



THE STUDY OF PERCEPTION OF BANGKOK RESIDENTS TOWARDS THE
THAI GOVERNMENT'S "NEW SOCIAL ORDER POLICY" RELATED TO
TOURISM

by

MS. NATARUJAR SUKKHARAT

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Arts in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

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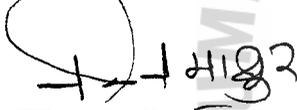
ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Arts in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.



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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.



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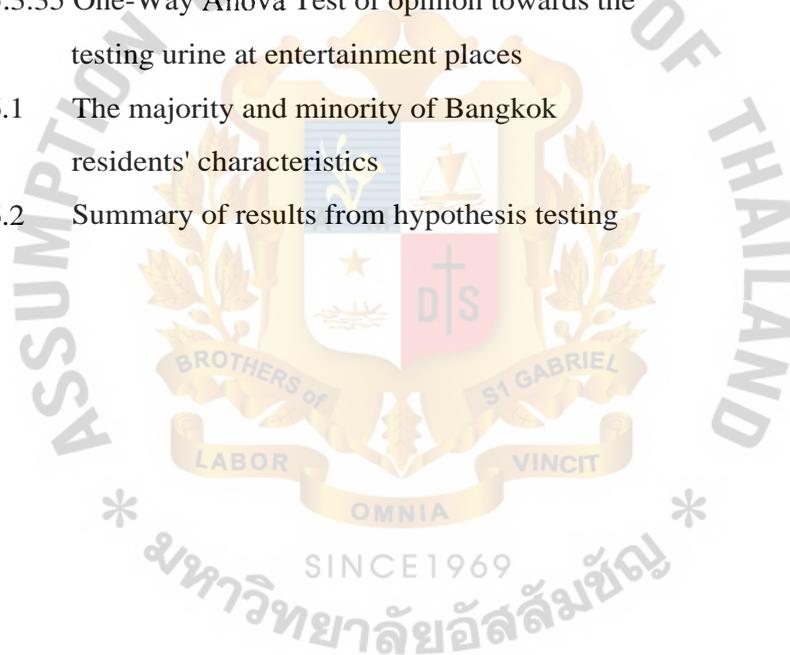
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Chapter I

Introduction of the Study

Chapter one introduces the issue of this research in terms of growth of tourism and the increase of social problems in general followed by the statement of problem, research objectives, scope of the research, limitations of the study, significance of the study, and definition of terms.

1.1 Background of the study

The outlook for Asian economies is extremely precarious and fraught with much difficulties because of severe financial constraints and disruptive foreign exchange volatility. The plight of the absolute poor, already precarious, will deteriorate further in the light of lower economic growth prospects in both developed and developing economies. It is imperative that correct and effective actions to generate sustainable growth to alleviate poverty be one of the highest national priorities. In addition, a new set of policy responses for different income groups with varied applications suitable to either urban or rural sectors, that can address, overcome and resolve the fundamental imbalances and inequities in each economy, will ensure a balanced response to the dichotomy between the urban and rural sectors. the farm and the factory, and the traditional and the modern in each country.

(http://archieves.mybangkokpost.com/bkkarchieves/fronstore/news_detail.html,

Retrieved on August 03, 2003).

Tourism has become one of many important elements to cope with the aspects above. Since Mr. Thaksin Shinawatra took office, the tourism industry has been given a higher profile as one of the country's best hopes for helping to overcome the economic slump. The premier has rolled out a plan to drive up annual tourism revenue by 50 billion baht or 1 % of gross domestic product. The reason is that foreign exchange revenue from tourism is significantly higher than that of many export-manufacturing industries. Therefore, the policy of the government is to improve the quality, diversity and standards of service in the tourism sector, and ensure the long-term competitiveness of Thai services and the tourism industry (www.thaiembdc.org/index.htm, Retrieved on August 03, 2003).

At the same time, Thailand is suffering from many of the negative aspects of tourism, including prostitution, drug addiction, AIDS, erosion of traditional values, increase in the cost of living, unequal income distribution, rapid increases in land prices in some locations, pollution and environmental degradation. The negative aspects of tourism on social, political and economic issues have influenced many organizations. Because these parts are linked together, if there is a problem with one segment, it affects another. And it is difficult to solve problems unless it involves with another (Mill, 1990).

As result, Thailand unfortunately has perhaps received the most publicity, being a major center of child prostitution. According to the fact that Thailand, with a long history of democracy, has what is possibly the developing world's greatest freedom of speech and of its press, allowing both local and foreign journalists and writers unhindered access and freedom to publish accounts of the kingdom's social

problems. This freedom has resulted in Thailand being branded as the world's leading child prostitution center. Sexual exploitation in tourism is a complex social problem which has received cooperation from various organizations (www.tat.or.th/visitors/prosit.htm, Retrieved on August 03, 2003). According to the Metropolitan Police Command, there are 1,390 listed places of entertainment; pubs, discotheques, **karaoke** bars, café and massage parlors around Bangkok. True or not, Bangkok has a reputation as the sex capital of the Far East. Thousands of bar girls are not yet teenagers. AIDs and other sexually transmitted diseases are rampant, and drug addiction is increasing.

(www.teenage.com.au/news/world/2001/09/25/EFX1UZT5ZRC.html, Retrieved on August 30, 2003)

In Thailand, close to 300 million dollars was transferred annually from urban to rural areas by women working in the sex industry. Significantly, this was much larger than the budgets of many development programs funded by the Thai government. The sex industry generally operates through "front" establishments such as nightclubs, cocktail lounges, **karaoke** bars, discotheques, saunas and massage parlors, especially in countries such as Thailand where prostitution is illegal. (www.hartford-hwp.com/archieves/50/092.html, Retrieved on October 26, 2003).

The Thai government has set up a policy to develop the country's human resources physically, mentally and intellectually. The government will endeavor to strengthen the society and make it sustainable with the aim of developing Thailand into a just, moral and balanced society. (www.thaiembdc.org/index.htm, Retrieved on September 03, 2003). Thus, the new social order policy is an attempt at cleaning up

an array of social vices ranging from drug trafficking and prostitution to nightlife access.

1.2 Statement of the problem

Since the economic crisis of 1997, the urban middle class has been struggling to build a secure world, governed by rules and laws, where things are predictable and reasonable. The current economic boom has given them the means to invest in a new lifestyle. Political liberalization may bring a new Constitution and new laws that enshrine their aspirations. The modern economy, whose expansion is the motor of growing middle class aspirations, has been poleaxed. The informal, invisible or illegal economy is growing. All the indicators of growth in the formal economy (exports, investment, government spending) are negative or neutral. The methamphetamine boom is the most obvious evidence. Gambling is on a roll. Oil smuggling may be undergoing a revival. Methamphetamines, meaning "mad drug" (Ya Baa), have escaped from slums and entered the mainstream schools where the best market is the middle-class children who have some money in their pockets. The night entertainment industry, around which much of the underground economy revolves, has escaped from its traditional zones and spread like a stain into commercial and residential areas (*The Nation*, March 4th, 2002).

As a result of a survey of relationships between students entering night entertainment places in the last 6 months and their behaviors throughout Bangkok by Assumption University's Poll, it has been found that 19.8 % of students entering night entertainment places are involved in drug consumption while 3.7% of students not

entering night entertainment places are involved in drug consumption (www.abacpoll.com. Retrieved on September 22, 2003). In addition, a result of a survey of 4,126 people throughout the country by the Institute of Rajaphat Suan Dusit's Poll found the first social problem to be remedied in Thai society should be the drug problem followed by sex assembling, crimes, gambling/illegal temptations and corruption respectively.

(www.bangkok.cat.net.th/thailandc/research/t_jsp/jsp14/e_4380.doc, Retrieved 0 October 26, 2003).

For this reason, the government has launched the new policy (the social order policy) to cope with the increasing social problems. The implementation of this policy has substantially affected the people involved in the entertainment business that consists of those who agree and disagree with the policy. Thus, this study is designed to investigate the perception of Bangkok residents by considering the government's new policy. Thus, the problem of the research is "what is the perception of Bangkok residents toward the government's new social order policy related to tourism? ”.

13 Objectives of the study

- 1.3.1. To make an in-depth study of the literature review relating to the topic of research.
- 1.3.2 To investigate the perception of Bangkok residents towards the government's social order policy.
- 1.3.3 To study the demographic factors of Bangkok residents and the perception of the new social order policy related to tourism.

1.3.4 To draw appropriate conclusions and make useful recommendations.

1.4 Scope of the study

The major focus of this thesis studies is to study the perception of Bangkok residents' profile and the government's new social order policy related to tourism. This research will be conducted by using nonprobability sampling methods with convenience sampling. As the research concentrated on the residents in Bangkok, the research is limited to studying the residents who live in places that are Sykhumvit Road, Silom Road, New Petchaburi Road and Rama III Road as sampling units. The reason selecting those areas is because they are very famous among tourists and residents. Moreover, there are many nightlife businesses, tourism-related business, schools or even private companies. The selected places will be approached and requested for cooperation and approval to carry out the study.

1.5 Significance of study

In the beginning of the year 2001, the Thai Rak Thai party, under the slogan of rethinking and reformulating led by Mr. Thaksin, came to power. Many policies and laws have been revised in order to suit the current world situation and the needs of Thai people. Therefore, the result of this research will be useful to government and provide better understandings of Bangkok residents toward the new policy related to tourism. Moreover, the awareness of residents' perception of government's new policy related tourism can help planners and developers to identify real concerns and issues for appropriate policies and actions that take place, optimizing the benefits and

minimizing the problem. Thesis results can benefit Tourism Authority of Thailand that might apply this research to develop and create new destinations and activities for new targets especially young and family groups. Also, the research will stimulate the entertainment business entrepreneurs and other nightlife businesses sectors to give much more attention and cooperation with government sectors to solve the current social problems.

1.6 Limitation of the study

Following are the limitations of this research:

1.6.1 The present study concentrates on investigating the perception of Bangkok residents about the new social order policy related to tourism. Therefore, its findings cannot be generalized for highlighting the perception of non-Bangkok residents without considering specific issues related to them.

1.6.2 The present study concentrates on investigating the perception of Bangkok residents on selected aspects of the new social order policy related to tourism. Therefore, its findings cannot be generalized for the aspects not included in the research framework of this study.

1.6.3 The present study has been conducted for a particular timeframe. Therefore, its findings cannot be generalized for all times to come.

1.7 Definition of terms

Child sexual abuse is defined as contacts or interactions between a child and an older (or more knowledgeable) child or an adult, where the child is being used as an object for the other person's sexual activity. (UNECAP, 1999)

Children are classified as under 16 years old and a young person as between 16-21. (The council of Europe cited in Kelly et al, 1995).

