South Korean tourists stay in the resident of friend and relative (3.6%) and (1.8%). Most of JK tourists arranged their trip to Thailand by seeking information and managed their booking via internet (66.5%) and (52%), Local agency (22.8%) and (9.8%), country travel agency (10.7%) and (38.2%). respectively. Generally, Japanese and South Korean tourists travel to Thailand with family (21.4%) and (21.2%). Most Japanese tourists travel alone (49.1%) while most of Korean travel with group tour/friend or colleagues (51.4%).

Generally, Japanese (48.4%) tourists spending budget about 35,000 Baht/trip during their trip in Thailand, following by 35,001-52,000 Baht/trip (27.2%), 52,501-70,000 Baht/trip (12.5%), 70,001-87,500 Baht/trip (2.5%) and more than 87,501 Baht/trip (9.4%). South Korean tourists spend spending budget about 35,001-52,000 Baht/trip (41.2%) following by 52,501-70,000 Baht/trip (28.4%), 70,001-87,500 Baht/trip (10.4%) and more than 87,501 Baht/trip (11.8%), respectively (refer to Table 4.30 General Information of JK Tourists).

In summary, the generally information regarding to Japanese and South Korean (JK) tourists, mostly Japanese tourist come to Thailand over than 10 times (39.1%) while South Korean tourists come to Thailand 1-2 times (41.8%). Most of Japanese and South Korean tourists stay in hotel and guest house (88.8%) and (97.6%), respectively. In Japanese and South Korean groups, few of them (3.6%) and (1.8%) stay with friend and family in Thailand.

As of this general info enable to conclude that 39.1% of Japanese respondents come to Thailand over 10 time and 42% stay longer than 7 days, these sampling may become a long stay tourists. This is logically reasonable whereby (52%) of Japanese tourists have an age average ranging between 41-60 years old (52%) and over than 61 years old (12%). In case of South Korean tourists group, 41.8% come to Thailand 1-2 time and 22.5% come to Thailand at first time. Over half of South Korean tourists (64.9%) know about Thailand country from friend and family while (32.9%) know Thailand from media advertisement/news. Half of South Korean respondents (49.2%) stay in Thailand between 5-7 days, 2-4 days (27.3%) and stay in Thailand more than 7 days (23.5%). 97.6% of them stay in hotel and guess house, 51.4% come to Thailand with group tour/friend/colleagues (refer to Table 4.30: General Information of JK Tourists)

The different between gender, age, status and income between JK tourists are such as 65% of Japanese tourists were male while 71% of South Korean tourists were female. 52% of Japanese tourist's ages ranged between 41-60 years old while 63% of South Korean tourists ranged between 21-41 years old. 53% of Japanese tourists were married while 72% of South Korean tourists were single. Most of their occupation is employee (63%) in Japanese group and (58.4%) in South Korean group. Japanese tourist's income ranged between 175,001-525,000 Baht (32%) while South Korean tourist's income is about 175,000 Baht (42%) and below (refer to Table 4.29: Gender, Age, Status and Education of JK Tourists Respondent).

As of these information enable to identify that South Korean tourists market have higher purchase power in term of budget spending in Thailand. Since, 41.2% of South Korean tourist's budgets ranged between 35,000-52,000 Baht while 48.4% of Japanese tourist's budgets is about 35,000 Baht and below. In South Korean tourists market (71%) are female, these market can me defined as ladies market whereby most of them are single. 38% of South Korean tourists brought packet tour from country travel agency and 49.2% stay in Thailand 5-7 days.

Japanese and South Korean tourists perception on Thailand destination image are similarity, they feel that Thailand political situation is returned to normal (70.5%) in Japanese and (79%) in South Korean group. In other hand, 29.5% of Japanese and 21% of South Korean tourists feel that Thailand political situation is unstable.

As of this result show that about 1 of 3 in Japanese tourists and 1 of 5 in South Korean group 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 all Thailand tourism stakeholders should be collaborated, generated strategies to recall of international tourists confident to Thailand (refer to Table 4.31: JK Tourists Confident and Perception Image).

Table 4.31: JK Tourists Confident and Perception Image

No.	Tourist Confident	J		K	
		Japanese		South Korean	
		F	%	F	%
1	Situation is return to normal	396	70.5	405	79
2	Thailand situation is unstable	166	29.5	105	21
	Total	**562**	**100**	**510**	**100**

JK tourist's perception about Thailand destination image are differently based on their understanding about Thailand image categories recommend by Tourism Authority of Thailand (TAT). Table 4.32 show Japanese tourists perceived Thailand destination as *'Thailand is Fun'* (69%), following by *'Land of Smile'* (48%), *'Thailand is Excited'* (36%), *'Thailand Hospitality'* (32%), *'Amazing Thailand'* (28%), *'Thainess'* (21%), *'Relaxed Destination'* (11%) and *'Organized Place'* (4%), respectively.

Most of South Korean tourists perceived on Thailand destination image as *'Amazing Thailand'* (64%), following by *'Thailand is Excited'* (50%), Land of Smile (38%), *'Thailand is Fun'* (36%), *'Thai Hospitality'* (31%), 'Relaxed Destination' (16.3%), 'Thainess' (6%), and *'Organized Place'* (5%), respectively.

In summary, *'Amazing Thailand'* has barely registered in the mind of tourists from South Korean 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 South Korean tourists market as the result show only 6%. Contrasting with Japanese market, Thailand destination image come out with *'Thailand is Fun'* (69%) while *'Amazing Thailand'* (28%). As of this results indicate that Japanese tourists perceived Thailand destination image change from time to time. Since, 39.1% of Japanese tourists are the repeating visitors who come to Thailand over 10 times. *'Thailand is Fun'* become a popular image to attract of Japanese group to revisiting Thailand from time to time, as compare to *'Amazing Thailand'* which attract of South Korean tourists who come to Thailand at first time (refer to Table 4.32: JK Tourists Perception about Thailand Destination Image).

Table 4.32: JK Tourists Perception about Thailand Destination Image

No.	Tourist Perception	**Japanese**		No.	Tourist Perception	**South Korean**	
		F	%			F	%
1	Thailand is Fun	388	69	1	Amazing Thailand	318	64
2	Land of Smile	268	48	2	Thailand is Excited	257	50
3	Thailand is Excited	200	36	3	Land of Smile	193	38
4	Thai Hospitality	178	32	4	Thailand is Fun	184	36
5	Amazing Thailand	158	28	5	Thai Hospitality	156	31
6	Thainess	118	21	6	Relaxed Destination	83	16.3
7	Relaxed Destination	62	11	7	Thainess	32	6
8	Organized Place	20	4	8	Organized Place	27	5

Most of Japanese tourists understanding the concept of amazing Thailand as Thainess: the world's friendliness culture (68%), treasures: land of heritage and history (48%), nature: the beauty of natural wonders (28%), beaches: Sun surf and serenity (16%), festivities: The land of year around (16%), health & wellness: the beauty of wellness and wellbeing (10%), trends: Your senses with unique trends (10%), and other (7%), respectively (refer to Table 4.33: JK Tourist Understand Concept of *'Amazing Thailand'*).

South Korean tourists understanding the concept of amazing Thailand as the nature: the beauty of natural wonders (45%), beaches: sun surf and serenity (25%), treasures: land of heritage and history (24%), Thainess: the world's friendliness culture (19%), trends: your senses with unique trends (13%), health & wellness: the beauty of wellness and wellbeing (13%), festivities: the land of year around (11%), and other (6%), respectively (refer to Table 4.33: JK Tourist Understand Concept of *'Amazing Thailand'*).

Table 4.33: JK Tourist Understand Concept of *'Amazing Thailand'*

No.	Tourist Perception	Japanese		No.	Tourist Perception	South Korean	
		F	**%**			**F**	**%**
1	Thainess: The world's friendliness culture	380	68	1	Nature: The beauty of natural wonders	229	45
	Treasures: Land of heritage and history	268	48	2	Beaches: Sun surf and serenity	126	25
3	Nature: The beauty of natural wonders	156	28	3	Treasures: Land of heritage and history	123	24
4	Beaches: Sun surf and serenity	88	16	4	Thainess: The world's friendliness culture	97	19
5	Festivities: The land of year around	90	16	5	Trends: Your senses with unique trends	66	13
6	Health & Wellness: The Beauty of Wellness and Wellbeing	58	10	6	Health & Wellness: The Beauty of Wellness and Wellbeing	66	13
7	Trends: Your senses with unique trends	56	10	7	Festivities: The land of year around	57	11
8	Other	38	7	8	Other	29	6

In summary, Japanese tourists more emphasizing the concept of *'Amazing Thailand'* on Thainess: the world's friendliness culture (68%), following by treasures: land of heritage and history (48%).

Table 4.34: JK Tourist Understand Concept of *'Discovery Thainess'*

No.	Tourist Perception	Japanese		No.	Tourist Perception	South Korean	
		F	**%**			**F**	**%**
1	Thai massage/Spa	320	57	1	Thai massage/Spa	358	70
2	Thai food/cooking	286	51	2	Thai food/cooking	313	61
3	Thai unique cultural	156	28	3	Thai hospitality	182	36
4	Thai way of life/happiness	138	25	4	Elephant riding	103	20
5	Elephant riding	128	23	5	Thai arts/museums	81	16
6	Thai festivity	114	20	6	Thai festivity	62	12
7	Thai hospitality	114	20	7	Thai way of life/happiness	60	12
8	Thai Classical Dance	92	16	8	Making Thai style garlands	46	9
9	Thai arts/museums	68	12	9	Traditional Thai houses	30	6
10	Thai boxing	58	10	10	Thai unique cultural	32	6
11	Traditional Thai houses	50	9	11	Thai boxing	24	5
12	Making Thai style garlands	20	4	12	Thai Classical Dance	26	5

As of this info shows that Japanese tourists more interesting on Thailand local culture, heritage and history, due to tourists behavior generation 41-60 years old (52%). In South Korean tourists group more interesting on natural wonder, sun surf and serenity, due to tourist's behavior generation 21-40 years old (63%).

Japanese and South Korean (JK) tourists understanding the concept of *'Discovery Thainess'* in different perspective such as following. In Japanese group understand *'Thainess'* in term of Thai massage/spa (57%), following by Thai food/cooking (51%), Thai unique culture (28%), Thai way of life/happiness (25%), elephant riding (23%), Thai festivity (20%) and Thai hospitality (20%), Thai classical dance (16%), Thai arts/museums (12%), Thai boxing (10%), traditional Thai houses (9%), making Thai style garlands (4%), respectively (refer to Table 4.34: JK Tourist Understand Concept of *'Discovery Thainess'*).

In South Korean tourists group *'discover Thainess'* in term of Thai massage/spa (70%), Thai food/cooking (61%), Thai hospitality (36%), elephant riding (20%), Thai arts/museums (16%), Thai festivity (12%), Thai way of life/happiness (12%), making Thai style garlands (9%), traditional Thai houses (6%), Thai unique cultural (6%), Thai boxing (5%) and Thai classical dance (5%), respectively (refer to Table 4.34: JK Tourist Understand Concept of *'Discovery Thainess'*).

Table 4.35: JK Tourist Understand the Status of Thailand

No.	**Tourist Perception**	**Japanese**		**No.**	**Tourist Perception**	**South Korean**	
		F	**%**			**F**	**%**
1	Land of freedom and relax	267	48	**1**	Land of freedom and relax	162	32
2	Thailand is culture diversity	129	23	**2**	Shopping paradise	122	24
3	Hub of ASEAN countries destination	69	12	**3**	Thailand is culture diversity	100	19.5
4	Shopping paradise	44	8	**4**	Hub of ASEAN countries destination	80	16
5	Safe and peaceful	32	6	**5**	Safe and peaceful	33	6.5
6	Hub of Medical Tourism	19	3	**6**	Hub of Medical Tourism	12	2
	Total	**562**	**100**		**Total**	**510**	**100**

Japanese and South Korean (JK) tourists understanding Thailand destination country in the following status. Japanese understanding Thailand as the land of freedom and relax (48%), following by culture diversity (23%), hub of ASEAN countries destination (12%), shopping paradise (8%), safe and peaceful country (6%), hub of medical tourism (3%), respectively.

