

Abstract

Bangkok as an international core city contributes to the tourism industry of Thailand and the Asian region. The purpose of this study is to evaluate whether tourists, who visited Bangkok, felt safe while staying at and touring in the city, and how they perceived safety and security in Bangkok.

The research data was collected from 384 questionnaires which were distributed at Suvarnabhumi International Airport in Bangkok. The methodology used in this research was convenient sampling. Descriptive research was used to describe the phenomenon in the quantitative aspect, and cross-tabulation was chose to compare the difference between the nationality of foreign tourists and their perception/concern about safety issues. Spearman's Rank Correlation Coefficient was used to analysis the relationship between foreign tourists' general feeling and their perception of safety, concern about potential crime, and their future behavior.

The findings revealed that personal factor such as nationality has the influence on respondent's perception and concern about safety and security. Some respondents especially, European tourists expressed the lower sense of security compared with the respondents from any other regions.

In light of the findings, it is recommended that the Government and other concerned authorities should co-ordinate in efforts to improve crime prevention measure in Bangkok. Ministry of Tourism and Sports in Thailand

should investigate deeply into the target markets and find out the safety needs and requirement of the tourists from various countries, and communicate with government and relative authorities to provide a special social security to foreign tourist. Policemen should regularly patrol around the streets and Tourist Police should provide more vigil in providing hassle free experience of Bangkok to the foreign tourists.