Culture The practices of a society; its customary beliefs, social roles, and material objects. (Cook, Yale and Marqua, 1999)

Demographic segmentation is the basis most commonly used for market segmentation. Using this approach, consumers are grouped according to variables that defined them in an objective, easily measurable way. These variables include several classifications such as gender, age, ethnicity, occupation, education level, income, household size, and family situation. (Cook, Yale and Marqua, 1999)

Entertainment center is classified by the Entertainment Venues Act of 1966 into 4 types that are (www.mahadthai.com, Retrieved on September 12, 2003)

1. Dancing venue (club, discotheque)
2. Restaurant with woman entertainment
3. Massage parlor
4. Place for relaxation by music (Karaoke lounge)

Impact means a hitting of one object against another. We analyzed only the impact of tourists arrivals on native culture (Cowie, 1989)

Nightlife is social activities or entertainment available or pursued in the evening (www.dictionary.reference.com/search?q=nightlife, 21 September 2002)

Perception is the process by which people select, organize, and interpret the sensory information they receive into a meaningful picture (Braden, 2000).

Policy is defined as a general statement that provides direction for individuals within an organization. (Cook, Yale and Marqua, 1999)

Resident a person is considered to be a resident in a country if the person:

- a. has lived for most of the past year (12 months) in that country, or
- b. has lived in that country for a shorter period and intends to return within 12 months to live in that country. (WTO cited in Cooper, Fletcher, Gilber and Wanhil, 1993)

Sexual exploitation means the sexual use for economic purposes of a child or young person, which violates, directly or indirectly human dignity and sexual freedom and endangers his/her psycho-sexual development. (The council of Europe cited in Kelly et al, 1995).

Society A community, nation, or broad grouping of people who have common traditions, institutions, activities and interests. (Cook, Yale and Marqua, 1999)

Tourism "The contemporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs". (Cook, Yale and Marqua, 1999)

Venue The location of an event or attraction. (Cook, Yale and Marqua, 1999)

Chapter II

Literature Review

Introduction of the chapter

In this chapter, some general concepts, theories and definitions are utilized in order to provide the reader with an idea of the government's new policies related to tourism and resident's perception.

Thailand tourism industry is one of the important industries for earning foreign revenue. It is perceived as a fast track to economic growth. Unlike other industries, tourism requires less investment but can generate more foreign exchange earnings than many other export industries (Nondhanda, 2002). In addition, tourism is an effective means of creating job opportunities. However, not only does Thailand benefit from tourism but also do many countries of the world who are trying to put more efforts into promoting tourism. This requires appropriate planning with strong support of infrastructure from the government and the local residents for promoting tourism.

Tourism is seen as a growth industry, and Thailand has the assets to become an attractive tourism destination. Domestic tourism has been established for many years.

The Thai tourism industry grew steadily during January-August 2001 with a total of 6.67 million arrivals, an increase of 8.18 % over the same period of 2000. All major markets reported growth in arrivals, including Middle East (up by about 22%), Oceania and Africa (17%) and the Americas (12%). In September 2001, the global

45947

travel and tourism industry was seriously affected by the attacks in the US and the subsequent conflict in Afghanistan. All the regions involved in the conflict felt the impact, including the Americas, Middle East and South Asia as well as some European countries (www.tatnews.org/tat_news/index.asp, Retrieved on August 03, 2003)

The number of international tourist arrivals increased to 10,132,509 in 2001 and 10,872,976 in 2002. According to the Tourism Authority of Thailand (TAT), average expenditure per person of international tourist arrivals in 2001 is 5,272.52 baht for bar and night shows, 994.12 baht for sport club, 803.91 baht for cultural sites & events, 611.83 baht for other amusements, 378.55 for theme park, 328.73 baht for golf course, 274.53 baht for libraries & museums and 194.58 for movies & theatre (www.tatnews.org/tat_news/index.asp, Retrieved on August 05, 2003).

As international tourists want to have fun, to be entertained, to enjoy fantasy, and escape from the realities of everyday life, entertainment activities are of the most powerful tourism magnet for Thailand to become the main attraction for vacation trips. Entertainment has risen to a new level in the vacation decision-making process. There is a growing influence of entertainment on vacation travel choices (Mamtha, 2001).

During the early 1990's, Thailand's economy boomed like it had never experienced before. The tourism industry was flourishing, and the industrialization and modernization of the country were in full swing. The sex industry, with its unique aspect of sex tourism, was the backbone of Thailand's economic growth (Bishop and Robinson, 1998). As Thailand gained popularity among the international community

as the place to go for paradise and sexual adventure, the Thai economy quickly accelerated from an influx of foreign currency. Tourists were spending money at massage parlors, hotels restaurants, stores, taxi, etc. The Thai people themselves were spending more money on consumer goods. Together these elements provide the financial boost that Thailand needed to continue its national modernization efforts. Moreover, "the international presence in Thailand did not create the sex industry, but it did take it to new and more visible levels that cohered with modernization strategies and generated staggering economic returns" (Bishop and Robinson, 1998). Overall, the Thai economic miracle of the 1990's was mainly the result of female sex service. As one may assume, the implementation of sex tourism has had a negative impact on Thai society.

Jimenez (2000) had defined sex tourism as any activity organized by travel and tourism-related establishment and individuals that utilized and offered escort and sexual services of women and minors to tourists. It can be conceptualized 'as a series of linkages between a legally marginalized form of commoditization (sexual services) within a national industry (entertainment), dependent upon, but performing a dynamic function within, an international industry (travel) (Truong, 1983).

Herold and Kerkwijk (1992), suggested that sex tourism forms a subset of prostitution. Since sexual gratification is the main motivation for sex tourists to travel, Herold and Kerkwijk described this type of sex tourism as tourism prostitution. To draw a clear line between sex tourists from their non-sex oriented counterpart is difficult. Most of sex tourists also engage in other forms of entertainment and attractions (Oppermann, 1999). Many prostitutes, on the other hand, do not

differentiate their target between tourists and non-tourists. Prostitution might actually fall into the domain of sex tourism (Oppermann, 1998).

However, there are less previous studies related to the topic of the research. Most previous studies about resident's perception focused on tourism development in terms of positive and negative of social, political, environmental and economic impacts.

Perception

Ap used the term "perception" instead of "attitude", defining perception as "the meaning attributed to an object". He argued that many residents might attribute meaning to the impact of tourism without necessarily having knowledge in enduring predisposition. This difference is important, as many studies appear to use the term "attitude" when, in fact, they measure "perception". According to Ap, existing attitudinal research regarding tourism has been primarily exploratory and descriptive.

There are many researchers who have introduced the model of social exchange process in order to help facilitate understanding of residents' perceptions of tourism.

Over the past decade, social exchange theory has attracted the attention of an increasing number of researchers (Ap 1990, 1992; Gursoy, Jurowski and Uysal 2002; Jurowski, Uysa and Williams 1997; Mardrial 1993; Perdue, Long and Allen 1990). Social exchange theory is concerned with "understanding the exchange of resources between individual and groups in an interaction of situation" where "actors supply one another with valued resources" (Ap, 1992).

Three main elements of the exchange process can be identified; economic, environmental and socio-cultural. From the economic point of view, social exchange theory may be associated with the growth machine theory, which suggests that residents who can profit economically from tourism (mainly the local land owners and investors) are more favorably disposed toward tourists and further tourism growth (e.g. Madrigal, 1995; Martin, 1996). On the other hand, there are some researchers who suggest that residents give higher priority to environmental factors than economic benefits (e.g. Liu and Var, 1986). Finally, although employment generation through tourism is among the first priorities for local residents, residents also see tourism as a mean of helping them learn more about their local culture and preserving traditional folklore (Besguilides, Lee and McCormick, 2002). The way that residents perceive the economic, socio-cultural and environmental elements of exchange affects the manner in which they react to tourism, which includes the conative element of perceptions.

According to Ap (1992), it is assumed that the driving force for a community in developing tourism is to improve the economic, social and psychological well-being of its residents. This is the basic rationale used by many governments to justify their decisions to develop tourism in their countries. The driving force for tourism development may not come from the residents themselves, but may be imposed upon them through the decisions of others.

The residents will evaluate the benefits and costs that they perceive they will receive from tourism and determine whether they are in favor of tourism or not. As long as residents perceive that tourism brings more benefits than costs to them, they

will view them favorably. If, however, tourism is perceived to create costs that impinge on them adversely, they may develop negative attitudes towards tourism in their communities. The changing of the global impact on social, political and economic issues have influenced many organizations. Because these parts are linked together, if there is a problem with one segment, it affects another. And it is difficult to solve problem unless involve with another (Mill 1990).

Social order policy

As is the experience of developing economies around the world, child prostitution is one of the manifestations of a range of social ills brought on by unbalanced economic and social development. Poverty is the principle reason why children in rural communities in Thailand are driven into the sex trade. In a Thai study (Baker, 2000) of reasons why children entered prostitution, 85% cited poverty, but other reasons were a desire to be rich, lack of education, family problems, behavioral problems, materialism, drugs and obligation.

According to a UN report, Thailand ranks third after India and the U.S.A in the number of child prostitutes. Some 400,000 women and children are believed to be sexually exploited in India, between 244,000 and 325,000 in the U.S.A, 200,000 in Thailand, 175,000 in eastern and central Europe, 100,000 in Brazil and 35,000 in West Africa. Studies show that prostitution in Thailand accounted for 10 to 14 percent of the country's gross domestic product from 1993 to 1995 and it has been estimated that many of the women involved were minors (*The Nation*, December 14th, 2001).

For survival, children from impoverished families are forced to drop out of school in order to help their parents earn a living. When children enter the 'labor pool' early in life, their fate is sealed and they are likely to remain in the cycle of poverty and illiteracy. This leads to an ever-ready supply of child labor, a situation that fuels the child sex trade. The growing demand for child sex tourism is another contributing factor.

In keeping with the Tourism Authority of Thailand (TAT)'s role in fighting against sexual exploitation of children in tourism, TAT has taken a firm stance on presenting and discouraging sex-related tourism, and has over the past year cooperated with the tourist police on seeking out and prosecuting sex tourism operation. TAT's policies on preventing sex tourism and particularly child prostitution are that firstly TAT emphatically does not promote Thailand as a sex tourism destination, and it works strenuously against independent tour operators that do so. Besides this, TAT has worked long and hard to discourage all former images of Thailand, as a largely male destination. One important way to do this is to step up promotion of family and female travelers. Following TAT's attempts, the result of this campaign have shown that in 2000, female visitors to Thailand grew by 12.17% to 3.82 million, much higher than the 9.93% growth in male visitors. Visits by aged under 15 grew by 10.76%. This trend continued in the first quarter of 2001 when female visitors rose 8.01% to 1.07 million, higher than the 7.97% growth in male visitors. Children under 15 also grew by 6.46% to 108,288 in the first quarter of 2001.