South Korean tourists understanding Thailand as the land of freedom and relax (32%), shopping paradise (24%), Thailand is culture diversity (19.5%), hub of ASEAN countries destination (16%), safe and peaceful country (6.5%), and hub of medical tourism (2%), respectively.

In summary, JK tourists have been discovering the term and meaning of *'Thainess'* in different perspective up on their preferable. Thai massage and spa, Thai food and Thai cooking are the most popular and preferable for JK tourists which is registered in their mind. It seem that Thai food is must thing for JK tourists to try and Thai massage/spa is activities don't miss when they arrived in Thailand. Thus, Tourism Authority of Thailand (TAT) should be promoting and advertising Thai restaurant exhibition with the Thai food cooking activities to attractive tourists and generated impression travel experience.

In summary, JK tourists understand Thailand as the land of freedom and relax 48% in Japanese group and 32% in South Korean group. Japanese tourists look through Thailand in cultural diversity perspective (23%) while South Korean look inside Thailand as the shopping paradise (24%). Thus, Thailand shopping market is target for South Korean single lady preferable to spend more on luxury product and premium spa. JK tourists having a similar perspective on Thailand as the safe and peaceful country at 6% in Japanese group and 6.5% in South Korean group. Moreover, they also look for Thailand as a hub of medical tourism at 3% and 2%, respectively (refer to Table 4.35: JK Tourist Understand the Status of Thailand).

4.3.2 Hypothesis Testing (JK Tourists Samples)

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).

4.3.2.1 Japanese Sample (J Group)

Out of 600 questionnaires were distributed, 562 usable cases were returned with response rate 93.6%. Multiple regression analysis in SPSS has been tested the hypothesis relationships. The results show that shopping and tourist attractions have direct significant effect on Japanese tourists destination satisfaction at statistic significant level 0.01, thus, supported H1 (β=.100; p=.006). Thai cuisine (food) has direct significant effect on Japanese tourists destination satisfaction at statistic significant level 0.05, thus, supported H2 (β=.075; p=.010). Environment and safety has direct significant effect on destination satisfaction at statistic significant level 0.001, thus, supported H4 (β=.144; p=.000). Transportation has direct significant effect on destination satisfaction at statistic significant level 0.01 thus, supported H5 (β=.075; p=.003). Destination satisfaction has direct significant effect on destination loyalty at statistic significant level 0.001, thus, supported H6 (β=.464; p=.000). Thus, the model supported hypothesis 1, 2, 4, 5 and 6 respectively.

In another hand, Lodging and restaurant facilities have no significant effect on Japanese tourists destination satisfaction (β=.037; p=.222, *n/s*). Thus, rejected hypothesis 3 (refer to Table 4.36 Summary of Research Hypothesis Finding on JK Tourist Sample).

4.3.2.2 South Korean Sample (K Group)

Out of 600 questionnaires were distributed, 510 usable cases were returned with response rate of 85%. 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 South Korean tourists destination satisfaction at statistic significant level 0.01, thus, supported H1 (β=.135; p=.000). Thai cuisine (food) has direct significant effect on tourists destination satisfaction at statistic significant level

0.001, thus, supported H2 (β=.299; p=.000). Lodging and restaurants has direct significant effect on tourist destination satisfaction at statistic significant level 0.001, thus, supported H3 (β=.150; p=.000). Environment and safety has direct significant effect on tourists destination satisfaction at statistic significant level 0.01, thus, supported H4 (β=.60; p=.008). Transportation has direct significant effect on tourist destination satisfaction at statistic significant level 0.05, thus, supported H5 (β=.051; p=.024). Destination satisfaction has direct significant effect on tourists destination satisfaction at statistic significant level 0.001, thus, supported H6 (β=.238; p=.000). Thus, the model supported all hypothesis 1, 2, 3, 4, 5 and 6 respectively (refer to Table 4.36: Summary of Research Hypothesis Finding on JK Tourist Sample).

Table 4.36: Summary of Research Hypothesis Finding on JK Tourist Sample

H	Hypothesis	Japanese		South Korean	
		J	Results	K	Results
H1	Shopping and tourist attractions have direct significant effect on tourist satisfaction in Thailand destination	.006**	✓	.000***	✓
H2	Thai cuisine (food) has direct significant effect on tourist satisfaction in Thailand destination	.010*	✓	.000***	✓
H3	Lodging and restaurant facilities have direct significant effect on tourist satisfaction in Thailand destination	n/s	✗	.000***	✓
H4	Environment and safety have direct significant effect on tourist satisfaction in Thailand destination	.000***	✓	.008*	✓
H5	Transportation facilities and infrastructure have direct significant effect on tourist satisfaction in Thailand destination	.003**	✓	.024*	✓
H6	Destination satisfaction has a direct significant impact on Thailand destination loyalty	.000***	✓	.000***	✓

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

In summary, Japanese and South Korean hypothesis finding are differently. For such Japanese sample, based on the result of *beta* weights regression and *p-value*, hypothesis 1, 2, 4, and 5 predictive variables show significance with destination satisfaction. These are such as shopping and tourist attractions (β=.100; p=.006), food (β=.075; p=.010), environment and safety (β=.144; p=.000***) and transportation (β=.075; p=.003). In another way, lodging and restaurants did not significantly predict value of destination satisfaction (β=.037; p=.222, *n/s*), thus, rejected hypothesis 3.

Based on the result of *beta* weights regression and *p-value* of South Korean group, hypothesis 1, 2, 3, 4 and 5 predictive variables show significance with destination satisfaction. These are such as shopping and tourist attractions (β=.135; p=.000***), food (β=.299; p=.000***), lodging and restaurants (β=.150; p=.000***), environment and safety (β=.060; p=.008) and transportation (β=.051; p=.024). Thus, all hypothesis were supportive in South Korean group.

Finally, destination satisfaction is the strongly predictor for destination loyalty at highly significance level 0.001. Thus, supported H6 (β=.464; p=.000***) in Japanese group and (β=.238; p=.000***) in South Korean group (refer to Table 4.36: Summary of Research Hypothesis Finding on JK Tourist Sample).

4.3.3 JK Tourists Intension to Revisiting Thailand

In this section, the study try to examine the intention for Japanese and South Korean (JK) 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 shown that they are likely and very likely to take another vacation to Thailand in the next two years (88.6%) in Japanese group, (91.5%) in South Korean group, respectively (refer to Table 4.37: JK Tourist Revisited Intention for another Vacation in Thailand).

Table 4.37: JK Tourist Revisited Intention for another Vacation in Thailand

No.	Tourist Perception	Japanese		No.	Tourist Perception	South Korean	
		F	**%**			**F**	**%**
1	Not likely at all	4	0.7	1	Not likely at all	13	2.5
2	Unlikely	60	10.7	2	Unlikely	29	6
3	Likely	172	30.6	3	Likely	130	25.5
4	Very likely	326	58	4	Very likely	338	66
	Total	**562**	**100**		**Total**	**510**	**100**

JK groups of the respondents have a similar idea about overall Thailand perception on their travel experience. The perception results show that *'this trip was good but they don't know they may come again'* (16.5%) in Japanese group, (27%) in South Korean group (refer to Table 4.38 JK Overall Visiting Perception).

Moreover, some of respondents have a great travel experience with Thailand destination. They express their feeling that *'this trip was so great and they will come again'* (83.1%) in Japanese group, (72%) in South Korean group. Thus, most of the JK tourists have valuable experience on Thailand destination as a right place for the vacation. Thus, JK tourist groups tend to visit Thailand in the next two years and may have a highly opportunities become customer target and loyal customer.

Table 4.38: JK tourist Overall Visiting Perception

No.	Tourist Perception	Japanese		No.	Tourist Perception	South Korean	
		F	**%**			**F**	**%**
1	This visit was very poor, and I will not come again	2	0.4	1	This visit was very poor, and I will not come again	7	1
2	This visit was good, and I don't know I may come again	93	16.5	2	This visit was good, and I don't know I may come again	137	27
3	This visit was so great, and I will come again	467	83.1	3	This visit was so great, and I will come again	366	72
	Total	**652**	**100**		**Total**	**510**	**100**

In conclusion, all groups of the respondents (JK) tourists have a great travel experience. The results show that most of respondents will be likely and definitely recommend Thailand to their friend and relative as a vacation destination (96.2%) in Japanese group and (81.8%) in South Korean group (refer to Table 4.39: **S**uggest Thailand to your friends/relatives as a vacation destination). In doing so, this would be generated positive word-of-month by recommend and suggest Thailand country as a destination for holiday to their friend and relative.

Table 4.39: Suggest Thailand to your friends/relatives as a vacation destination

No.	Tourist Perception	Japanese		No.	Tourist Perception	Japanese	
		F	**%**			**F**	**%**
1	Not likely	21	3.7	1	Not likely	8	1.6
2	Likely	234	41.6	2	Likely	85	16.7
3	Definitely	307	54.6	3	Definitely	417	81.8
	Total	**562**	**100**		**Total**	**510**	**100**

4.4 Qualitative Research on Thailand Destination Image

This part of research finding was collected via qualitative methodology such as focus group study and interview methodology with 30 cases Japanese and South Korean tourists visiting Thailand via Suvarnabhumi International Airport and Bangkok downtown areas during December 2016 and January 2017. The main objective of qualitative research study is for supportive of quantitative finding on perception of Japanese and South Korean tourists understand concept of *'Amazing Thailand'* and *'Discover Thainess'* in general. In particular, Bangkok brand power image will be identified via the perspective of JK tourists in negative and positive aspects. The research design, research methodology and finding will be presenting in the following section below;

4.4.1 Objective of Qualitative Research

There are two qualitative objectives are as following;

1. To examine the concept of *Amazing Thailand'* and *'Discover Thainess'* via the understanding of Japanese and South Korean (JK) tourists.
2. To identified *'Bangkok brand power image'* via the perspective of Japanese and South Korean (JK) tourists.

4.4.2 Qualitative Research Design

The objective of this study intend to clarify the understanding concept of Thailand marking campaign on *'Amazing Thailand'* and *'Discover Thainess'*. In particular, the study attempts to investigate and identity the essential of five characteristic of Bangkok city image via the perspective of Japanese and South Korean (JK) tourists. Simi-interview method was developed from five attractive characteristics that are the admiration of the world from Tokyo Brand Power (refer to Figure 4.1: Bangkok Brand Power Image).

In addition to enhance the awareness on Thailand tourism marketing campaign '*Amazing Thailand: Discover Thainess*'' via Japanese and South Korean tourists perception. The result of the study will be given an idea for rebranding Thailand tourism marketing campaign in particular target group. In addition, the expected outcome of the study is to improve the attractiveness of Bangkok as the capital city of Thailand and to boost up its international competitiveness and increase the number of foreign visitors particularly Japanese and South Korean visitors to Thailand destination.

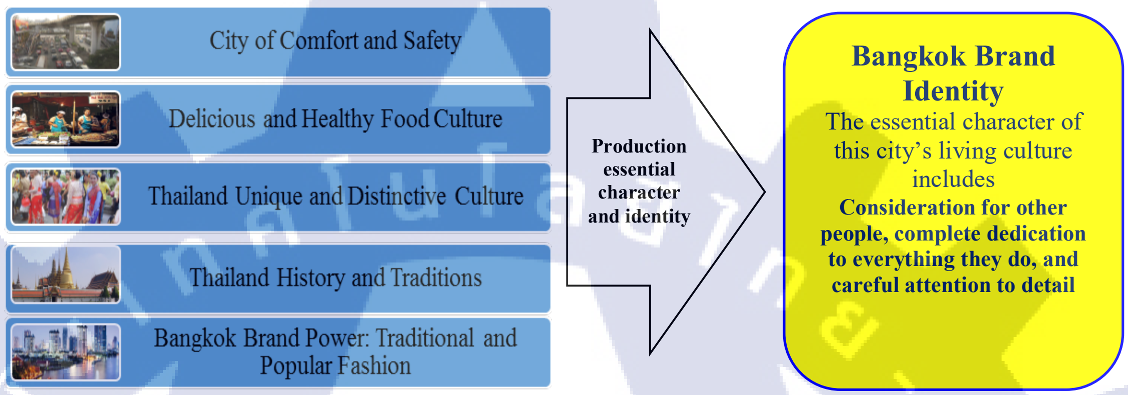

Figure 4.1: Bangkok Brand Power Image
Sources: Five attractive characteristics that are the admiration of the world adapted from Tokyo Brand Power: The Mori Memorial Foundation

4.4.3 Qualitative Research Methodology

The qualitative research methodology of the study are classified in such following strategies.

