

## **Abstract**

Thailand has faced a sexual exploitation in tourism that has complex social problems such as child prostitution, drug addiction, and broken family. Poverty is the principle reason why children in rural communities in Thailand are driven into the sex trade. In addition, Thailand really does have a larger sex entertainment industry than most other countries especially in the city, Bangkok. Therefore, the new measures in the social order policy have been set up to minimize social problems such as teenage drug addiction, sexual harassment, child prostitution and broken families caused by drug abuse and nightlife.

This study is to examine the perception of Bangkok residents towards the government's new social order policy related to tourism. Also, research objectives are to investigate the perception of Bangkok residents towards the government's new social order policy and to study the relationship between demographic factors of residents and the new social order policy related to tourism. In order to understand the relationship of these variables, relevant theories and concepts were reviewed and synthesized to form the theoretical and conceptual framework.

The research instrument is 200 questionnaires that are completed by respondents who are residing in Bangkok. After information from the respondents has been gathered, the data is analyzed through SPSS program. Descriptive statistics is used to describe general information by percentage and frequency analysis. Independent Sample T-Test is used to identify similarities and differences between males and females. One Way Analysis of Variance (ANOVA) is used to identify similarities and differences between respondent's profiles.

The perceptions are measured with the 5 point Likert Scale (with 1 means strongly disagree to 5 means strongly agree) in the questionnaire. The respondent would give their opinions on the statements in the questionnaire which describe the social policy related to tourism positively. Hence, the highest average score indicates more positive perception.

The majority of respondents in this are female (109 respondents represented by 54.5% of respondents) in the age between 25-34 years

representing 37.5% of the total respondents and almost 124 or 62% of respondents have obtained at least Bachelor's degrees. The majority of occupational groups are employees of private companies (43.5%). Besides this, most respondents are single (120 respondents represented 60%).

The Independent Sample T Test shows no different perception towards the social order policy related to tourism between male and female respondents.

The Anova test shows a significantly different perception among age groups in two variables: "not allowing anyone under 20 to enter entertainment nightspot" and "entertainment-zoning plan". For example, the respondents aged between 35-44 years old have a more positive perception towards the new social order policy in perceiving that it would relate to tourism.

In terms of occupational background, respondents with different occupations have different perceptions in the entertainment —zoning plan and the testing of urine at entertainment places. For example, the students have a more positive perception towards the new social order policy in perceiving that it would relate to tourism compared to other occupational backgrounds.

The Anova test also reveals a significantly different perception among marital status group in 1 variable: "not allowing anyone under 20 to enter entertainment nightspot". The respondent who has separated status has a more negative perception about not allowing anyone under 20 to enter entertainment nightspots that would relate to tourism, while other marital status groups have a more positive perception towards this policy, especially the divorced respondents.

To conclude, Bangkok residents show an overall positive perception towards the new social order policy related tourism. The residents believe that the policy will be able to solve the social problems effectively as well as accelerate Thai tourism industry. The government and entertainment business sector including Tourism Authority of Thailand should much more focus on public relations in order to present negative and positive results of the new social policy continuously. Furthermore, The Thai royal police should be properly interned to get them to know about the disadvantages/negative results

in the infringement of laws involving entertainment venues and how they can have effects and cause problems to the society as a whole.