(www.taipeitimes.com/news/2002/02/25/story/0000125392, Retrieved on June 22, 2002)

Moreover, TAT overseas offices have been instructed to monitor the activities of foreign countries' tour operators and report any that offer sex tours of any kind, so that action can be taken to halt these activities. TAT works in conjunction with the tourist police to strictly enforce Thailand's anti-prostitution laws, and has taken legal action against operators in Thailand that contravene the law. In April 1996, the royal Thai Government of Thailand passed stringent anti prostitution laws with the most severe penalties reserved for those involved in child prostitution. Now customers, procurers, brothel owners, those who force children into prostitution and other related events, **face long prison sentences as well as large fines** (www.tatnews.org/tat_news/index.asp, Retrieved on October 21, 2003).

Apart from child prostitution problems, there is also a problem of drug addiction in Thai youths that should not be overlooked. As one of its most urgent policies, the government will accelerate efforts aimed at drug prevention and suppression. Such efforts will be based on the principles of "Prevention before Suppression", and "Drug Addicts Must be Treated, Drug Traffickers Must be punished" (www.thaiembdc.org/index.htm, Retrieved on August 03, 2003). According to a Narcotics Control Board Office paper, in 1999 about 190,000-school students, or 1.4 per cent of students nationwide, were drug addicts. Since 1996, prosecutions relating to narcotics have been increasing by about 36 per cent each year. In 1998, a report stated that 19,967 drug-related cases have been brought to the justice system, 20 per cent of which concerned children's involvement in the drug business. This may mean that the child-labor problem has not been resolved. The problem has just moved from cruel factories to schools which has made the problem

more complicated. According to the research of Foundation for Child Development, the number of child laborers aged between 11 and 12 fell from about 3,000 in 1989 to about 1,000, while the number of secondary school students at this age increased from about 1,200 in 1989 to about 2,500 last year. In addition, many school students have turned to a new kind of labor as "drug agents" in the school. Children have become important players in the drug business because they need money. Children are also introduced to the business by adults who see a loophole in the law because of the light punishment for children (*The Nation*, January 10th, 2002).

Regarding the royal Thai government's role in this complex social problem, Interior Minister Purachai Piumsomboon, has played a key role in enforcing the new campaign called the 'social order policy'. The social order policy is the social development plan which is the sub strategy in government's drug-war acceleration. The idea of regulating society emerged at a workshop chaired by Prime Minister Thaksin Shinawatra in Chiang Rai in March 2001. 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 excessive nightlife (<http://www.mahadthai.com>, Retrieved on March 11, 2002).

Interior Minister Purachai Piumsombun has begun enforcing his "new social order". His plans include: (<http://www.mahadthai.com>, Retrieved on March 11, 2002).

- I. Crackdowns on entertainment places which open after 2am
2. Arresting owners of entertainment venues who allow entry of teens under 18

3. Urine tests at entertainment places
4. Crackdowns on student prostitutes
5. Rounding up pub-hopping kids for lectures
6. Crackdowns on "wandering prostitutes" at Lumpini, Sanam Luang and Siam Square area
7. No liquor sales at restaurants after midnight

The first significance of this policy is that people under 20 are not allowed to enter nightspots. The government is cracking down on outlets that let in under-age drinkers and stay open after hours in a campaign to restore social order and stamp out drug abuse (*The Nation*, February 16th, 2002). Although entertainment operators have tried to negotiate for an extension of the curfew hours, this policy calls for 2 a.m. as the closing time for entertainment venues and for banning anyone under 20 from purchasing alcohol after midnight. Secondly, the government is encouraging moderate consumption and cuts in luxurious lifestyle. Finally, this policy intends to conserve energy in a country which must import 90% of its energy resources.

In the draft proposed by the Interior Ministry, the term "entertainment establishment" has been redefined to cover a wider range of venues. Establishments found to be in violation must take full responsibility. Stricter measures will be implemented to require cooperation of entertainment establishments in combating drugs. The suspension period for any entertainment outlet deemed in violation will be 90 days instead of 30 days. The maximum fine will rise to 10,000 baht from 3,000 baht. The money derived from fines will go towards providing rewards for people who give information leading to the arrest of violators. The cost of an operating

license will rise to 50,000 baht, issuing of a substitute license will cost 5,000 baht and renewal of a license 10,000 baht (*Bangkok Post*, September 19th, 2001).

Regarding the zoning of entertainment venues in Bangkok and eight provinces, the conditions on the size of entertainment zones and distance from protected locations such as schools, hospitals and temples have been set for some provinces like Chon Buri, which includes Pattaya. In addition, the zoning in each province will be declared in a separate executive decree, but another decree will be announced for provinces which do not have entertainment venues. These are Sukhothai, Pichit, Nakhon Nayok, Ang Thong, Satun, Yala and Pattani. Restaurants with karaoke facilities will not be included in the zoning scheme until the amended version of the entertainment establishment law goes through parliament. Thus, the Bangkok Metropolitan Administration has decided to cut the number of entertainment zones in the city from seven to three. These are Patpong area, Royal City Avenue area (Rama IX Rd.) and New Pechaburi Rd. area. The eight provinces under the pioneer scheme are Chaing Rai, Tak, Lampang, Surin, Nakhon Ratchasima, Samut Songkhram, Chon Buri and Phuket. (*The Nation*, September 15th, 2001)

A later plan will include a teenage curfew plan. The idea to draft the law has been inspired by Prime Minister Thaksin's suggestion that the Revolutionary edicts, which all will become law, should be updated when necessary. The legislation, being drafted by the Interior Ministry, would make it illegal for those under 18 to leave their homes after 10 p.m. without a parental chaperone. This is to restrict late-night activities of children under 18 years old. The new law will impose tougher penalties against anyone who sells liquor to people under 18. Details on penalties, including

those who violate curfews are not immediately available. It is understood that the curfew will be a blanket one, also covering such apparently harmless activities as seeing a late-night movie or visiting a friend. The curfew idea has been taken from a coup order- a law issued by past coup makers. The draft bill has been approved by the Cabinet and is being "polished" by the Council of State before going to Parliament (*The Nation*, November 21st, 2001). A 10 p.m. curfew was imposed along with a ban on gatherings of more than five people. These measures were meant to prevent that military regime's political enemies from stirring up trouble. However, his (Mr. Purachai) proposed law will affect the rights and livelihoods of millions of people and create a nightmare for law enforcers. A large number of people under 18 years of age have to work beyond 10 p.m. just to make an honest living. They work in factories, restaurants, convenience stores and petrol stations. They will be adversely affected if the law is enacted (*Bangkok Post*, December 1st, 2001).

Acting on a directive from the metropolitan police headquarters, Bangkok police stations have issued orders instructing entertainment places to shut out women who arrive without male companions (*The Nation*, February 14th, 2002). This brings up the question of equality between males and females. Police insist that the directive is neither illegal nor unconstitutional, pointing to an old law empowering police to ban women from coming alone or in groups without male companions, from entertainment places for their own safety. The law is also intended to curb prostitution. In contrast, the new social order measure barring unaccompanied women from night clubs may not be so troublesome to those for whom nightlife is not part of their daily activities. Whatever the motives, the issue deserves thorough scrutiny from

all members of Thai society-not just woman, but men and official regulators to determine if it is truly felt that the best way to eradicate female prostitution is by depriving women of their constitutional freedom (*The Nation*, February 15th, 2002)

The new social order policy is an attempt at cleaning up an array of social vices ranging from drug trafficking and prostitution to nightlife excesses. The new order enforces the closing time of 1 a.m. for restaurants that serve alcohol, 2 a.m. for discotheques and street-side shops and stalls must stop serving alcohol at midnight. Mr. Purachai has ordered all roadside *Khaotom* shops to stop serving liquor after midnight. However, *Khaotom* shops are the only places where people can get a decent meal after night-shift work. They definitely are not places where teenagers will want to hang out. Moreover, *Khaotom* shops are the only places where people with average income can unwind. Undoubtedly, tens of thousands of people who are directly employed by the entertainment places are among the first casualties. Tens of thousands of others benefiting from the sideline will also be affected (*The Nation*, January 14th, 2002). However, 24 hours convenience stores can continue to sell alcoholic beverage at any time, night or day, although they have to ban customers from drinking on the premises after midnight and restrict their sales to those over 20 (*The Nation*, December 14th, 2001).

The trafficking and consumption of methamphetamine is a major social problem in Thailand. A Health Ministry survey found that 2.65 million Thais, or 4.3% of population, were addicted to drugs. Of those people, 91% were hooked on methamphetamine. The authorities are concerned about *ya baa*, or mad medicine, which is becoming increasingly popular among young people. The average age of

first-time users is 13. The drug has been found everywhere from primary schools to nightclubs. According to the United Nations, 800 million tablets were trafficked in Thailand in 2002, enough for 12 per person (www.news.bbc.co.uk/1/hi/world/asia-pacific/1753224.htm, Retrieved on October 29, 2003). As a result, students in Thailand and people who entering to night entertainment venues are to be given urine tests to check for illegal drug abuse as part of a campaign to enforce social order. And students found to be using illegal substances would be offered treatment and their records kept confidential. (www.news.bbc.co.uk/2/low/uk_news/education/17611488.stm, Retrieved on October 29, 2003).

Critics are concerned that the rigidly enforced code will seriously affected the incomes of tourist-industry workers and the tourism industry as a whole. Currently, according to the Bangkok Metropolitan Administration, Bangkok alone has an estimated 3,000 registered nightspots, although some newspaper reports said that if unregistered ones are included, the number could be as high as 8,000. However, social order policy is a must for improving Thai society, but there must be well-balanced policy which minimizes the impact on affected industries and ensures a peaceful and orderly society.

(www.fridae.com/magazine/en20010903_1_2.php, Retrieved on October 29, 2003).

Chapter III

Research Frameworks

Introduction to the chapter

This chapter will show the frameworks supporting the variables in chapter II. The researcher will build a framework to study how independent variables influence dependent variables. The researcher will also build hypotheses to test the relationship of both variables. Regarding the operationalization of the independent and dependent variables, the researcher has included the conceptual definition, operational components, and measurement scale.