4.4.3.1 Focus Group Study

To answer the research questions *'what are the awareness of Amazing Thailand: Discover Thainess via the perspective of Japanese and South Korean tourists?'* and *'what are the Bangkok brand power via the perspective of Japanese and South Korean tourists?'* The focus group study was used to interpret Thailand brand power image by using semi-interview structure. This is because focus group interview possessed the capacity ideas to emerge from the group discussion than individuals alone don't possess (Krueger, 2015).

4.4.3.2 Simi-Structure Interview Development

This study use semi-interview structure adapted from the Mori Memorial Foundation (MMF) represented the concept of Tokyo brand power classified into five attractive characteristics that are the admiration of the world. There are five sections was designed for to investigate and collecting the interview data such as (1) city of comfort and safety; (2) delicious and healthy food culture; (3) Thailand unique and distinctive culture (4) Thailand history and traditions and (5) Bangkok brand power: Traditional and popular fashion. In addition, open-end-questions were asked for 30 tourists cases about their awareness perception on *'Amazing Thailand: Discover Thainess'*.

4.4.3.3 Sample Group Study

This study interview the two difference sample groups are as Japanese and South Korean tourists separately. Fifteen tourists from each country were identified as the target group of the study. The data collected from the several times in difference places as exhibited in the following table 1.2 below.

Table 40: Data Collecting on Focus Groups Study

No.	Place	Date	Nationality	Country	Sample
1	Suvarnabhumi International Airport,	5-6 Feb 17	Japanese	Bangkok Thailand	15
2	Korean Town Plaza, Bangkok	30-31 Jan 17	Korean	Sukhumvit Road, Bangkok Thailand	15

4.4.3.4 Beginning the Focus Group Discussion

Starting the focus group discussion the moderator (interviewer) introduced the overall of the topic and objective of the study. The moderator asked the respondents to given useful information about your perception on Thailand brand image. Beginning with open end questions by asked the respondent *'what are the awareness perception on Amazing Thailand: Discover Thailand?'* Japanese and Korean tourists can giving their idea based on their perception and experience. Then the interviewer will ask their past experience regarding to *"what do you like"* and *"what you don't like"* about Thailand in general and Bangkok city in particular. The moderator will moderate all the respondents by inform them to awareness that negative information are very important than positive. *"There are no wrong answers please feel free to share your idea and please remind that we are interesting in negative comments rather than positive"*. The negative comments are helpful that might be enhancing Bangkok image. By using focus group interview enable the researcher access to valuable insights Bangkok brand power image investigation (Wadeecharoen & Lertnaisat, 2015). The use of negative data will be make an improvement for Thailand tourism environment and factors are concerned. The focus group discussion enable to researcher to access the information both in positive and negative aspects (Krueger, 2002). By using group discussion and interview methods can help the research to gain a deeper understanding of specific issues by discover the actual problem relate to statement of the study (Dabphet, Scott & Ruhanen, 2012). The results of the study will be analysis by using analysis and classified into five parts as in the following section.

4.5 Qualitative Research Finding

The focus group discussion method was used to collecting the data given by Japanese and South Korean tourists whose have been to Thailand for several time (repeat visitors). There 15 sample from Japanese group divided by 10 male and 5 female, age ranged between 41-60 years old. In South Korean group 15 sample divided by 8 female and 7 male, age ranged between 21-40 years old. The total of 30 target sample cases were given the information regarding to Bangkok image both negative and positive aspects as will be discussion in the following;

4.5.1 Japanese and South Korean (JK) Tourists Awareness on *'Amazing Thailand: Discover Thainess'* Campaign

In Japanese group, they defined Thailand as the land of freedom and liberization country. The varieties of this country even on day and at night, especially Thailand night market is preferable for Japanese tourists. Night market in Bangkok is unseen in Japan, making Japanese visitors more exciting. Similarity to riding elephant in Bangkok home town is very amazing that can't find in anywhere in Asia. Thailand is Buddha country, have a lot of beautiful temple, Thai people very religion and honestly that is unique, unseen and amazing Thailand. Thai foods are very testy, variety with the implement of multicultural background and story behind. Thailand scenery is unique, unseen and excited over than our expectation. The unique of Thai local culture is also amazing like *'Thai-smile'* without reason behind. Thailand hospitality seem like stay at home that make Thailand become best choice for leisure destination in Asia.

In Korean group, they defined Thailand as the land of freedom and relax whereby at nigh better than noon that is *'Amazing Thailand'*. Bangkok at night is very colorful, night shopping street like Nana and Khao San road so *'Amazing'* seem like this city never sleep. In doing so, Bangkok is very famous city for shopping and chilling at night. Chatuchak market is variety, cheap and unique that is *'Amazing'*. In the view of Korean tourists, Thailand country can defined as shopping paradise whereby cheap markets are available. Thus, Thailand country destination is cheap and value to visit (see more detail in Table 4.41: JK Tourists Awareness Perception about *'Amazing Thailand?'*).

Table 4.41: JK Tourists Awareness Perception about *'Amazing Thailand?'*

No.	Japanese Tourists	No.	South Korean
1	Thailand is freedom and liberization country	1	Amazing food from look and tasty
2	Country of variety on day and night, I love Thailand nigh market	2	The land of freedom and relax
3	Thailand is unique and diversity	3	Nigh is better than noon that is ***'Amazing Thailand'***
4	Thai temple and culture diversity	4	Exciting Activities like ride elephant and bungee jumping
5	Ride elephant in town street is so amazing, I have not seen in everywhere, just Thailand only	5	Shopping Paradise and lot of cheap market
6	Thailand is Buddha country that make me close to Thai people	6	Colorful night in Bangkok seem like this city never sleep
7	Thailand is Exciting and always make us an over expectation	7	Shopping in the street road like Nana and Khao San road that is ***'Amazing'***
8	Thai people very committed and honestly with King Bhumibol	8	Beautiful country with very natural abundant
9	Multicultural and variety of foods	9	The land of smile
10	Beautiful Beach and delicious food	10	The land of shopping and chilling at night
11	Thai-Smile without reason behind that make me *'Amaze'*	11	Natural and green country
12	Paradise of Golf	12	Chatuchak market is ***'Amazing'***
		13	Water sport at Pattaya
		14	Think about hot country when I hear about this word
		15	Representing good thing about Thailand
		16	Cheap Country
		17	Cheap and value to visit this country

The concept of *'Thainess'* make Japanese tourists feel about *'smile Thailand'*. Thai smile with the warmest hospitality representative of *'Thainess'*. Thai hospitality pay respect to international guess. Simple like in local Thailand area make Japanese tourists feel relax and slow down the life called *'Thainess'*. The way of Thai people thought is freedom and the way they speak is honestly that is *'Thainess'*. In South

Korean perceived about *'Thainess'* as the kindness of Thai people, beautify smile and friendly (see more detail in Table 4.42: JK Tourists Awareness Perception about *Thainess?*)

Table 4.42: JK Tourists Awareness Perception about *'Thainess?'*

No.	Japanese Tourists	No.	South Korean
1	Thai people always given smile or ***'smile Thailand'***	1	Thai temple
2	Thai language is very soft and the voice tone sound nice mean ***'smooth like silk'***	2	Elephant on the town road
3	Respect way of Thai people seem like Japanese hospitality	3	Beautiful smile and friendly
4	Thai simple life with the local Thai hospitality	4	Kindness of Thai people
5	Thai smile and warmest hospitality	5	Truly Thai, Truly ASEAN
6	Lady boy in Pattaya mean Thailand country is liberalization for these kind of people that in my perception is 'Thainess'	6	Thai people
7	The way of Thai people thought is freedom and the way they speak is honestly that is 'Thainess'		
8	Thai language is quite interesting to learn		
9	Thainess mean 3F= ***'Fun, Find & Facility'***		
10	Thai people very religion means ***'player to Buddha'***		
11	Thai Buddhism Country		
12	Thai hospitality regarding to pay respect for the international guess		
13	Simple life not to hurry and busy like Japan		

4.5.2 Bangkok Brand Power Image via the Perspective of Japanese and South Korean (JK) Tourists

Bangkok brand power image can be classified into five aspects such as the following section below;

4.5.2.1 City of Comfort and Safety

Japanese tourists have an attitude and felling on Bangkok city and safety in the positive aspects such as sanitary and infrastructure in Thailand are higher as compare to neighboring country like Cambodia, Vietnam, Myanmar and Lao, the medical service in Bangkok is very famous and recognize. Bangkok shopping centers are good with cheap price, hotel is safe and secure, Thai police look after international tourist's security and safety. Thus, in summary Bangkok city is clean and safe place.

Bangkok negative image are such as communication problem with local people and taxi drivers drive so fast and unsafe that always make an accident happen. *Tuk-tuk* taxis ask for 3 times over price as compare to taxi meter. Even taxi drivers don't want to open the meter that they supposed to do. Pickpocket in shopping center make tourists scary to go to crowed shopping place, ***'crowded stress and traffic jam become a characteristic of Thailand capital atmosphere'.*** Pollution and decadent environment in Bangkok is reflect Thailand image, electrical wires near the sidewalk and cross to bridge street look scarcely and unsafe. Local road is narrow and having a hollow on the road surface. Local water can't drink direct from the trap. Traffic in Bangkok is horrible makes unconvinced to go to target place as expected. Some of tourist places in Bangkok like Kha-san and Nana Street are not safe and secure. Thailand hot weather and high thermal make tourists feel frustrated. Some of shopping center, the commodities price are not display while the same location sale the same thing but different price. The facility of Public transportation is limited, crowed and rather danger cause by careless driving. There is sanitary problem such as garbage and toilet are unclean and insufficient that may affect Bangkok image.

South Korean tourists have an attitude and felling on Bangkok city and safety in the positive aspects such as cost of living rather low while high standard. Most of Korean tourists love Bangkok as the second home country. Hotel near the center Bangkok is safe and clean, thus, Bangkok is a safe place for tourists even on day and at night.

Bangkok negative image are such as traffic jam in Bangkok seems like to be Thailand major problem and reflect Thailand traffic problem never improve since I came here for long time ago. Bangkok traffic jam is very frustrated make tourists inability to change or achieve a meeting. Pollution in Bangkok become a major problem and seems to be characteristic of Thailand capital city. Bangkok city atmosphere is very hot and crowed with pollution, cross-road in Bangkok are very difficult, dangerous and unsafe. Addicts come to Thailand for Drugs, unavailable of sanitary and toilets in Bangkok skirt area. Thai taxi driving is horrendous and they don't care how the passenger fell about security. A lot of places in Bangkok are very dirty making afraid of infection.

Table 4.43: City of Comfort and Safety (a)

Japanese Tourists				South Korean	
No.	**Positive Images**	**Negative Images**	**No.**	**Positive Images**	**Negative Images**
1	Thailand Sanitary and infrastructure are higher compare to neighboring country like Cambodia, Vietnam, Myanmar and Lao	Communication problem with local people and taxi driver cause difficult to get to direction and final destination	1	Cost of living are cheap and high standard. I love Bangkok Thailand as the second home country.	Traffic jam is seem like a Thailand major problem and reflect to Thailand negative image
2	The medical service in Thailand is very famous and recognize.	The perceive about Thailand situation is unstable via ***'Japan national media'***	2	Thailand is a safe place for tourist even on day and at night.	Thailand Traffic problem never improve since I came here for long time ago
3	Thailand rule is flexible, not point out the small matter	Thailand political is very complicated make us confuse about ***'Is Thailand still stable or unstable'***	3	Hotel near the center Bangkok is safe and clean but I am not sure in the outskirt area.	Pollution in Bangkok become a major problem and seem to be characteristic of Thailand capital.
4	Commodity are nice and cheap	Pickpocket in shopping center make us scary to go to crowed shopping place.	4		Bangkok city atmosphere very hot and crowed with pollution
5	Hotel is safe and secure	Crowded stress and traffic jam. *In the other hand, it is become a characteristic of Thailand capital atmosphere.*	5		Cross-road in Bangkok are very difficult, dangerous and unsafe
6	Thai police look after international tourist's security and safety.	Pollution and decadent environment in Bangkok reflected to Thailand image	6		Some of tourist Addict come to Thailand for Drugs
7	Thailand is clean and safe place.	Electrical wires near the sidewalk and cross to bridge street, look scarcely and unsafe.	7		Bangkok traffic jam is very frustrated make us inability to change or achieve a meeting.
8		Local road is narrow and having a hollow on the road surface.	8		Thailand skirt area Sanitary toilets are unavailable
9		Local water can't drink direct from the trap. Sanitary toilet unavailable.	9		Taxi driving is horrendous and they don't care how the passenger fell about security.

Table 4.43: City of Comfort and Safety (b)

Japanese Tourists				South Korean	
No.	Positive Images	Negative Images	No.	Positive Images	Negative Images
10		Taxi drive so fast and unsafe. That always make an Accident happen	10		Thailand Central region is very hot even in winter (Nov-Dec)
11		Taxi Tuck-Tuck ask for 3 time over price as compare to Taxi meter	11		Untidies place and lot of place in Bangkok are very dirty make me afraid of infection
12		Taxi in Thailand ask for unreasonable price. They don't want to open the meter that they supposed to do.			
13		Traffic in BKK is horrible make me unconvinced to go to target place. I can't forget that I got late about 1.30 hour.			
14		Thailand traffic problem but still better than Beijing, China.			
15		Some of tourist places are not save and secure			
16		Hot weather and high thermal make me feel frustrated			
17		Commodities price are not display. Same location sale the same thing but different price.			
18		Public transport are limited, crowed and not improve			
19		Garbage problem that may affect Thailand image.			
20		Thailand transportation rather danger cause by careless driver.			

4.5.2.2 Delicious and Healthy Food Culture

Japanese tourists have an attitude and felling on Bangkok city and safety in the positive aspects such as Thai food along road side is attractive, amazing test and cheap price. Even it's not well sanitary but acceptable and popular for Japanese tourists. Bangkok negative aspects are such as food along the road side is not sanitary, the street vendors offer to try and force customer to buy the fruits. Thai Food Street is very cheap but the bad thing is sanitary problem. South Korean tourists have an attitude and feeling on Bangkok city and safety in the positive aspects that *'we love Thai food and Thai traditional massage'*. There are so many types of Thai restaurants, from lowest up to highest standard. Thai fruits are very unique and so amazing like durian and rambutan. Thai food is healthy, low calories and tasty. Korean tourists are more favorable because Thai restaurants are variety available in Bangkok make them convenience to find their favorite meal.

Table 4.44: Delicious and healthy food culture

Japanese Tourists				South Korean	
No.	**Positive Images**	**Negative Images**	**No.**	**Positive Images**	**Negative Images**
1	Food along road side is attractive cheap and delicious	Food along the road side is not sanitary	1	We love Thai food and Thai traditional massage	
2	Thai food is amazing test and cheap price	The street vendor ask me to try the fruit and force me to buy.	2	There are so many types of Thai restaurants, from lowest up to highest standard.	
3	Food is nice and cheap even it not well sanitary but acceptable.	Despite food is very cheap but the bad thing is food sanitary problem cause to diarrhea.	3	Thai fruit is very unique and so amazing like durian and rambutan	
4	Food is delicious and cheap		4	Thai restaurants are variety and available in Bangkok.	
			5	Thai food is very healthy, low calories and testy	
			6	Thai foods are delicious	
			7	Thai fruits are very testy and healthy	

4.5.2.3 Thailand Unique and Distinctive Culture

Japanese tourists have an attitude and felling on Thailand unique and distinctive culture in the positive aspects such as people are friendly and helpful, multicultural and traditional performance in Thailand differently from regional like fingernail dance (*Fawn Lep*) in north and shadow play in south. Thailand natural resource like beaches and national parks are very beautiful. Thai people are very friendly, kindness and always giving smile that is *'charming of Thailand'*. Thai people culture respect to the king make so impressive Thai hospitality same like *'Japanese Omotanashi'* (Japanese hospitality) make Japanese feel at home. Thai people are very religion and honestly. There are a lot of Buddhist temples in Bangkok so it is usual to see monks wearing saffron-colored robes when they are out gathering morning alms. Most of Thai people are very nice, kind and helpful. In negative aspects Thai society poor-middle-rich gap are highly different.

South Korean tourists have an attitude and felling on Thailand unique and distinctive culture in a positive aspects such as Thai people are very kind, sincere, helpful and warmest hospitality. Thai culture are respectful to foreign visitors, they are very active and look so powerful energy in a daily life. Bangkok people are friendly and fashionable, their smiles make very attractive with warmest hospitality. Bangkok girls are very beautiful, friendly and open minded. Thai massage and spa is very popular and it is a recommend thing for foreign visitors.

Table 4.45: Thailand Unique and distinctive culture

Japanese Tourists				South Korean	
No.	**Positive Images**	**Negative Images**	**No.**	**Positive Images**	**Negative Images**
1	People are friendly and helpful	Poor-middle-rich of Thai people gap is highly.	1	Thai people are very kind and sincere	
2	The demise of the king is an amazing Thailand phenomenal	Thailand government office is corruption	2	Thai people are very kind and warmest hospitality	
3	Multicultural and traditional performance in Thailand differently from regional like Fon Leb dance in north and shadow play in south.		3	Thai culture are respectful foreign visitors	
4	Thailand national resource like beach and national park is very beautiful.		4	Thailand people are so kindness and helpful	
5	Thai people are very friendly, kindness and always giving smile that is *'charming of Thailand'*.		5	Thai people are active and look so powerful energy	
6	Thai people culture respect to the king make me so impressive		6	Bangkok people are friendly and fashionable	
7	Thai hospitality same like Omotanashi make me feel at home.		7	Thai smile make me very attractive with warmest hospitality.	
8	Thai people are very religion and honestly		8	Bangkok girl are very beautiful, friendly and open minded.	
9	Most of Thai people are very nice, kindness and helpful.		9	Thai massage and spa is very popular and the one thing must try.	

4.5.2.4 Thailand History and Traditions

Japanese tourists feel that Thailand historical is very interesting, particular Thai traditional house is simple but very attractive. A lot of temples in Thailand are most like to visit. Thai cultural and history in Ayutthaya is similar to Japan history. Thailand scenery like temples and beaches are attractive. Korean tourists felt that Thailand history and traditional are varieties such as lot of beautiful temples and sightseeing around Bangkok.

Table 4.46: Thailand History and Traditions

Japanese Tourists				South Korean	
No.	**Positive Images**	**Negative Images**	**No.**	**Positive Images**	**Negative Images**
1	Thailand historical very interesting		1	Thailand is variety, lot of beautiful place and sightseeing	
2	Thai traditional house is attractive				
3	Simple life is attractive				
4	A lot of temple in Thailand I like to visit.				
5	Thai cultural and history in Ayutthaya is similar to Japan.				
6	Scenery is attractive like temple and beach				

4.5.2.5 Bangkok Brand Power: Traditional and Popular Fashion

Japanese tourists feel that Bangkok is traditional and has popular fashion. A lot of famous shopping centers in Thailand can become a paradise of shopping. Bangkok city is called the *"Venice of the East"* because the Chao Phraya River, which runs through the city, is connected by several canals. The special sightseeing attractive program in Bangkok is Chao Phraya cruise. In Bangkok city can be travel for 24 hours, it could be defined as *'night trip paradise'*. Thailand is a good travel tourist place; Bangkok is a live city with providing a lot of staffs from all over the world. In negative aspects some of shopping center didn't display the commodity price and ask extra price as compare to local. Hotels and shoppers make a different price between Thai and foreigner.

Japanese tourists feel that commodities in Bangkok are very cheap and fashionable. Thai fashion is very model while the price is three times lower than Korea. The shopping center and cheap markets are everywhere in Bangkok even along roadsides. Traditional and modern commodities are sold along together make excited. Bangkok is the modern city and variety on day and night. There is shopping in Thailand because *'Bangkok is the City of fashion'*. In the negative aspects is shopping venders are close to the footpath look so scary.

Table 4.47: Bangkok Brand Power: Traditional and Popular Fashion

Japanese Tourists				South Korean	
No.	**Positive Images**	**Negative Images**	**No.**	**Positive Images**	**Negative Images**
1	A lot of famous shopping center, Thailand can become a paradise of shopping.	Some of shopping center didn't display the price of commodity and ask for extra price as compare to local.	1	Commodities in Bangkok are very cheap and fashionable *'City of Angle'*	Shopping venders are close to the footpath look so scary.
2	Chapraya River Cruise is nice and attractive for sigh seeing.	Hotel and shopper make a different price between Thai and foreigner	2	Thai fashion is very model while the price is triple time lower than Korea	
3	BKK is the city never sleep: we can travel for 24 hours		3	Shopping is everywhere in Bangkok even along the side road with cheap price.	
4	Travel at any time		4	Traditional and modern commodity are sold along together make me so excited	
5.	Night Trip Paradise		5	Bangkok is the modern city and variety on day and night	
6	Thailand is a good travel tourist trip.		6	I love shopping in Thailand because *'Bangkok is the City of fashion'*	
7	Bangkok is a life city with providing a lot of staff from all over the world				

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 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 Japanese and South Korean tourist growth status in Thailand.

Japanese and South Korean (JK) tourists have been increase in the number of tourists. In 2016, Japanese tourists was 1,439,629 approximately changed 4.19 percent from year 2015, South Korean tourists was 1,464,218 approximately changed 6.64 from year 2015. Thailand has received a large volume of tourists from East Asia. Such the number of Japanese and South Korean tourist trend to increase from year to year, similarity influence by the number of tourist's rapid expansion from China and Hong Kong improve over 10 percent from year 2015. Thus, East Asia tourists are continue to increase as the evident in Table 5.1 International Tourist Arrivals to Thailand by Nationality Jan-Dec 2016.

Table 5.1: International Tourist Arrivals to Thailand by Nationality Jan-Dec 2016

Country of Nationality	Number		%Change
	2016[P]	2015	2016/15
East Asia	**21,664,430**	**19,908,785**	**+8.82**
ASEAN	8,658,051	7,920,481	+9.31
China	8,757,466	7,936,795	+10.34
Hong Kong	749,694	669,617	+11.96
Japan	**1,439,629**	**1,381,702**	**+4.19**
Korea	**1,464,218**	**1,373,045**	**+6.64**
Taiwan	522,231	552,699	-5.51
Others	73,141	74,446	-1.75
Europe	**6,170,481**	**5,631,438**	**+9.57**
East Europe	409,521	365,064	+12.18
Others	239,306	211,333	+13.24
The Americas	**1,405,611**	**1,235,468**	**+13.77**
South Asia	**1,522,873**	**1,404,271**	**+8.45**
Bangladesh	100,272	107,394	-6.63
India	1,193,822	1,069,422	+11.63
Nepal	42,486	32,678	+30.01
Pakistan	75,307	78,635	-4.23
Sri Lanka	68,193	75,434	-9.60
Others	42,793	40,708	+5.12
Oceania	**905,811**	**922,977**	**-1.86**
Australia	791,631	807,450	-1.96
New Zealand	111,246	112,411	-1.04
Others	2,934	3,116	-5.84
Middle East	**747,135**	**658,278**	**+13.50**
Egypt	28,114	25,216	+11.49
Israel	161,502	141,031	+14.52
Kuwait	61,562	66,779	-7.81
Saudi Arabia	24,830	19,168	+29.54
U.A.E.	130,940	124,719	+4.99
Others	340,187	281,365	+20.91
Africa	**171,962**	**161,968**	**+6.17**
S.Africa	78,943	75,911	+3.99
Others	93,019	86,057	+8.09
Grand Total	**32,588,303**	**29,923,185**	**+8.91**

Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, Thailand, last updated on 10 Jan 2017

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

Rank	Nationality	Jan-June 2016		Jan-June 2015		%Δ
		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	South 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.
Last Updated: 16/08/2016 9.00 AM

Table 5.2 show the number of International tourists in the first half of year 2016 as comparing with same period in previous year 2015. Based on the data, tourists from China made a new historical record by 20.54 % increase a number of visitor as compare from last year. Thailand international tourist market 29.51% come from China. South Korean tourist improve 13.16 % while Japanese visitor have little changed 2.51 % from 2015 (refer to Table 5.2: International Tourist Arrivals to Thailand by Nationality Jan-June 2016).