3.1 Conceptual framework

Independent Variable

- Demographic Background**
- Age
- Gender
- Education
- Occupation
- Marital Status

Dependent variable

- Factor Related to New Social Order Policy.**
- Crackdown on entertainment places that open after 2 a.m.
- Not allowing anyone under 20 entering the entertainment nightspot.
- Teenage curfew plan.
- Zoning of entertainment venues.
- No liquor sales at restaurants after midnight
- Prohibiting women from going to entertainment venues alone.
- Urine tests at entertainment places.

Figure 3.1 conceptual framework of the research study

The conceptual framework consists of two parts. The first part of the conceptual framework consists of the demographics of Bangkok residents. These factors are considered as independent variables, which are gender, age, education, occupation and marital status. The second part in this framework includes factors related to the new social order policy that Bangkok residents generally take into consideration while participating in the entertainment places (especially in night entertainment venues) related tourism. These attributes are considered as the dependent variables.

Independent Variables

"Independent variables are variables or alternatives that are manipulated (i.e. the level of these variables are changed by the researcher) and whose effects are measured and compared. These variables, also known as treatments, may include price levels, package designs, and advertising themes" (Malhotra, 1999).

Dependent Variables

Dependent variables are the variables that measure the effect of the independent variables on the test units. These variables may include sales, profit, and market shares (Malhotra, 1999)

Definition of dependent variables

1. Crackdowns on entertainment places that open after 2 a.m.

The closing time for the night entertainment venues is 2 a. m. from 5 a.m. including the closing time law for employees of night entertainment venues.

2. Not allowing anyone under 20 to enter entertainment nightspots.

Anyone under 20 is not allowed to go to the night entertainment venues including the law to punish the entertainment business owners allowing anyone under 20 to enter to the venue. Besides this, there also are plans to prevent child prostitution and the spread of drug addiction.

3. Teenage curfew

It is illegal for those under 18 to leave their homes after 10 p.m. without a parental chaperone including prohibiting of selling alcohol, beer and cigarette to children under 18 years old. Moreover, there also is the plan to educate Thai youth to prevent them from unwanted pregnancies and sexually transmitted diseases.

4. The zoning plan for entertainment places

The entertainment zones should not overlap with schools and temples. Regarding the zoning of entertainment venues in Bangkok, the conditions that will be considered are site of entertainment zones and distance from protected locations such as schools, hospitals and temples. It also includes the severe penalties and large fine

for the night entertainment business owner encouraging Thai youth for drug consumption and sexual abuse.

5. No liquor sales in restaurants after midnight.

To prevent crime and accidents that occur due to alcoholism, the restaurants (including Khao Tom Shops) are not allowed to sell alcohol after midnight. 24 hours convenience stores can continue to sell alcoholic beverage at any time, night or day, although they have to ban customers from drinking on the premises after midnight and restrict their sales to those over 20.

6. Restrict women from going to entertainment places alone.

Lone woman is not allowed to enter to the night entertainment without male company.

7. Urine tests at entertainment places

People who go to night entertainment venues are to be given urine tests to check for illegal drug abuse as part of campaign to enforce social order.

3.2 Research Hypothesis

"Hypothesis is an unproven statement or proposition about a factor or phenomenon that is of interest to the researcher" (Malholtra, 1999).

Hypotheses are conjectural statements of the relationship between two or more variables that carry clear implications for testing the stated relations (Davis, 1996).

They are research tools to further define research problems. In this study, two main blocks of independent variables are hypothesized against dependent variables. These consist of:

Demographic backgrounds versus Factors related to the new social order policy

Ho₁ There is no difference in the perception about crackdown on entertainment places that open after 2 a.m. among different age groups

Ha_i There is a difference in the perception about crackdown on entertainment places that open after 2 a.m. among different age groups

Ho_e There is no difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different age groups

Ha_t There is a difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different age groups

Ho₃ There is no difference in the perception about the teenage curfew plan among different age groups

Ha_i There is a difference in the perception about the teenage curfew plan among different age groups

Ho₄ There is no difference in the perception about the entertainment-zoning plan among different age groups

Ha₄ There is a difference in the perception about the entertainment-zoning plan among different age groups

Ho₅ There is no difference in the perception about no liquor sales after midnight among different age groups

Ha₅ There is a difference in the perception about no liquor sales after midnight among different age groups

Ho₆ There is no difference in the perception about the prohibiting women from going to entertainment venue alone among different age groups

Ha₆ There is a difference in the perception about the prohibiting women from going to entertainment venue alone among different age groups

Ho₇ There is no difference in the perception about the testing urine at entertainment place among different age groups

Ha₇ There is a difference in the perception about the testing urine at entertainment place among different age groups

Ho₈ There is no difference in the perception about crackdown on entertainment places that open after 2 a.m. among different gender groups

Ha₈ There is a difference in the perception about crackdown on entertainment places that open after 2 a.m. among different gender groups

Hog There is no difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different gender groups

Hag There is a difference in the perception about not allowing anyone under 20 enter entertainment nightspot among different gender groups

Ho₁₀ There is no difference in the perception about the teenage curfew plan among different gender groups

Ha₁₀ There is a difference in the perception about the teenage curfew plan among different gender groups

Ho₁₁ There is no difference in the perception about the entertainment-zoning plan among different gender groups

Ha_i There is a difference in the perception about the entertainment-zoning plan among different gender groups

Hop There is no difference in the perception about no liquor sales after midnight among different gender groups

Hap There is a difference in the perception about no liquor sales after midnight among different gender groups

Ho₁₃ There is no difference in the perception about the prohibiting women from going to entertainment venues alone among different gender groups

Ha₁₃ There is a difference in the perception about the prohibiting women from going to entertainment venues alone among different gender groups

Ho₁₄ There is no difference in the perception about the testing urine at entertainment places among different gender groups

Ha₁₄ There is a difference in the perception about the testing urine at entertainment places among different gender groups

Ho₁₅ There is no difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different education groups

Ha₁₅ There is a difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different education groups

Ho₁₆ There is no difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different education groups

Ha₁₆ There is a difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different education groups

Ho₁₇ There is no difference in the perception about the teenage curfew plan among different education groups

Ha₁₇ There is a difference in the perception about the teenage curfew plan among different education groups

Ho₁₈ There is no difference in the perception about the entertainment-zoning plan among different education groups

Ha₁₈ There is a difference in the perception about the entertainment-zoning plan among different education groups

Ho₁₉ There is no difference in the perception about no liquor sales after midnight among different education groups

Ha₁₉ There is a difference in the perception about no liquor sales after midnight among different education groups

Ho₂₀ There is no difference in the perception about the prohibiting women from going to entertainment venues alone among different education groups

Ha₂₀ There is a difference in the perception about the prohibiting women from going to entertainment venues alone among different education groups

H₀₂₁ There is no difference in the perception about the testing urine at entertainment places among different education groups

H_{a21} There is a difference in the perception about the testing urine at entertainment places among different education groups

H₀₂₂ There is no difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different occupation groups

H_{a22} There is a difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different occupation groups

H₀₂₃ There is no difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different occupation groups

H_{a23} There is a difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different occupation groups

H₀₂₄ There is no difference in the perception about the teenage curfew plan among different occupation groups

H_{a24} There is a difference in the perception about the teenage curfew plan among different occupation groups

Ho₂₅ There is no difference in the perception about the entertainment-zoning plan among different occupation groups

Ha₂₅ There is a difference in the perception about the entertainment-zoning plan among different occupation groups

Ho₂₆ There is no difference in the perception about liquor sales after midnight among different occupation groups

Ha₂₆ There is a difference in the perception about liquor sales after midnight among different occupation groups

Ho₂₇ There is no difference in the perception about the prohibiting women from going to entertainment venues alone among different occupation groups

Ha₂₇ There is a difference in the perception about the prohibiting women from going to entertainment venues alone among different occupation groups

Ho₂₈ There is no difference in the perception about the testing urine at entertainment places among different occupation groups

Ha₂₈ There is a difference in the perception about the testing urine at entertainment places among different occupation groups

H₀₂₉ There is no difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different marital status groups

H_{a29} There is a difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different marital status groups

H₀₃₀ There is no difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different marital status groups

H_{a30} There is a difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different marital status groups

H₀₃₁ There is no difference in the perception about the teenage curfew plan among different marital status groups

H_{a31} There is a difference in the perception about the teenage curfew plan among different marital status groups

H₀₃₂ There is no difference in the perception about the entertainment-zoning plan among different marital status groups

H_{a32} There is a difference in the perception about the entertainment-zoning plan among different marital status groups

H₀₃₃ There is no difference in the perception about no liquor sales after midnight among different marital status groups

H_{a33} There is a difference in the perception about no liquor sales after midnight among different marital status groups

H₀₃₄ There is no difference in the perception about the prohibiting women from going to entertainment venues alone among different marital status groups

H_{a34} There is a difference in the perception about the prohibiting women from going to entertainment venues alone among different marital status groups

H₀₃₅ There is no difference in the perception about the testing urine at entertainment places among different marital status groups

H_{a35} There is a difference in the perception about the testing urine at entertainment places among different marital status groups

3.3 Operationalization of the Independent and Dependent Variables

3.3.1 Operationalization of Dependent Variables

For this research, the measurement of independent and dependent variables used the Likert scale in the questionnaire, the operationalization of the variables were as follows.

Table 3.3.1 Operationalization of Dependent Variables

Concept	Concept definition	Operational definition	Part I Question No.	Level of measurement
The closing time of entertainment places	The entertainment places (especially entertainment night spots such as pubs & restaurants) are forced to close at 2 a.m. from 5 a.m.	What is the perception about the closing time of entertainment places related to tourism?	Question No. 1-2	Interval
Not allowing those under 20 to go to entertainment nightspot.	Anyone under 20 is not allowed to go to entertainment places (particularly entertainment nightspots).	What is the perception about not allowing anyone under 20 to enter to entertainment nightspots related to tourism?	Question No. 3-5	Interval
Teenage curfew plan	It is illegal for those under 18 to leave their homes after 10 p.m. without a parental chaperone.	What is the perception about a teenage curfew plan related to tourism?	Question No. 6-7,12	Interval
Zoning plan	The entertainment zones should not	What is the perception about the zoning plan	Question No. 8-11	Interval

	overlap with school and temples zones.	related to tourism?		
No liquor sales after midnight	Restaurants (including Khoa Tom shops) are not allowed to sell alcohol after midnight.	What is the perception about no liquor sales after midnight at restaurants and Khoa Tom shops related to tourism?	Question No. 13-14	Interval
Restricting woman to go to bar alone	Women are not allowed to go to bars or pubs alone	What is the perception about restricting women from going into pubs or bars alone related to tourism?	Question No. 15-16,20	Interval
Testing urine	Testing urine at entertainment places such as bars or pubs will help to solve the drug problem in Thai youth.	What is the perception about testing urine at entertainment places such as pubs or bars related to tourism?	Question No. 17-19	Interval

3.3.2 Operationlization of the Independent Variables

Table 3.3.2 Operationlization of the Independent Variables

Concept	Concept Definition	Operational Definition	Part II Question No.	Level of Measurement
Personal Data	Gender	Male and Female	Question No.1	Nominal
	Age	15-24, 25-34, 35-44 And above 45	Question No.2	Ordinal
	Educational background	Primary school, Primary school, College, Bachelor degree, Master degree and Doctoral degree.	Question No.3	Nominal
	Occupational background	Housewife/ Home maker Government or Semi Private Private Company Employee of private company Student Unemployed	Question No.4	Nominal
	Marital status	Single, Married, Divorce and Separated	Question No.5	Nominal

For the perception section, the respondents were asked 20 perception statements, of which, each factor consisted of the following statements:

Perception I: Crackdown on entertainment places that open after 2 a.m.