In South East Asia region, the countries like Cambodia and Myanmar have improve the number of visitors in Thailand 42% and 43%, respectively. Noteworthy, these countries can become emerging Thailand tourism market in ASEAN.

Table 5.3: East Asia Tourist, China Japan and South Korean (Aug-Dec 2016)

Country	ไตรมาสที่ 4/2016									
	Aug	16/15	Sep	16/15	Oct	16/15	Nov	16/15	Dec	16/15
China	891,382	11.34	658,894	23.69	474,335	-16.22	432,466	-29.73	535,550	-16.04
% change			-26%		-28%		-8.8%		23.8%	
Number of Tourists			-232,488		-184,559		-41,869		103,084	
Japan	154,960	9.38	127,643	10.86	99,453	2.47	121,777	5.40	128,910	2.99
% change			**-17.6%**		**-22%**		22.44%		5.85%	
Number of Tourists			**-27,317**		**-28,190**		22,324		7,133	
Korea	140,804	2.47	107,890	14.48	99,409	-8.77	114,745	-6.95	141,561	-5.19
% change			-23.3%		-7.86%		13.36%		18.94%	
Number of Tourists			-32,914		-8,481		15,336		26,816	

Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, Thailand, last updated on 10 Jan 2017

In September 2016 the number of Japanese tourist have improve 10.86% compare to year 2015. This make negative changed -17.6% from August 2016 and decline again in October -22% before recover surplus +22.44% in Nov and +5.85% in Dec 2016. A decrease in a number of tourists for a short term period between September and October was influenced by 11 bombs in five tourism places of Thailand such Hua Hin, Surat Thani, Pang-nga, Phuket and Trang in 11-12 August 2016 (Kocha Olarn, Joshua Berlinger and Lauren Said-Moorhouse, CNN, August 12, 2016). From this violence cause to tourists confident and may be a part affecting to number of tourists decline in the last quarter of year 2016 (refer to Table 5.3: East Asia Tourist, China Japan and South Korean (Aug-Dec 2016). However, the overall Thailand tourism situation for whole year still in surplus as the overall number of international tourists trend to increase as compare from year 2014 to year 2016 (refer to Figure 5.1: Comparing the number of major Thai market tourists in 2014-2015)

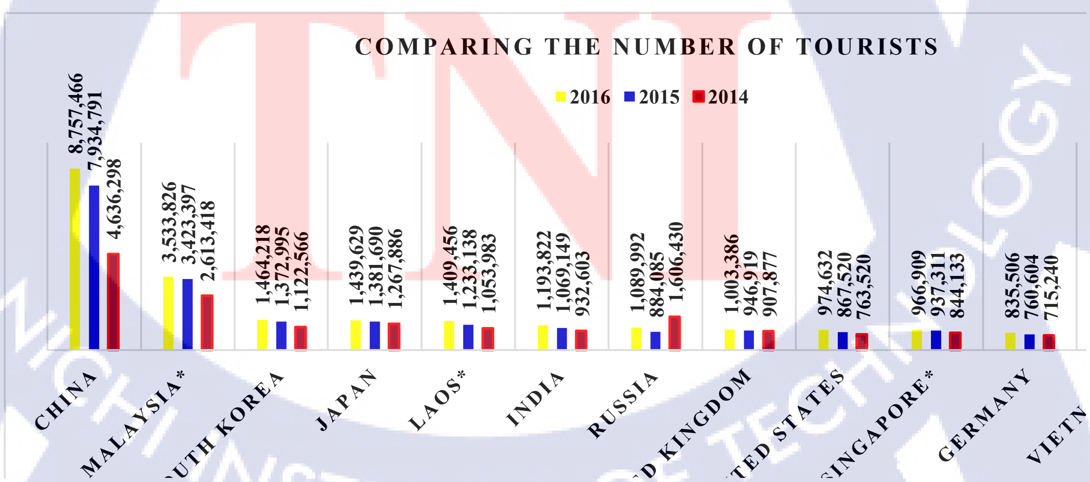

Figure 5.1: Comparing the number of major Thai market tourists in 2014-2015
Source of Data: Immigration Bureau, Royal Thai Police

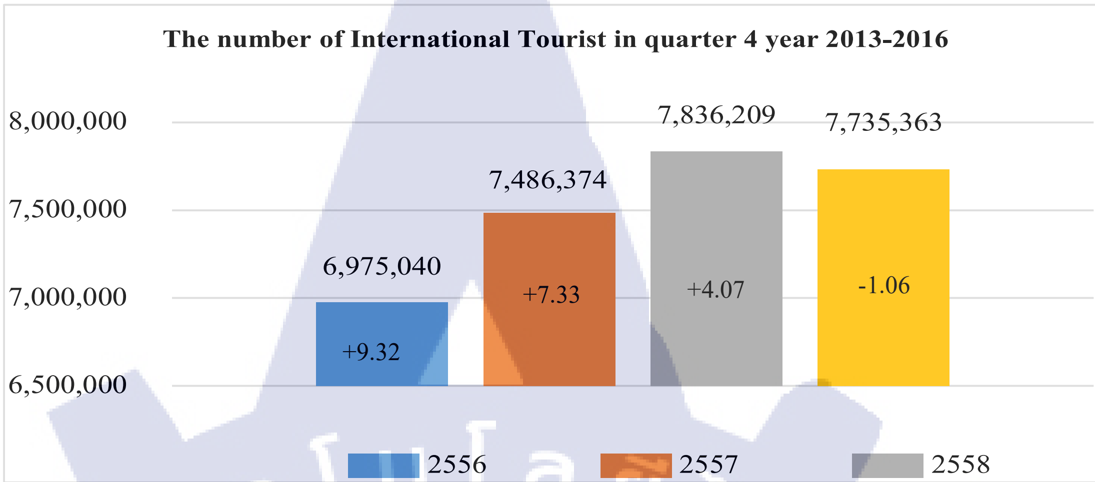

Figure 5.2: The number of International Tourist in quarter 4 year 2013-2016
Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, Thailand, last updated on 10 Jan 2017

The number of Thailand International tourists in the last quarter from 2013 to 2015 was in the positive surplus +9.32% in 2013, +7.33% in 2014, +4.07% in 2015. Noteworthy, in 2016 the number of Thailand international tourists has decline -1.06 cause by Thailand violence factors (see more detail in Figure 5.2: The number of International Tourist in quarter 4 year 2013-2016).

In term of international tourist expenditure, East Asia from major countries such as China, Japan and South Korea have spending averagely 5,760.30 (Baht/day/Person) and tourist from European have spending averagely 4,913.27 (Baht/day/Person), expanding over 8% (refer to Table 5.4: The Average Expenditure of Tourists classified by countries of regional).

Table 5.4: The Average Expenditure of Tourists classified by countries of regional

Reginal	Expenditure (Baht/day/Person)	Expanding (4/2558-4/2559)
East Asia	5,760.30	1.19
European	4,913.27	8.36
Other	6,027.81	1.41

Source of Data: Immigration Bureau, Royal Thai Police

Figure 5.3: % of International Tourist in the last quarter of 2016
Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, Thailand, last updated on 10 Jan 2017

China is the major international tourist in the last quarter of year 2016 (18.83%), following by Malaysia (12.48%). Korea was ranked in number 4th after Russia and Japan was ranked in number 5th after Laos (refer to Figure 5.3: % of International Tourist in the last quarter of 2016).

In last quarter of year 2016, tourist from China has changed -19.77% as compare to 2016 while tourist from Russia has increase up to 24.64%. Korean tourist has little improve from year 2015 at 2.32% while Japanese tourist has little declined to -0.45% (refer to Figure 5.4: Change in % of International Tourist in the last quarter of 2016 as Compare to year 2015)

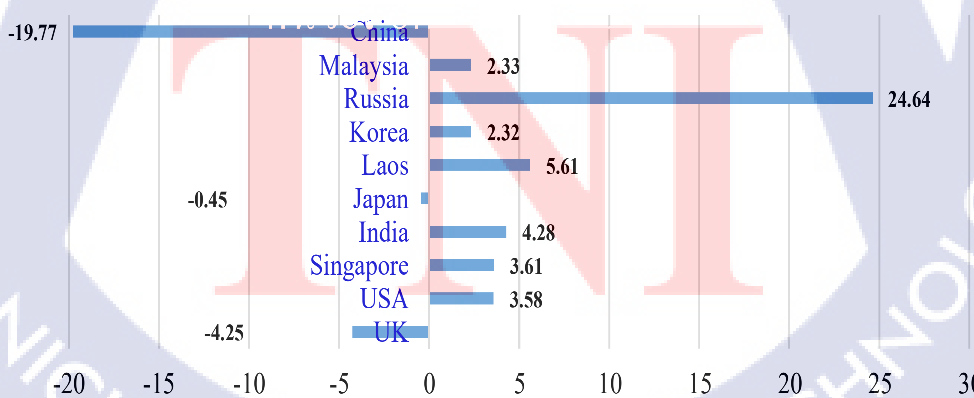

Figure 5.4: Change in % of International Tourist in the last quarter of 2016 as Compare to year 2015
Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, Thailand, last updated on 10 Jan 2017

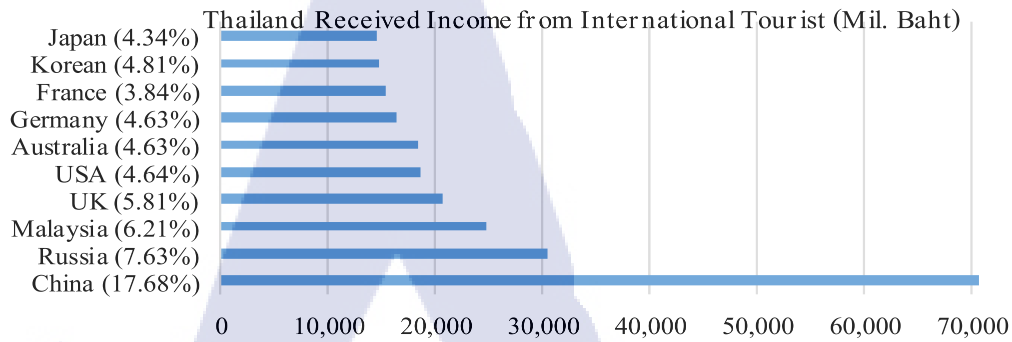

Figure 5.5: % Thailand tourism income in the last quarter of 2016 as Compare to year 2015
Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, Thailand, last updated on 10 Jan 2017

Thailand tourism has received income from international tourists classified by countries such as China (17.68%) ranked in the 1st, following by Russia 2nd (7.63%) and 3rd Malaysia (6.21). Japan and Korean contributing to Thailand tourism income approximately 4.34% and 4.81% (refer to Figure 5.5: Change in % of International Tourist Received Income in the last quarter of 2016 as Compare to year 2015).

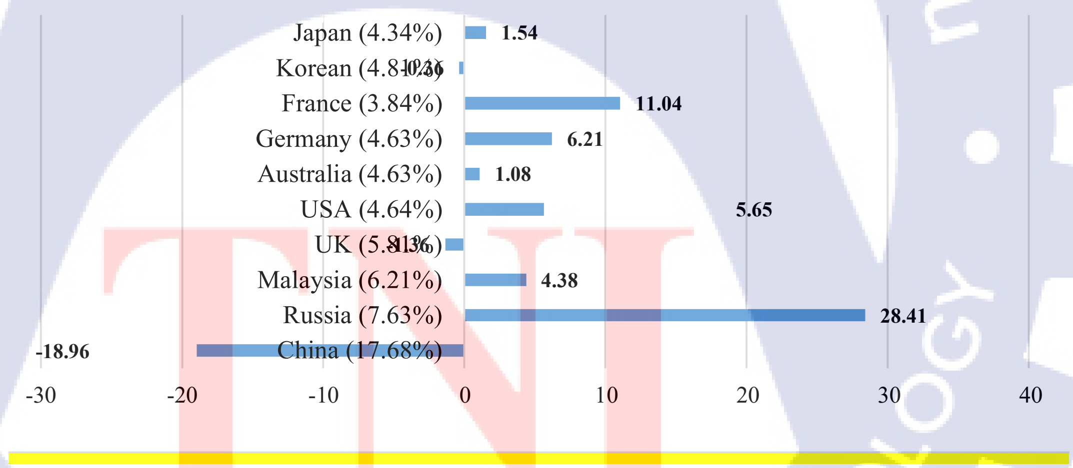

Figure 5.6: Change in % of Thailand tourism income in the last quarter of 2016 as Compare to year 2015
Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, Thailand, last updated on 10 Jan 2017

Tourism income from China has decrease up to -18.96% as compared to year 2015, while income from Russia become 1st of Thailand international tourism market at 258.41% increase from previous year 2015. Korean market has decline to -1.36% and Japan has little increase to 1.54 (refer to Figure 5.5: Change in % of International Tourist in the last quarter of 2016 as Compare to year 2015).

In summary, the number of international tourist and income are based on the East Asia market whereby China is the 1st of Thailand visitor (refer to Table 5.1" International Tourist Arrivals to Thailand by Nationality Jan-Dec 2016). Japan and Korea market consider in a top rank tourists from East Asia and have trend to increase from year to year, averagely 4-7%. In term of foreign income to Thailand tourism market, China still in 1st player at 17.68% share market in Thailand tourism while Japan and Korea was in the last of top 10th list (refer to Figure 5.2: The number of International Tourist in quarter 4 year 2013-2016). Similarly, international tourist from China has decline in the number of tourist and the income received also has declined up to -18.96%. Japan and Korean tourist status still stable in term of number and income, despite income from these countries are rates lower as compared to number of visitor (Figure 5.6: Change in % of Thailand tourism income in the last quarter of 2016 as Compare to year 2015). As of this gap enable for future research to investigate *'how to increase tourists income and added expenditure from these countries'*. The contribution of this study will be contributing to Thailand tourism stability.

5.2 Japanese and South Korean tourist's demographic and behavior in Thailand

Japanese and South Korean (JK) tourists demographic refer to age ranged between 41-60 years in Japanese group and ages ranged between 21-40 years. Most of the Japanese tourist's status were married wile Korean tourists were single. The education level of South Korean and Japanese tourists are similarly, most of them have four year university (56% and 59%), postgraduate degree (18% and 24%) and school (21% and 13%), respectively. Thus, South Korean and Japanese tourists demographic are similarity in term of average education level. Japanese Tourists have higher income as compared to South Korean tourists (refer to Table 4.29: Gender, Age Status and Education of JK Tourists Respondent).

Most of South Korean tourist's income averagely 175,000 Baht/per month (42%), while Japanese tourist's ranged between 175,001-525,000 Baht/per month (32%). The majority of JK tourist's occupation are employee, business owner and student (refer to Table 4.29 Gender, Age Status and Education of JK Tourists Respondent).

Most of JK tourists come to Thailand for travel (84%) and (81%), respectively. The majority of Japanese tourists come to Thailand over than 10 times (39.1%) following by 3-4 times (18.5%), respectively. In South Korean tourists (41.8%) visited Thailand 1-2 time, visited Thailand at first time (22.5%), 3-5 time (18.4%) and 6-7 time (10.6%), respectively. Most of JK tourists know about Thailand tourism from friend and family (52.3%) and (64.9%), respectively. The average duration for South Korean tourists stay in Thailand between 5-7 days (49.2%), 2-4 days (27.3%) and over than 7 days (23.5%), respectively. Japanese tourists stay in Thailand over than 7 days (42%) follow by 5-7 days (36.3%) and 2-4 days (21.7), respectively.

JK tourists are prefer to stay in hotel and guest house during travel in Thailand (88.8%) and (97.6%). A few of Japanese and South Korean tourists stay in the resident of friend and relative (3.6%) and (1.8%). Most of JK tourists arranged their trip to Thailand by seeking information and managed their booking via internet (66.5%) and (52%), Local agency (22.8%) and (9.8%), country travel agency (60%) and (38.2%). respectively. Generally, Japanese and South Korean tourists travel to Thailand with family (21.4%) and (21.2%). Most Japanese tourists travel alone (49.1%) while most of Koran travel with group tour/friend or colleagues (51.4%).

Generally, Japanese (48.4%) tourists spending budget about 35,000 Baht/trip during their trip in Thailand, following by 35,001-52,000 Baht/trip (27.2%), 52,501-70,000 Baht/trip (12.5%), 70,001-87,500 Baht/trip (2.5%) and more than 87,501 Baht/trip (9.4%). South Korean tourists spend spending budget about 35,001-52,000

Baht/trip (27.2%) following by 52,501-70,000 Baht/trip (28.4%), 70,001-87,500 Baht/trip (10.4%) and more than 87,501 Baht/trip (11.8%), respectively (refer to Table 4.30 General Information of JK Tourists).

In summary, the generally information regarding to Japanese and South Korean (JK) tourists, mostly Japanese tourist come to Thailand over than 10 times (39.1%) while South Korean tourists come to Thailand 1-2 times (41.8%). Most of Japanese and South Korean tourists stay in hotel and guest house (88.8%) and (97.6%), respectively. In Japanese and South Korean groups, few of them (3.6%) and (1.8%) stay with friend and family in Thailand.

As of this general info enable to conclude that 39.1% of Japanese respondents come to Thailand over 10 time and 42% stay longer than 7 days, there sampling may be refer to long stay tourists. This is logically reasonable whereby 52% of Japanese tourists have an age average ranging between 41-60 years old and 12% of respondents are over than 61 years old. In case of South Korean tourists group, 41.8% come to Thailand 1-2 time and 22.5% come to Thailand at first time. Over half of South Korean tourists (64.9%) know about Thailand country from friend and family while (32.9%) know Thailand from media advertisement/news. Half of South Korean respondents (49.2%) stay in Thailand between 5-7 days, (27.3%) 2-4 days and (23.5%) stay in Thailand more than 7 days. 97.6% of them stay in hotel and guess house, 51.4% come to Thailand with group tour/friend/colleagues (refer to Table 4.30: General Information of JK Tourists)

As of these information enable to identify that South Korean tourists market have higher purchase power in term of budget spending in Thailand. Since, 41% of South Korean tourist's budgets ranged between 35,000-52,000 Baht while 48.4% of Japanese tourist's budgets is about 35,000 Baht and below. In South Korean tourists market (71%) are female, these market can me defined as ladies market whereby most of them are single. 38% of South Korean tourists brought packet tour from country travel agency and 49.2% stay in Thailand 5-7 days.

5.3 Japanese and South Korean tourist's perception based on the concept of *'Amazing Thailand: Discover Thainess'*

A successful praise of Thailand country branding campaign was *'Amazing Thailand'*, this campaign was created just after economic crisis of 1997. With one word of *'Amazing'* enable to bring all diversity aspects of Thailand country. This government lunch campaign in 1998 together with croup discussion agencies such as Leo Burnett Company (American advertising executive), tour guides, restaurants and souvenir associations. After group discussion, the ideas come out with *'Amazing Thailand'*. After two months of discussion group, *'Amazing'* word cashing on all things Thailand tourism has to offer such as historical and cultural sites, fabulous, beautiful beaches and very friendly people. To promote this campaign in global market, Thai government allocated 37.9 Million USD in 1998-1999. *'Amazing Thailand'* was hardly promoted on shopping destination, tasty food, beaches, Thai spa and traditional massages. The effects of this campaign was extraordinary tourist arrivals went up from 7 Million to 10 Million in the next five years after the campaign has launched.

In 2003, the government launched the *'Unseen Thailand'* campaign, which was expanded to cover not only the culture, heritage sites, food, shopping and sightseeing beach, but also promote golfing tour, adventure, diving, wedding package and destination to shoot films. This brand was reaching maturity by reach to backpacking tourist to young urban professional who look for something difference. This make Thailand country become cheap destination or low positioning market via international tourists perspective.

In 2015, Tourism Authority of Thailand (TAT) has embarked on a new campaign entitled *'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, 13 February 2015). *'Discover Thainess'* campaign offer Thailand position as the luxury brand aimed at the rich professional desiring for leisure destination. *'Thainess'* being with intended to deepen the emotional value and tourist experience of immersing one's self with Thailand culture.

The Tourism Authority of Thailand has launched *Discover Thainess'* campaign in 2015. After the campaign has launched, Thailand has more than 29 Million international visitors at the end of the year 2015. In 2016, the number of tourists has reached over than 30 Million visitors. This figure making a new history record from past ten years in Thailand tourism (see more detail in Table 5.5: International Tourists in Thailand Annual statistics)

Table 5.5: International Tourists in Thailand Annual statistics

Year	Arrivals	% Change
Jan-May 2017	14,612,150	
2016	32,588,303	+8.91%
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: Tourism Authority of Thailand, (2016)

Despite, this study discover that *'Thainess'* campaign has little effect on South Korean tourists as they perceived Thailand destination image on *'Thainess'* was only 6% (refer to finding results in Chapter 4, Table 4.18: South Koran Tourists Perception about Thailand Destination Image). Japanese tourists perceived about Thailand destination image as *'Thainess'* was 21% which consider moderate (refer to Table 4.4: Japanese Tourists Perception about Thailand Destination Image). The quantitative finding is similarly to qualitative result by in-depth interview method whereby Japanese tourists are more understanding Thai culture and Thai way of life better than South Korean tourists. Based on the interview data, South Korean tourists have miss understanding the meaning of *'Thainess'* far from the objectives. For such as 'Thainess' is something really Thai, Thai people, very Thai that means original Thai people, elephant on the road town, even the spelling and voice make miss understanding about Taiwanese or Chinese that is *'Thainess'* or Thai people. This is the popular answer from out of interviewed (refer to Table 4: JK Tourists Awaness Perception about *'Thainess'*) Thus, Tourist Authority of Thailand should be make clear picture about *'Thainess'* both definition and activities, moreover, strategic adaptation for these specific customer should be implemented.

5.4 *'Destination satisfaction'* and *'destination loyalty'* via the perspective of Japanese and South Korean tourists visiting in Thailand

This study aimed to examine the effects of shopping and tourist attractions, food, lodging and restaurant facilities, environment and safety and finally transportation facilities on Japanese and South Korean tourist destination satisfaction. In addition it also examined the relationship between destination satisfaction and destination loyalty.

The finding shows that shopping and tourist attractions, Thai cuisine (food), environment and safety, and transportation facilities have positively related to destination satisfaction for two groups (Japanese, and South Korean). Lodging and restaurant facilities is significantly in South Korean tourist while insignificantly in Japanese tourists (refer to Table 4.36: Summary of Research Hypotheses Finding on JK Tourist Sample)

The finding of this study is equivocal from literature review, 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 the result of this study found that Japanese and South Korean 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).

5.5 *'Bangkok Brand Power Image'* via the perspective of Japanese and South Korean tourists visiting in Thailand

Bangkok is one of Southeast Asia's most exciting and dynamic cities. This city offers Japanese and Korean tourists wonderful mix of ancient and modern cultures. The reason *'why Bangkok become the popular destination chosen by Japanese and Korean tourists?'* This is because Thai traditional unique and distinguished culture such as, Thai people have a simple way of life, archaeological things like Golden Mountain and Grand Palace are arguably the most popular sightseeing attractive for foreigners to visit Bangkok as tourist destination. This result is similarly supported by Montenegro, Costa, Rodrigues and Gomes, (2014) given the reason '*why Portugal was the destination chosen for tourists holidays?* The 32 percent of respondent declare that Portugal is beautiful and specific country; 28 percent attributed the reason to the unique cities, traditional history, people hospitality, unique culture and 4 percent attributed to architecture of places.