- The closing time of entertainment venues at 2.00 a.m. related to tourism

- The closing time law for employees of night entertainment venues related to tourism

Perception II: Not allowing anyone under 20 entering the entertainment nightspot

- The law to punish entertainment venue owners allowing anyone less than 20 years old to enter entertainment venues related to tourism.
- The plan to prevent child prostitution by not allowing anyone less than 20 years old to enter the night entertainment venues related to tourism.
- The plan to prevent the spread of drug addiction by not allowing anyone less than 20 years old to enter the night entertainment venues related to tourism

Perception III: Teenage curfew plan.

The plan to impose teenage curfew to allow under 18 to go out after 10.00 p.m. without parental chaperone only related to tourism.

The plan to educate Thai youth to prevent them from unwanted pregnancies and sexually transmitted diseases related to tourism.

- The prohibiting of selling alcohol, beer and cigarette to children under 18 years old related to tourism

Perception IV: Zoning of entertainment venues

- The new social order policy for police to conduct constant checks at the night entertainment venues related to tourism

- The severe penalties and large fines for the night entertainment business owners encouraging Thai youth for drug consumption related to tourism
- The severe penalties and large fines for the night entertainment business owners encouraging Thai youth for sexual abuse related to tourism

To enable police to efficiently control anti-social activities by introducing zoning plan related to tourism

Perception V: No liquor sales at restaurants after midnight

- The law to prohibit anyone under 20 to enter beer gardens related to tourism
- The law to not allowing liquor sales at restaurants after midnight related to tourism

Perception VI: Prohibiting women from going to entertainment venues alone

- The plan to not allowing lone woman to enter the night entertainments related to tourism
- To consider lone woman sitting in pub or bar as prostitute related to tourism
- To stimulate arrival of youth and female tourists by implementing new social order policy

- To consider lone woman sitting in pub or bar as prostitute related to tourism

Perception VII: Urine tests at entertainment places

- The urine testing at night entertainment venues related to tourism
- To punish drug-addicted persons who found in the night entertainment venues before they are medically treated related to tourism
- To change image of Thailand from sex destination to cultural destination by implementing new social order policy related to tourism



Chapter IV

Research Methodology

Research methodology provides a step-by-step procedure in order to show how this research was conducted, explaining techniques and methods used for data collection. Respondents and sampling procedures are also described in this section after the construction of the instrument is interpreted; collection of data and gathering procedures define primary and secondary data and procedures of gathering information from the beginning to the end of the research.

4.1 Research Method Used

The Quantitative research was applied in this study. The primary reason for conducting quantitative research is to learn how many people in a population have (or share) a particular characteristic or group of characteristics. It is specifically designed to produce accurate and reliable measurements that permit statistical analysis.

Quantitative research is appropriate for measuring both attitudes and behavior. If one wants to know how many people use a product or service, or have interest in a new product concept, then quantitative research is what one needs to use. It is also used to size a market, to estimate business potential or volume, and to measure the size and importance of segments that exist in a market.

Quantitative research should also be used when one wants to profile a group of people based on shared characteristics (such as demographics). Through advanced statistical techniques such as correlation, regression, cluster analysis or factor

analysis, quantitative research can be used to create models that predict whether or not someone holds a particular opinion or would act in a certain way based on an observable characteristic.

Quantitative research is neither appropriate nor cost effective for learning why people act or think as they do. The questions must be direct and easily quantified, and the sample must be quite large (200 is an absolute minimum) so as to permit reliable statistical analysis (<http://www.uwa.com/faqs008.asp>, Retrieved on July 24, 2003).

Moreover, the survey technique was also used for this research. A survey technique is defined as a research technique in which information is gathered from a sample of people by using a questionnaire. The questionnaire gathers primary data and records people's responses for analysis. The method of data collection is based on communication with a representative sample of the target population (Zikmund, 1997). A survey is conducted depends on its objective. Researchers prefer survey due to their cost effectiveness, less time taking, and high levels of effectiveness.

Descriptive statistics were used in this research. Survey data was obtained when respondents are asked questions through questionnaires. Self-administered questionnaires are employed to quote respondents responses. The respondents rather than an interviewer filled in the questionnaire. Thus, a respondent reads and then answered the questionnaire himself.

4.2 Respondents and Sampling Procedures

4.2.1 Definition of Target Population

A target population is defined as the population from which the sample will be drawn for inference (Swenny and Willton, 1999). The target population for this research is Bangkok residents. Regarding the population of Bangkok, it consists of 2,796,409 males or counted as 48.4 % and 2,985,750 females or 51.6% of Bangkok population (<http://www.dola.go.th/stat/y.stat45.htm>, Retrieved on October 20, 2003). This research studied the group of Bangkok residents who are in Bangkok and have lived for most of the past year (12 months) in Bangkok or have lived in Bangkok for a shorter period and intend to return within 12 months to live in Bangkok and have Thai nationality.

4.2.2 Sampling Method

Non-probability sampling involves sampling techniques that do not use chance in selection procedures. Rather, they rely on the personal judgment of the researcher, rather than chance, in selecting sample elements. The researcher may select the sample arbitrarily, based on convenience, or make a conscious decision about which elements to include in the sample (Malhotra, 2002).

In spite of this significant shortcoming, non-probability sampling is very popular in hospitality and tourism research for *quantitative research*. (www.ryerson.ca/~mjoppe/ResearchProcess/NonprobabilitySampling.htm, Retrieved on July 21, 2002).

Within the range of nonprobability sampling the researcher choose convenience sampling that is to obtain people who are most conveniently available (Zikmund, 2000).

Convenient samples are often used in exploratory and descriptive research where time and money are critical constraints (Davis, 1996).

4.2.3 Sampling Element

Sampling element is a person who is going to provide to information. The sampling element of this research refers to Bangkok residents at different age, gender, educational level, occupational level and marital status that have a perception towards the government's new social order policy related tourism.

4.2.4 Determining Sampling Size

The target population for this study consisted of Bangkok residents. Respondents were randomly selected. In general, for more important decisions, more information would be necessary and the information should be obtained more precisely. This calls for a larger sample, but as the sample size increases, each unit of information is obtained at greater cost. The degree of precision may be measured in terms of the standard deviation of the mean. The standard deviation of the mean is inversely proportional to the square root of the sample size. The larger the sample, the smaller the gain in precision by increasing the sample by one unit. For conclusive research, such as descriptive surveys, larger samples are required. The cumulative effects of sampling error across variables are reduced in a large sample. The te--

small and large can be defined in relation to the sample size given in the table 4.2.4. Sample size is influenced by the size of samples in similar studies. This table gives an idea of sample sizes used in marketing research studies. These sample sizes have been determined based on experience and can serve as rough guidelines, particularly when non-probability sampling techniques are used (Malhotra, 1999).

Table 4.2.4: Sample sizes used in marketing research studies

Type of study	Minimum size	Typical range
Problem identification research (e.g. market potential)	500	1,000-2,500
Problem solving research (e.g. pricing)	200	300-500
Product tests	200	300-500
Test marketing studies	200	300-500
TV/radio/print advertising (per commercial or ad tested)	150	200-300
Test market audits	10 stores	10-20 stores
Focus groups	6 groups	10-15 groups

Source: Malhotra (1999) Basic Marketing Research, P.332

According to the topic "Perception of Bangkok Residents towards the Government's New Social Order Policy Related Tourism", the type of the study was *Problem solving research* (Table 4.2.5), so the sample size had to have 200 as a minimum size. For this research, a sample size of 200 was applied. In addition, Hair;

Anderson Tatham and Black (1992) noted that an important complex issue in sampling was to determine the appropriate sampling size to be used. This determination largely depended on the statistical estimating precision needed by the researcher and the number of variables. Although larger sample sizes were preferred, a number of respondents of between 200 and 400 is usually accepted as the critical sample size for path analysis.

4.2.5 Sampling Unit

Sampling unit is a place where researcher can find the sampling element. In this research, the researcher surveyed Bangkok residents' perceptions about the social order policy. In order to collect a variety of perceptions from respondents (who were firstly asked how long they had stayed in Bangkok), the 200 questionnaires were distributed to major business, education and nightlife business areas of Bangkok. Bangkok occupies a total area of 1,568 square kilometres on a flat alluvial plain divided by the Chao Phraya River. Composed of about 50 districts (Khets), it is home to one-tenth of the country's population. Thon Buri, a former capital, is now a district under the administration of the Bangkok Metropolis (<http://www.thailandguidebook.com/provinces/bangkok.html>, Retrieved on May 31, 2004)

The location that researcher selected to collect the data was Klongtoey, Bang Rak, Ratchatevee and Bangkolam districts which are know as business and entertainment areas. The researcher has designed the sampling procedure by using multiple stage sampling.

Step 1: Simple random sampling was used to assure that each element in the population has equal chance of being chosen. The random sampling was done by selecting four from fifty districts. There were Klongtoey, Bang Rak, Ratchatevee and Bangkolam districts. However, Sukhumvit Road of Klongtoey, Silom Road of Bang Rak, Rama III Road of Bangkolam and New Petchaburi Road of Ratchatevee district were selected. The selected areas were as <http://asiatravel.com/bkkinfo.html> described;

“SUKHUMWIT-NEW PHETBURI

In the section from the Soi Nana crossroads to Soi Sukhumvit 21 (Asok Intersection), there are many shops catering to foreign tourists, where jewelry, leather goods, ready-made garments and souvenirs are sold and tailoring, car rent and other service are offered. Inside the lanes (Soi) off the road, there are numerous fashionable residences, hotels, apartment houses, and some really good restaurants.

To the north of Sukhumvit Road is the extension of Phetburi Road which does not have many pedestrians in the daytime. After dark, however, the long street is brightened with colorful neon signs and enlivened by people going out to enjoy themselves in dozens of entertainment Places along the street.

SILOM-SURAWONG

This district has transformed in half a century from paddy fields into the most important business and financial center of Bangkok. Today, from end to end, these two parallel streets are full of big blocks of multistory buildings, in which are banks, finance firms, insurance companies, export-import houses, hotels, airlines offices, restaurants, shopping arcades, department stores, and entertainment establishments.

A small area in this district known as Patpong, is famous for various kinds of entertainment--wine, beer, music, dancing, etc."

Table 4.2.5: The list of the respondents for each location

Place	No. of questionnaires distributed
1. Sukhumvit Road	65
2. New Petchaburi Road	50
3. Silom Road	45
4. Rama III	40
Total	200

Furthermore, the said areas above were deemed to be convenient places for respondents to participate and complete all parts of questionnaires.

Step 2: Non-probability sampling method: convenience sampling was used in order to collect the data for this research. This is cheapest and easiest to conduct the research. In Non-probability, the probability of any particular member of the population being chosen is not known. Therefore, the researcher collected the data from people who were in Bangkok and have lived for most of the past year (12 months) in Bangkok or have lived in Bangkok for a shorter period and intend to return within 12 months to live in Bangkok and have Thai nationality.

4.2.6 Time Frame for Data Collection

In this research, the data was collected and analyzed in January – October 2003. The researcher distributed questionnaires to the respondents at different times of the day / or week to reduce bias. The questionnaire was conducted in Thai. The

respondents were required to participate and complete all parts of the form of the questionnaires.

4.3 Research Instruments/Questionnaire

The instrument of this research was the questionnaire. In most cases, a questionnaire follows a design that usually depends upon the use of the structured questionnaire for the primary purpose of describing and or predicting some phenomenon. Interviews, along with the structured questionnaire are used in this study to gather information from samples. Interviews normally produce a high response rate in which respondents' refutation is minimized, and questionnaires are used to present questions and record answers in quantitative field research surveys.

The questionnaire was composed of two parts that analyze the respondents' perception of the new social order policy of the government related tourism:

Part I : Ranking a 5-point Likert scale

Part II : Personal data

The researcher conveyed the instructions on the first page of the questionnaire, so the respondents could study the instructions of how to do the questionnaire and the purpose of this questionnaire.

The researcher applied One-Way-ANOVA and Independent sample T-test to answer the questions in the statement of the problem as well as hypotheses. A test of the hypothesis was conducted by employing One-Way-ANOVA to analyze whether demographic background (age, education, occupation and marital status) and Independent Sample T-test to analyze whether demographic background (gender)

effects different perceptions about the government's new social order policy among Bangkok residents.

Part I of the questionnaire was the statement of the problem, the respondents gave their responses to each perception about the government's new social order policy related tourism in Part I. Therefore, the researcher could answer the hypotheses as well.

Part II of the questionnaire was the personal data. The respondents finished part I were requested to fill all parts of the questionnaire.

The researcher applied a 5-point Likert scale; this format of questionnaire very simple for respondents to answer. The respondents need spend only 3-5 minutes to check a scale upon each perception attribute.

A 5-point Likert scale

Likert scales were developed in 1932 as the familiar five-point bipolar response format most people are familiar with today. These scales always ask people to indicate how much they agree or disagree, approve or disapprove, believe to be true or false. There is really no wrong way to do a Likert scale, the most important thing being to have at least five response categories (for ordinal-treated-as-interval measurement)

(<http://www.faculty.ncwc/toconnor/308/308lect05.htm>, Retrieved on October 30, 2003).

However, a Likert scale measures the extent to which a person agrees or disagrees with the question. The most common scale is 5 to 1. Often the scale is

5= Strongly agree

4= Agree

3= Neutral

2= Disagree

1= Strongly disagree

Moreover, in this research, the questionnaire was a closed-form questionnaire to help respondents to make quick decisions by ranking on a 5-point Likert scale perception about the government's new social order policy related tourism.

4.3 Collection of Data/ Gathering Procedures

4.4.1 Survey Research (Primary Data)

The primary data of this research has been collected via a questionnaire. The type of questionnaire in this research was a structured questionnaire. A structured questionnaire is a list of questions that have pre-specified answer choices (Burns and Bush, 2000). Structured questionnaires are undisguised in that questions are presented with exactly the same wording and in exactly the same order to all respondents when collecting data. There are 4 selected areas which were used for collecting data between June 25 – October 10, 2003.

4.4.2 Documentary Research (Secondary Data)

In starting this research, secondary data was used before conducting primary data collection. Secondary data is information collected by others for other purposes. Secondary data is often available from within the organization and from external sources (Fridgen, 1991). It comes from many sources such as newspaper, articles, international tourism research, journals, tourism textbooks, psychology textbooks, consumer behavior textbooks, and related tourism websites (see the list in the bibliography). Secondary data is fast and cost-effective when compared to the collection of primary data (Davis and Cosenza, 1993). The researcher has collected secondary data from libraries and the Internet. In the libraries, the researcher has found the data from journals, textbooks and newspapers.

4.5 Statistical Treatment of Data

4.5.1 ANOVA (Analysis of variance) is a statistical technique for examining the differences among means for two or more populations. (Malhotra, 2002)

The One-Way ANOVA is a method of analysis that requires multiple experiments or readings to be taken from a source that can take on two or more different inputs or settings. The one-way ANOVA performs a comparison of the means of a number of replications of experiments performed where a single input factor is varied at different settings or levels. The object of this comparison is to determine the proportion of the variability of the data that is due to the different treatment levels or factors as opposed to variability due to random error. The model deals with specific treatment levels and is involved with testing the null hypothesis

$H_0: \mu_1 = \mu_2 = \dots = \mu_k$ where μ_i represents the level mean. Basically, rejection of the null hypothesis indicates that variation in the output is due to variation between the treatment levels, and not due to random error. If the null hypothesis is rejected, there is a difference in the output of the different levels at significance α , and it remains to be determined between which treatment levels the actual differences lie.

(http://www.weibull.com/LifeDataWeb/analysis_of_variance.htm, Retrieved on July 23, 2002).

The level of statistic significant in this research is at $\alpha = 0.05$ with 95% confidence in order to test the hypothesis.

Based on this study, the mean score on source of interpersonal conflict were weighted as follows:

Descriptive	Rating	Arbitrary level
Strongly disagree	1	1.79-1.00
Disagree	2	2.59-1.80
Neutral	3	3.39-2.60
Agree	4	4.19-3.40
Strongly agree	5	5.00-4.20

Source: Sritapann, Piyarth (2002) 'The Relationship between the job characteristics model and the job-satisfaction of employees of a selected Thai company in Bangkok: A Case study'

4.5.2 T-test

T-test is a technique used to test the hypotheses that the mean scores on some interval-scaled variable will be significantly different for two independent samples or groups (Zikmund, 2003). For hypothesis which the difference is found between each matched pair of gender and 7 factors related the new social order policy, the data is treated by using a t-test. The formula for t-test is shown below (Cooper and Schindler, 1998):

$$t = \frac{D}{S_D}$$

where :

D = the mean of the difference between the pairs.

SD = the standard deviation of the distribution of the difference between the pairs or related observations.

= the number of paired observation.

4.5.3 Hypotheses testing

Hypotheses

Are there relationships between the demographic background and factors related to the perception of the social order policy?

a. State the null hypothesis

The null hypothesis states that the demographic background does not have a relationship with factors related to the perception of the social order policy.

b. State the alternative hypothesis.

The alternative hypothesis states that the demographic background has a relationship with factors related to the perception of the social order policy.

The researcher will apply One-Way ANOVA and Independent Sample T-test because this research would like to visualize the perception of Bangkok residents towards the government's new social order policy related tourism.

4.5.4 Level of Measurement

Regarding this research, nominal and ordinal scales were applied to assigned numbers or others symbols to characteristics of objects according to certain prespecified rules. A nominal scale is a figurative labeling scheme in which the numbers serve only as labels or tags for identifying and classifying objects. When a nominal scale is used for the purpose of identification, there is a strict one-to-one correspondence between the numbers and the objects. Each number is assigned to only one object and each object has only one number assigned to it. An ordinal scale is a ranking scale in which numbers are assigned to objects to indicate the relative extent to which the objects possess some characteristics. Thus, it is possible to determine whether an object has more or less of a characteristic than some other object (Malhotra, 2002).

4.5.5 Pretest

The researcher conducted a pretest test to identify and eliminate potential problems with the research design and methodology. In this pretest study, the

researcher investigated whether there was evidence of ambiguous questions and respondent misunderstanding and whether the questions were constructed coherently with regard to proper question transformation, vocabulary, and correct grammatical structure. For this pretest study, 20 questionnaires were distributed to Bangkok residents who have been affected by the government's new social order policy related tourism.

4.5.6 Reliability Analysis – Scale (Alpha)

Reliability is defined as the extent to which measurements are free from random error variance because random error cause decline in the reliability of the measurement (Hayes, 1998). The reliability analysis provides a certain level of confidence the score in the questionnaires reliably reflect the underlying dimension under measure is referred as the "coefficient of reliability" the value ranges from 0 to 1, with 1 as perfectly reliable and 0 as perfectly unreliable. Further, the grouped construct denoting the value of 0.80 and up is to be considered as significantly reliable; whereas the value between 0.60 and 0.80 can even be assumed to be reliable. In any circumstance, the item total correlation should indicate the item value higher than 0.30 to ensure reliability for in the case of a lower value signifies the entire construct as, to some extent, not collectively reliable (Pongtaveewould, 1998)

The result of the reliability test of index scale is shown in the Table 4. The results are considered from the value of Reliability Coefficient-Scale (Alpha). If the value is at least 0.6, it is considered to be reliable or acceptable.