Bangkok has many wonderful restaurants and it is renowned in among Japanese and Korean tourist about street food stalls that make a variety of testy dishes. Despite, street food is not well with sanitary but acceptable whereby most of the customers are concerned on cheap price. A variety of street foods stalls are very preferable by Japanese and Korean tourists, they called Bangkok the food capital of

Asia. Undoubtedly, the best Bangkok product rate by Japanese and Korean tourists is street food, Thai fruit, Thai traditional massage and spa, respectively. Similarity to Portuguese tourism products were food, wine and city breaks (Montenegro, Costa, Rodrigues and Gomes, 2014). Based on the results, food is the most important factor effecting on Singaporean, Malaysia and Laotian on Thailand destination satisfaction (Wadeecharoen, 2016). In additional, the research asked what the key Thai menu food should be promotes and communicate internationally. There are top five Thai food menu voted by Japanese tourists such as Tom Yam, Pad Thai, Som Tam, green curry and sticky rice. Korean Tourists vote Pad Thai, Tom Yam fried rice, Tom yam seafood, grill chicken and Som Tam.

Tourism Authority of Thailand (TAT) are promoted ***Pad Thai*** menu and communicate internationally via simple cooking video of Pad Thai. As of Dr. Yuthasak Supasorn, TAT governor said,

"This Pad Thai viral video marketing firms part of our Amazing Thailand Discover Amazing Stories initiative aimed at attracting travelers from around the world to explore the charms in everyday life of the Thai people that boast a mix of culture and traditions that epitomizes ***"Thainess"*** *and make the country stand out as offering unique experience to all visitors who visit Thailand".*

The Pad Thai viral video marketing has attracted over 1.5 million views within a few days after it was posted on the social media channels and has become a popular Thai menu through social media sharing (TAT News, 8 February, 2016). The Thai food is tasty, healthy and low calories, it's become a popular menu available in Thai restaurant and street food stalls in Bangkok. This city is unless of happiness by traditional culture and shopping. In every year many Japanese tourists travel to Bangkok city to appreciate Thailand's special cultural traditional. There are a hundred Buddhist temples surround the city so it is usual to see monks wearing saffron-colored robes when they are out gathering morning alms. Japanese tourists discover Thai way of life and impressive Thai culture, traditional, heritage.

An awareness of Thai culture will stimulate international tourists travel driven by the unique identities of multicultural communities across Thailand (The Government Public Relation Department, 2016). Thai trip is complete unless tourists have experienced Bangkok's vibrant nightlife. The city become alive at night, there are many venue to enjoy and become nigh trip paradise. Korean tourists perceived Bangkok brand image as *'city of fashion'* whereby shopping centers are several varieties in the city (Suhartanto, Ruhadi & Triyuni, 2016).

Japanese and Korean tourists consider Bangkok is safe place and clean environment. Despite transportation facilities has not sufficient, Taxi driver do not act on the regulation such as using meter, drive carefully and safely reach to destination. Pollution and decadent environment in Bangkok is reflect to Thailand image. These are the important factors effecting on international tourists destination satisfaction (Arasli & Baradarani, 2014). Hence, this study point out the important factors to fulfilled of Japanese and Korean tourists satisfaction. All respondents were agree to revisit Thailand for the next 2 years and will recommend Thailand for their friend and relative. This is because of they are impressive on Thailand travel experience whereby associated with using word of mouth among prospective tourists (Jalilvand & Samiei, 2010). Thus, making strong brand image such as shopping, nightlife, transportation, scenery, fair, cities, cuisine, safe, climate, beach, accommodation, atmosphere and hospitality will be directly associate with willingness to visit on destination (Kim & Kerstetter, 2016).

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APPENDIX

皆様

　　本調査は、アメージングタイランドの概念に基づいた、観光客の感じ方に影響を与える要因を調べるものであり、日本人がアメージングタイランドの概念をどのように捉えているかを調べることを目的としております。 また、より良いサービスを提供できるように、皆様のニーズを教えていただけたら幸いです。 すべての質問にご回答くださいますよう、お願い申し上げます。 ご協力御願いいたします。

ビジネス研究サービスセンター

タイ日工業大学

Center for Business Research and Service (TNI-CBRS)

アンケート

「タイの観光」についてお尋ねしたいと思います。データを研究の目的以外には一切使用しません。お忙しいところ、申し訳ありませんが、どうぞよろしくお願いいたします。

Part 1: 協力者の情報

1.1 性別 ☐男性 ☐女性
1.2 国籍 ☐日本 ☐その他…………
1.3 年齢 ☐10代 ☐20代ー30代 ☐40代ー50代 ☐60代以

1.4 婚姻状況 ☐既婚 ☐未婚

1.5 学歴
☐高校卒業 ☐大学卒業 ☐大学卒業以上 ☐その他………………
1.6 月給
☐200,000 円以下 ☐200,001- 300,000 円 ☐300,001- 500,000 円 ☐500,000 円以上
1.7 職業

☐会社員 ☐自営業 ☐学生 ☐その他(具体的に)………………

1.8 タイに来た理由は何ですか？（複数回答可）
☐観光 ☐出張 ☐相対訪問
☐留学 ☐会議/展示会 ☐その他………………

1.9 タイへは何回行ったことがありますか。

☐始めて ☐1～2回 ☐3～5回 ☐6～10回 ☐10回以上

Part 2: タイの旅行について

2.1 どのようにタイのことを知りましたか。
☐広告/ニュース ☐友達/家族 ☐その他………………
2.2 タイの滞在の期間はどれぐらいですか。
☐1日間 ☐2-4 日間 ☐5-7 日間 ☐7 日間以上
2.3 どこに泊まりましたか。
☐ホテル ☐友達・知り合いの家 ☐ホステル ☐その他………………
2.4 どうやって観光地を選びましたか。
☐インターネット上で情報を検索した上で、自分で予約しました。

☐旅行会社のパッケージツアーを購入しました。(下記の答えを選んでください。)

[1] 私はタイ現地代理店からのパッケージツアーを購入しました。
[2] 私は日本の旅行代理店からパッケージツアーを購入しました。

☐その他………………………………………………………………………

2

2.5 どうやってタイに来ましたか。

☐ バス/バン ☐ 自動車 ☐ 電車 ☐ 飛行機 ☐ その他..............................

2.6 誰と一緒に来ましたか?

☐ 一人

☐ 家族・親族 (人数............)

☐ ツアーグループ, 友達, 知人(人数............)

2.7 タイでの旅費(飛行機代 (航空券代金は含まず)

旅費

☐ 80,000 円以下 ☐ 180,001 円 - 150,000 円 ☐ 150,001 円- 200,000 円

☐ 200,001 円- 250,000 円 ☐ 250,001 円 以上 ☐ その他.................. (円)

Part3: 観光者のご意見とタイのイメージ

3.1 タイの治安情勢についてどう思いますか。

☐ タイの状況は正常に戻りました。

☐ タイ国は不安定だと思われます。

3.2 あなたにとってタイに対するイメージはどうですか。(複数回答可)

☐ 楽しい国 ☐ エキサイティング国 ☐ すばらしい国

☐ 良い組織的な国 ☐ タイのホスピタリティ ☐ 笑顔の国

☐ リラックスな目的地 ☐ タイ人の生活

3.3 タイ観光のキャンペーン「Amazing Thailand」についてはどう思いますか?(複数回答可)

☐ Thainess : 友好的な文化がある国。

☐ トレジャーズ : 長い伝統的な歴史がある国

☐ 美しいビーチ : サーフィンと静けさ。

☐ 自然 : 自然が美しい国

☐ 健康 : 健康と幸福。

☐ トレンディー : ユニークな傾向といいセンス。

☐ お祭り : お祭りが多い国

☐ その他..

3.4 ASEAN の中でタイは最も所望の目的地であると思いますか?ASEAN の中でタイは一番行きたいところだと思いますか。

☐ はい、そう思います。

☐ いいえ、..

(いいえを選んだ場合、一番行きたい国を書いてください)

3.5 あなたはタイ国内の観光地に行く時何を使用しますか?

☐ 宿泊 ☐ 食事、飲料 ☐ 旅客輸送のための道路

☐ お土産 ☐ 水上交通 ☐ 文化芸術

☐ 鉄道旅客輸送 ☐ レンタルの輸送機器 ☐ 飛行機のチケット

☐ スポーツ/アクティビティ ☐ 交通機関 ☐ その他の観光サービス

3.6 あなたはどのように「ディスカバー・タイネス」を発見しましたか?(複数回答可)

☐ タイボクシング ☐ タイ式マッサージ/スパ ☐ タイ料理/クッキング

☐ タイの古典舞踊 ☐ タイ風の花輪を作り ☐ タイのおもてなし

☐ 象乗り ☐ タイの芸術/博物館 ☐ タイのお祭り

☐ 伝統的なタイの家 ☐ タイの生活/幸福 ☐ タイのユニークな文化

3.7 タイの観光地の中で、一番行きたいところはどこですか。

- ☐ バンコク ☐ フアヒン ☐ サムイ
- ☐ カンチャナブリ県 ☐ ペッチャブリ県 ☐ コ・チャン
- ☐ ソンクラー県（ハードヤイ） ☐ クラビー県 ☐ チェンマイ県
- ☐ チョンブリー県（パタヤ） ☐ プーケット ☐ その他……………（具体的）

3.8 あなたにとってタイ国の状況はどう思いましたか。

- ☐ 医療観光のハブ ☐ ASEAN 諸国の宛先ハブ
- ☐ 様々な文化がある国 ☐ 買い物の天国
- ☐ 安全で平和な国 ☐ 自由で、リラックス国

Part 4: タイを訪れる日本人観光客の動機。
あなたの考えに最も近いものを 1 つ選んでください。

A: 文化
☐ 歴史的/文化的な場所を訪問するため ☐ 新たな経験を積むため ☐ 地元の人々と交流するため

B: プレジャー・探求/ファンタジー
☐ 国際的の観光客に会いいくため。 ☐ 冒険を探し求めるするため
☐ 楽しむため ☐ 日常生活から離れるため

C: 内面
☐ 天気の良い暖かい日を楽しむ ☐ リラックスする ☐ 健康を良くするため
☐ 心身ともにリフレッシュする

D: 外面
☐ 自然にふれる。 ☐ スポーツ ☐ 活動的になる

Part 5: タイを訪問すればあなたの満足度はいくらですか？
1= 非常に失望した 2= 失望した 3= 少し失望した 4= 普通
5=少し満足した 6= 満足した 7= とても満足した。

No.	項目							
	ショッピングや観光スポット	1	2	3	4	5	6	7
1	ショッピングアイテムの価格							
2	商品の品質							
3	商品の種類							
4	店舗でのサービス							
5	観光地でのサービス							
6	観光名所のタイプ							
7	タイ観光の価格							
	料理	1	2	3	4	5	6	7
1	料理の品質							
2	料理の種類							
3	料理の価格							

No.	宿泊施設とレストラン	1	2	3	4	5	6	7
1	宿泊施設の品質							
2	ホテルやゲストハウスでのサービス							
3	レストランでのサービス							
4	宿泊施設の種類							
	環境・安全	1	2	3	4	5	6	7
1	タイの全体の環境							
2	清潔さと衛生							
3	観光客に向けて国内の人々の態度							
4	観光客のための安全な場所							
	交通機関	1	2	3	4	5	6	7
1	交通機関のサービス							
2	ローカルの交通機関の料金の価格							
3	ローカル交通システムの利便性							
4	ローカル輸送システムの種類							

Part 6: あなたの満足度を評価してください。（旅行の経験と実際の満足度）

6.1 あなたの予想と比べて実際のタイ国はどうですか？

☐ 私の予想より非常に悪い
☐ 私の予想よりも悪い
☐ 私の期待どおり
☐ 私の予想以上に良い
☐ 私の予想よりとても良い

6.2 今回の旅行はあなたに価値がありますか。

☐ 全然価値がありません
☐ 価値はありません
☐ 価値がある
☐ とても価値があります
☐ 大変価値があります

6.3 イでの休暇はあなたにとってどの程度の満足でしたか？

☐ 全然満足ではありません
☐ 不満足
☐ まあまあ
☐ 満足
☐ 非常に満足

6.4 他の国と比べてどのようにタイを評価されますか？

☐ 悪い
☐ 普通以下
☐ 普通
☐ 良い
☐ 非常に良い

5

Part 7: タイの目的地についてあなたの意見を評価してください。

7.1 旅行後 2 年間の中で、あなたはタイ旅行をまたしますか？

- ☐ 全く可能性がない。
- ☐ 可能性が低い。
- ☐ 可能性が高い。
- ☐ 可能性が非常に高い。

7.2 あなたの旅行について全体的な感想はどうですか？

- ☐ 今回の旅行は非常に悪くて私は二度とタイに来ない。
- ☐ 今回の旅行は良かったがまたタイに来るかどうか分かりません。
- ☐ 今回の旅行はとても素晴らしかった、また来ると思います。

7.3 あなたは友達/親戚にタイの観光することを勧めますか？

- ☐ 勧めない。
- ☐ 勧めます。
- ☐ 非常に勧めます。

amazing THAILAND

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

6

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 Korean' 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

응답해 주시는 여러분께

이 연구는 한국 사람이 여러 가지 정보의 출처로 "논라운 태국" 라고 하는 개념에 어떻게 지각하는 것을 알아보고 목적지된 태국에 인상과 만족 영향을 미친 요인을 조사하겠다. 이 조사는 태국을 여행하는 관광객에게 좋은 품질의 서비스를 개발하기 위해서이다.