Reliability Testing

Operational Component	Mean	Std Dev.
1. The closing time of entertainment venues at 2.00 a.m. related to tourism.	3.45	1.19
2. The closing time law for employees of night entertainment venues related to tourism	2.9	1.25
3. The law to punish entertainment venue owners allowing patrons less than 20 years old to enter entertainment venues related to tourism.	3.80	1.19
4. The plan to prevent child prostitution by not allowing patrons less than 20 years old to enter the night entertainment venues related to tourism.	3.65	1.13
5. The plan to prevent the spread of drug addiction by not allowing customer anyone less than 20 years old to enter the night entertainment venues related to tourism	3.55	1.27
6. The plan to impose teenage curfew to allow children under 18 to go out after 10.00 p.m. without parental chaperone only related to tourism.	3.30	1.55
7. The plan to educate Thai youth to prevent them from having unwanted pregnancies and sexually transmitted diseases related to tourism.	3.70	1.03
8. The new social order policy for police to conduct constant checks at the night entertainment venues related to tourism.	3.90	1.02
9. Severe penalties and large fines for the night entertainment business owners encouraging Thai youth to participate in drug consumption related to tourism.	4.00	1.33
10. Severe penalties and large fines for the night entertainment business owners encouraging Thai youth to participate in sexual abuse related to tourism.	3.70	1.26
11. To enable police to efficiently control anti-social activities by introducing zoning plan related to tourism.	3.75	1.20
12. The prohibiting of selling alcohol, beer and cigarette to children under 18	2.90	1.33

Social Order Policy Related To Tourism 60

years old related to tourism.		
13. The law to prohibit customer under 20 to enter beer gardens related to tourism	2.90	1.20
14. The law not allowing liquor sales at restaurants after midnight related to tourism.	2.45	1.09
15. The plan to not allow lone women from entering night entertainment venues related to tourism.	3.10	1.33
16. To consider a lone woman sitting in a pub or bar as a prostitute related to tourism.	3.00	1.25
17. Urine testing at night entertainment venues related to tourism.	3.60	0.99
18. To punish drug-addicts who are found in night entertainment venues before they are medically treated related to tourism.	3.25	1.25
19. To change the image of Thailand from a sex destination to a cultural destination by implementing the new social order policy related to tourism.	3.55	1.27
20. To stimulate the arrival of youth and female tourists by implementing the new social order policy related to tourism.	3.65	1.34
Personal data	Mean	Std Dev.
1. What is your gender?	1.65	0.48
2. How old are you?	3.50	0.76
3. What is your educational background?	3.45	0.88
4. What is your occupational background?	3.80	1.70
5. What is your marital status?	2.15	0.87

Reliability Coefficients

N of Cases = 20

N of Items = 25

Alpha = 0.8415

From the above table, the reliability analysis of 20 questionnaires indicates an alpha value of 0.8415 that is above 0.60. Therefore, it can be deduced that the questionnaire was reliable.



Chapter V

Data Analysis and Findings

For this study on the topic of "Perceptions of Bangkok Residents towards the Thai Government's New Social Order Policy Related To Tourism" the researcher collected the primary data through 200 questionnaires from the target population.

Data processing and analysis

Data was analyzed and summarized in a readable and easily interpretable form. The Statistical Package for Social Science (SPSS) version 11 was utilized to summarize the data where needed. All statistical manipulations of the data followed commonly accepted research practices. The form of data presentation from these procedures would also be presented in an easily interpretable format. To ensure accuracy and to minimize costs, the computer performed all statistical procedures. In order to predict values for a criterion variable (dependent variable) from the values for several predictor variables (independent variables), One-Way Anova test were used for hypothesis 1-7, 15-21, 22-28 and 29-35. The Independent Sample T Test was also applied to test the hypothesis 8-14.

Descriptive analysis was performed to derive the frequency tables and percentages in order to observe the distribution of variables within the populations based on the frequency of occurrence, and percentage of occurrence exhibited by the

- population regarding the various factors affecting the perception of Bangkok residents towards the social order policy related tourism.
- One-Way Anova was used to examine the difference between demographic background (age, education, occupation and marital status) of respondents and perception of social order policy related tourism.
 - Independent Sample T-test was used to examine the difference between demographic background (gender) of respondents and perception of social order policy related tourism.

The study on the topic of "Perceptions of Bangkok Residents towards the Thai Government's New Social Order Policy Related Tourism" collected the primary data through 200 questionnaires from the target population. The data analysis part can be divided into 2 parts as follows.

I. Respondents' characteristics include all demographic characteristic were:

- Age *
- Gender
- Education
- Occupation
- Marital status

2. Independent and Dependent variables include the measure of central tendency and measures of dispersion of all dependent variable which were:

Independent variables

- Demographic background

Dependent Variables

Crackdown on entertainment places that open after 2 a.m.

- Not allowing anyone under 20 entering to the entertainment nightspot.

Teenage curfew plan.

Zoning of entertainment venues.

No liquor sales at restaurants after midnight

- Prohibiting women from going to entertainment venues alone.

Urine tests at entertainment places

5.1 Respondent Characteristics

Table 5.1.1: Frequency distribution by age of the respondents

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
15-24	62	31.0	31.0	31.0
25-34	75	37.5	37.5	68.5
35-44	44	22.0	22.0	90.5
45 >	19	9.5	9.5	100.0
Total	200	100.0	100.0	

Figure 5.1.1 Frequency of respondent characteristics distributed by age

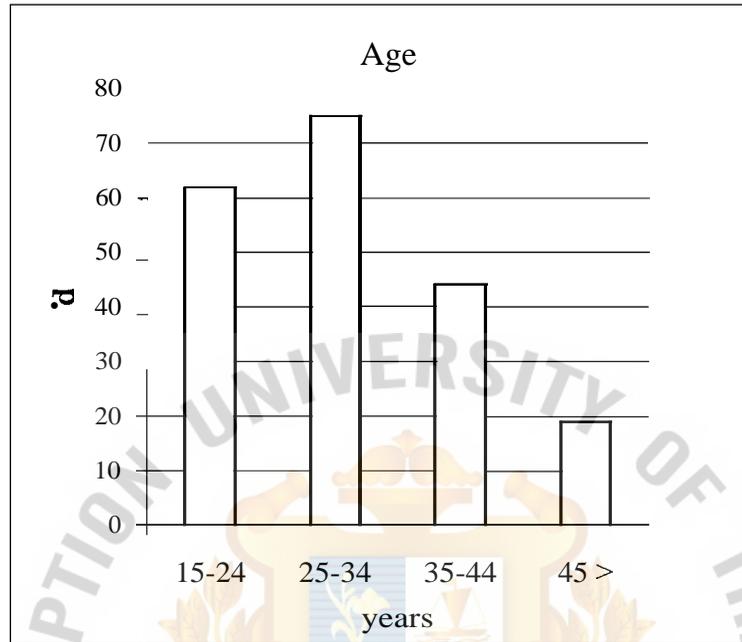


Table 5.1.1 highlights the classification of respondents by their age groups and its frequency distribution. The respondents in this research included 62 or 31.0% of respondents representing those whose ages ranged between 15-24 years. It also included 75 respondents aged between 25-34 years (37.5%), 44 respondents aged between 35-44 years (22.0%) and 19 respondents aged above 45 years (9.5%). The respondents who were aged between 25-34 years were the majority group while the respondents aged more than 45 were the minority group of respondents in this research.-

Table 5.1.2: Frequency distribution by gender of the respondents

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	91	45.5	45.5	45.5
Female	109	54.5	54.5	100.0
Total	200	100.0	100.0	

Figure 5.1.2 Frequency of respondent characteristics distributed by gender

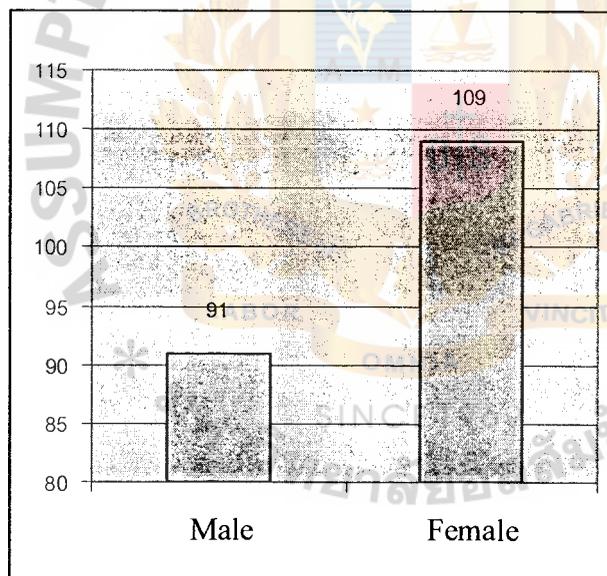


Table 5.1.2 highlights the classification of respondents by their gender and its frequency distribution. The respondents included in this research include 109 or 54.5% female and 91 or 45.5% male respondents. The majority of respondents were female while the minority of respondents was male.

Table 5.1.3: Frequency distribution by education of the respondents**Education**

	Frequency	Percent	Valid Percent	Cumulative Percent
Primary School	2	1.0	1.0	1.0
Secondary School	38	19.0	19.0	20.0
College	19	9.5	9.5	29.5
Bachelor Degree	124	62.0	62.0	91.5
Master Degree	16	8.0	8.0	99.5
Doctoral Degree	1	0.5	0.5	100.0
Total	200	100.0	100.0	

Figure 5.1.3 Frequency of respondent characteristics distributed by education

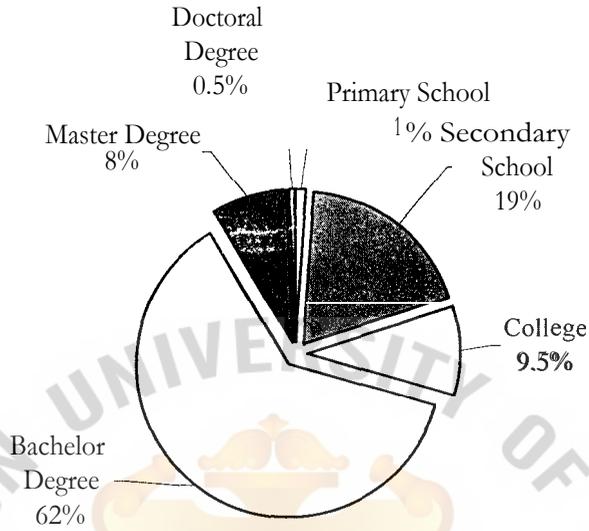


Table 5.1.3 shows the educational levels of the respondents. The data shows that 2 respondents have primary school education (1.0%), 38 respondents have high school level or secondary school educational background (19.0%), 19 respondents hold college level (9.5%), 124 respondents have bachelor degree (62.0%), 16 respondent have master degrees and 1 respondent has a doctoral degree (0.5%). This signified that respondents with bachelor's degrees represented the largest group of respondents.