모든 질문에 응답해 주십시오

협력해 주시는 여러분께 진심으로 감사드립다.

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

1

Questionnaire

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

"논라운 태국" 라고 하는 개념으로 관광객의 지각에 영향을 미친 요인에 대한 연구

1 부: 개인정보: 질문에 대한 가장 적절한 답을 골라하세요.

1.1 성별 ☐ 남성 ☐ 여성

1.2 국적 ☐ 한국 ☐ 기타…(알수 있도록 쓰세요.)

1.3 나이 ☐ < 20 ☐ 21-40 ☐ 41-6☐ > 61

1.4 결혼 상태 ☐ 기혼 ☐ 미혼

1.5 교육정도

☐ 고등학교 ☐ 학사 ☐ 석사 ☐ 기타………………. (자세히 쓰세요.)

1.6 연봉

☐ 5,000 USD ☐ 5,000-15,000 USD ☐ 15,000-25,000 USD ☐ >25,000 USD

1.7 직업

☐ 종업원 ☐ 사업주 ☐ 학생 ☐ 기타………………. (자세히 쓰세요.)

1.8 태국여행의 목적이 무엇입니까?

☐ 여행 ☐ 출장 ☐ 친지를 방문하기

☐ 교육 ☐ 회의 ☐ 기타….(자세히 쓰세요.)

2 부: 태국 여행: 질문에 가장 적절한 답을 골라하세요.

2.1 태국에 대해 어떻게 알게 되었습니까? (태국 정보의 출처)

☐ 미디어광고/신문 ☐ 친구/가족 ☐ 기타 자세히 쓰세요……………………….

2.2 태국체류기간이 얼마나 됩니까?

☐ < 1 일 ☐ 2-4 일 ☐ 5-7 일 ☐ >7 일

2.3 태국 내 어디에 지냅니까?

☐ 호텔/게스트 하우스 ☐ 호스텔

☐ 가족이나 친지의 집 ☐ 기타 자세히 쓰세요……………………………………….

2.4 태국여행을 어떻게 마련합니까?

☐ 인터넷으로 태국여행을 마련하다.

☐ 여행사에게서 패키지여행을 사왔다 ("네"면 아래서 고르세요.)

[1] 지역여행사에게서 사왔다.

[2] 국가여행사에게서 사왔다.

☐ 기타 자세히 쓰세요…………………………………………………

2

2.5 태국에 어떤 것으로 왔습니까?

☐ 버스/ 밴 ☐ 자가용 ☐ 기차

☐ 비행기 ☐ 기타 자세히 쓰세요...

2.6 태국에서 당신과 같이 여행하는 사람이 몇 명입니까?

☐ 혼자 여행함.

☐ 가족과 여행함 (몇 명인지 쓰세요.........)

☐ 단체여행/ 친구/ 동료와 여행함 (몇 명인지 쓰세요.....................)

2.7 태국여행 비용이 얼마 정도 됩니까?

☐ 이하 < 1,000 USD ☐ 1,000 USD – 1,500 USD ☐ 1,500 USD – 2,000 USD

☐ 2,000 USD – 2,500 USD ☐ 이상 > 2,500 USD ☐ 기타 자세히 쓰세요........(USD)

3 부: 관광객의 관광지이미지 자신가는 것.

3.1 태국 정치 상황을 어떻게 생각합니까?

☐ 태국 정치 생활은 정상으로 복귀하다.

☐ 태국 정치 생활은 불안정하다.

3.2 태국 정치 생활을 어떻게 생각합니까?

선호하는 답변에 순서대로 쓰세요. (1,2,3,,)

☐ 태국은 재미있음. ☐ 태국은 흥분함. ☐ 태국은 논라움. ☐ 태국은 정리됨.

☐ 태국의 환대 ☐ 미소의 나라 ☐ 편안한 목적지 ☐ 태국적인 것

3.3 '논라운 태국'라고 하는 개념을 어떻게 이해합니까?

☐ 태국적인 것:세상에게 친절한 문화이다.

☐ 보물:유산 및 역사의 나라

☐ 해번:태양, 파도 및 고요함

☐ 자연:자연계의 불가사의의 아름다운 것

☐ 건강:건강과 행복됨

☐ 동향:특이동향을 느낌함

☐ 축제:일년 내내 축제

☐ 기타 (자세히 쓰세요)...

3.4 아세안 국가 중에서 태국은 중요한 목적지됩니까?

☐ 네 ☐ 아니요......(다른 국가 자세히 쓰세요.)

3

3.5 태국의 관광상품을 몇 가지 구매했습니까?

☐ 숙소 ☐ 음식과 음료수 ☐ 도로로 여객운송
☐ 선물과 기념품 ☐ 수로로 여객운송 ☐ 문화 서비스
☐ 기차로 여객운송 ☐ 자가용차 대여 ☐ 비행기로 여객운송
☐ 스포츠/레크리에이션의 서바스 ☐ 여행사 ☐ 다른 관광서비스

3.6 '*태국적을 발견함*' 라고 말을 어느 의미인지 고르세요. (1 개 이상 고를 수 있음)

☐ 태국 박싱 ☐ 태국마사지/스파 ☐ 태국음식/요리
☐ 태국의 춤 ☐ 태국적인 화환을 만들기 ☐ 태국의 환대
☐ 코끼리에 타는것 ☐ 태국 예술/박문관 ☐ 태국적인 축제
☐ 태국 전통주택 ☐ 태국적인 삶의 방식/행복 ☐ 태국 고유의 문화

3.7 태국에서 가장 가고 싶은 목적지는 어디입니까? (1 대답 이상 고를 수 있다.)

☐ 방콕 ☐ 후아힌 ☐ 사무이섬
☐ 깐짜나부리 ☐ 펫차부리 ☐ 코끼리섬
☐ 송클라 ☐ 끄라비 ☐ 치앙마이
☐ 촌부리 ☐ 푸켓 ☐ 기타….(자세히 쓰세요.)

3.8 태국은 어떤 나라라고 여겨집니까?

☐ 의료관광산업의 센터 ☐ 아세안 국가의 센터
☐ 다양한 문화 있는 나라 ☐ 쇼핑 천국인 나라
☐ 인전하고평화로운 나라 ☐ 안심하고 자유의 나라

4: 태국에 온 외국인 관광객의 자극은 무엇입니까?

당신의 요구에 맞는 대답을 고르세요.

A: 문화

☐ 역사 및 문화적인 것을 방문하기 위함 ☐ 새로운 곳을 알고 있음 ☐ 지원민을 만나기 위함

B:평화와 공상을 찾기 위함

☐ 관광객과 조화하기 위함 ☐ 재미를 갖기 위함
☐ 모험심을찾기위 함 ☐ 외국에서 쉬기 위함

C: 휴식

☐ 좋은 날씨를 즐겁기 위함 ☐ 쉬기 위함
☐ 깊이 쉬기 위해 시간을 보내다. ☐ 기분과 건강을 되찾게 하기 위함

D: 육체적

☐ 자연을 벗삼기 위함. ☐ 계속 활동하기 위함 ☐ 스포츠에 참가하기 위함

4

5 부: 태국특징에게 얼마나 만족하고 계십니까?

1=강하게 불만족감: 2=매우 불만족감: 3=불만족감: 4=보통: 5=만족감: 6=매우 만족감: 7=강하게 만족감

No.	목록							
	쇼핑 및 관광 명소	1	2	3	4	5	6	7
1	상품의 가격							
2	상품질							
3	상품의 종류							
4	가게의 서비스							
5	관광 명소의 서비스							
6	관광 명소의 종류							
7	태국여행 비용							
	음식	1	2	3	4	5	6	7
1	음식의 품질							
2	음식의 종류							
3	음식의 가격							
	숙소 및 식당	1	2	3	4	5	6	7
1	숙소의 품질							
2	호텔이나 게스하우스의 서비스							
3	식당의 서비스							
4	숙소의 정류							
	환경 및 안정성	1	2	3	4	5	6	7
1	전체적으로 태국의 환경							
2	청결 및 위생							
3	관광객에게 국내 인사의 태도							
4	관광객에게 안정한 장소							
	운송	1	2	3	4	5	6	7
1	운송의 서비스							
2	국내운송의 요금							
3	국내운송의 편의상							
4	국내운송의 정류							

5

6 부: 여행 경험대로 당신의 만적을 고르세요.

6.1 전반적으로 태국은 당신의 예상에 비해 어떻게 됩니까?

☐ 예상했던 것보다 너무 좋지 않는다.

☐ 예상했던 것보다 좋지 않는다.

☐ 바로 예상한대로이다.

☐ 예상했던 것보다 더 좋다.

☐ 예상했던 것보다 매우 좋다.

6.2 이번의 태국여행은 노력과 시간에 비해 수지가 맞습니까?

☐ 절대로 수지가 맞지 않는다.

☐ 수지가 맞지 않는다.

☐ 수지가 맞다.

☐ 매우 수지가 맞다.

☐ 제대로 수지가 맞다.

6.3 전체적으로 태국여행은 만족하고 계십니까?

☐ 절대로 만족하지 않는다

☐ 만적하지 않는다

☐ 보통이다

☐ 만족한다

☐ 제대로 만족한다

6.4 태국 휴양지는 비슷한 국적에 비하면 어떻습니까?

☐ 매우 안 좋다

☐ 그저그렇다

☐ 보통이다

☐ 좋다

☐ 매우 좋다

7 부: 태국여행과 권고에 대한 당신의 의견을 평가하십시오.

7.1 앞으로 2 년 후에는 태국에서 또 휴가 여행을 보낼 것입니까?

☐ 꼭 휴가 여행을 안 보내다.

☐ 휴가 여행을 안 보낼 것 같다.

☐ 휴가 여행을 다시 보낼 것 같다.

☐ 휴가 여행을 꼭 다시 보내다.

6

7.2 전체적으로 이번 태국여행에 대한 느낌를 설명하세요.

☐ 이번 태국여행은 너무훨씬 안 좋고 다시 오지 않을 것이다.

☐ 이번 태국여행은 좋지만 다시 오는지 아직 모르다.

☐ 이번 태국여행은 아주 좋고 꼭 다시 올 것이다.

7.3 친구나 친지들에게 태국을 휴양지인 것으로 소개하겠습니까?

☐ 소개하지 않을 것 같다.

☐ 소개할 것 같다.

☐ 절대로 소개하다.

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7

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