Table 5.1.4: Frequency distribution by occupation of the respondents

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Home maker	5	2.5	2.5	2.5
Government employee	26	13.0	13.0	15.5
Employee of private company	87	43.5	43.5	59.0
Self-employed	19	9.5	9.5	68.5
Student	51	25.5	25.5	94.0
Unemployed	12	6.0	6.0	100.0
Total	200	100.0	100.0	

Figure 5.1.4 Frequency of respondent characteristics distributed by occupation

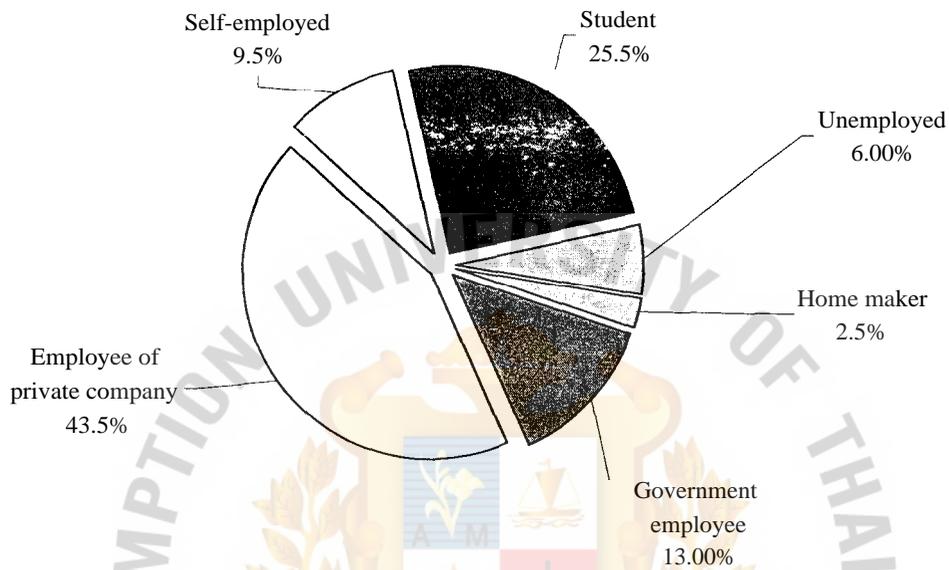


Table 5.1.4 shows the occupations of the respondents in this research. The majority and minority of occupational groups are employees of private companies at 43.5% and homemakers at 2.5% respectively. The general frequency consisted of 26 respondents who are employees of the government (13%), 51 respondents who are students (25.5%), 19 respondents who are self-employed (9.5%) and 12 respondents who are unemployed (6%) respectively.

Table 5.1.5: Frequency distribution by marital status of the respondents

**Marital
Status**

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	120	60.0	60.0	60.0
Married	72	38.0	38.0	98.0
Divorced	1	0.5	0.5	98.5
Separated	3	1.5	1.5	100.0
Total	200	100.0	100.0	

Figure 5.1.5 Frequency of respondent characteristics distributed by marital status

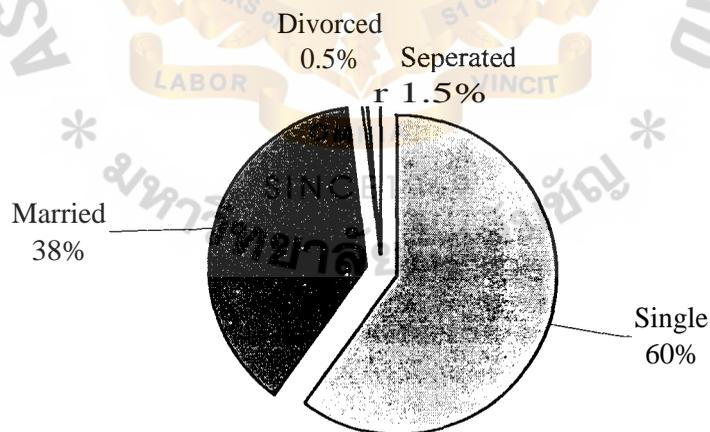


Table 5.1.5 shows the marital status of the respondents. The group of respondents is composed of 120 single respondents at 60%, 72 married respondents at

38%, 1 respondent who is divorced (0.5%) and 3 respondents who are separated (1.5%).

Single respondents are the majority group who completed the questionnaire.

Referring to the respondents' demographics, it can be summarized that most respondents were single and aged between 25-34 years, obtained at least a bachelor degree and worked as employees in the private companies.

5.2 Dependent variable frequency

Table 5.2.1 Perception of Bangkok residents regarding the crackdown on entertainment places that open after 2 a.m.

	N	Mean	Std. Deviation
The closing time of entertainment venues at 2.00 a.m. related to tourism	200	3.45	1.31
The closing time law for employees of night entertainment venues related to tourism	200	3.24	1.30

In table 5.2.1, the respondents had the perceptions on crackdown on entertainment places that open after 2 a.m. according to the closing time of entertainment venues at 2 a.m. related to tourism and the closing time law for employees of night entertainment venues related to tourism. The respondents' perceptions on the closing time of entertainment venues at 2 a.m. related to tourism had a positive perception, within the "agreed range" with the average mean of 3.45 and standard deviation of 1.31, meaning that the respondents agreed that the closing time of entertainment venues at 200 a.m. would relate to tourism, while the respondents were

neutral with respect to the closing time law for employees of night entertainment venues related to tourism with the lowest mean of 3.24 and standard deviation

Table 5.2.2 Perception of Bangkok residents regarding the plan to not allowing under 20 enter entertainment nightspots

	N	Mean	Std. Deviation
The law to punish entertainment venue owners allowing under 20 entering entertainment venues related to tourism	200	3.65	4.26
The plan to prevent child prostitution by not allowing under 20 to enter night entertainment venues related to tourism	200	3.61	1.30
The plan to prevent the spread of drug addiction by not allowing under 20 to enter night entertainment venues related to tourism	200	3.50	1.28

In the table 5.2.2, the respondents had the perceptions on the plan to not allowing anyone under 20 entering entertainment nightspots according to the law to punish entertainment venue owners allowing under 20 to enter entertainment venues related to tourism, the plan to prevent child prostitution by not allowing under 20 to enter the night entertainment venues related to tourism and the plan to prevent spread of drug addiction by not allowing under 20 to enter the night entertainment venues related to tourism. As a whole picture, the respondents' perceptions on the

to not allowing anyone under 20 entering entertainment nightspots were positive perception, within the "agreed range" with the average mean of 3.65, 3.61 and 3.50 and standard deviation of 1.26, 1.30 and 1.28 respectively. As a result, the respondents agreed that the plan to not allowing anyone under 20 enter entertainment nightspots would relate to tourism.

Table 5.2.3 Perception of Bangkok residents regarding the teenage curfew plan.

	N	Mean	Std. Deviation
The plan to impose teenage curfew to allow anyone under 18 to go out after 10.00 p.m. without parental chaperone only related to tourism	200	3.15	1.36
The plan to educate Thai youth to prevent them from unwanted pregnancies and sexually transmitted diseases related to tourism	200	3.52	1.22
The prohibiting of selling alcohol, beer and cigarette to children under 18 years old related to tourism	200	3.23	1.32

In the table 5.2.3, the respondents had the perceptions on the teenage curfew plan according to the plan to impose teenage curfew to not allowing anyone under 18 to go out after 10.00 p.m. without parental chaperone only related to tourism, the plan to educate Thai youth to prevent them from unwanted pregnancies and sexually

transmitted diseases related to tourism and the prohibiting of selling alcohol, beer and cigarette to children under 18 years old related to tourism. The respondents' overall perceptions on the teenage curfew plan were positive perception, within the "neutral range" with the average mean of 3.15 and 3.23 and standard deviation of 1.36 and 1.32 respectively. There was only one plan that rated within the "agreed range", which was concerned with the plan to educate Thai youth to prevent them from unwanted pregnancies and sexually transmitted diseases that would relate to tourism with the highest mean of 3.52. Whereas, the respondents rated their perceptions in the "neutral level" in the plan to impose teenage curfew to not allowing anyone under 18 to go out after 10.00 p.m. without parental chaperone only related to tourism and the prohibiting of selling alcohol, beer and cigarette to children under 18 years old related to tourism.

Table 5.2.4 Perception of Bangkok residents regarding the zoning plan of entertainment venue.

	N	Mean	Std. Deviation
The new social order policy for police to conduct constant check at the night entertainment venues related to tourism	200	3.71	1.18
The severe penalties and large fines for the night entertainment business owners encouraging Thai youth for drug consumption related to tourism	200	3.77	1.34
The severe penalties and large fines for the night entertainment business owners encouraging Thai youth for	200	3.61	1.33

sexual abuse related to tourism			
To enable police to efficiently control anti-social activities by introducing zoning plan related to tourism	200	3.59	1.32

In the table 5.2.4, respondents had the perceptions on the entertainment-zoning plan according to the new social order policy for police to conduct constant checks at the night entertainment venues related to tourism, the severe penalties and large fines for the night entertainment business owners encouraging Thai youth for drug consumption related to tourism, the severe penalties and large fines for the night entertainment business owners encouraging Thai youth for sexual abuse related tourism and enable police to efficiently control anti-social activities by introducing the zoning plan related to tourism. The respondents' overall perceptions on the entertainment-zoning plan were the positive perception, within the "agreed range" with the average mean of 3.71, 3.77, 3.61 and 3.59 and standard deviation of 1.18, 1.34, 1.33 and 1.32 respectively, meaning that the respondents agreed with the entertainment-zoning plan especially respect to the severe penalties and large fines for the night entertainment business owners encouraging Thai youth for drug consumption that would relate to tourism. .

Table 5.2.5 Perception of Bangkok residents regarding the prohibiting liquor sales at restaurants after midnight

	N	Mean	Std. Deviation
The law to prohibit under 20 to enter beer gardens related to tourism	200	3.23	1.26
The law to not allowing liquor sales at restaurants after midnight related to tourism	200	3.22	1.30

In the table 5.2.5, respondents had the perceptions on the prohibiting liquor sales at restaurants after midnight according to the law to prohibit anyone under 20 to enter beer gardens related to tourism and the law to not allowing liquor sales at restaurants after midnight related to tourism. The respondents' overall perceptions on prohibiting liquor sales at restaurant after midnight was the positive perception, within the "neutral range" with the average mean of 3.32 and 3.22 and standard deviation of 1.26 and 1.30, meaning that the respondents were neutral with the prohibiting liquor sales at restaurants after midnight that would relate to tourism.

Table 5.2.6 Perception of Bangkok residents regarding the prohibiting women from going to entertainment venues alone

	N	Mean	Std. Deviation
The plan to not allowing lone woman to enter the night entertainments related to tourism	200	3.27	1.24
The consider lone woman sitting in pub or bar as prostitute related to tourism	200	3.20	1.24
To stimulate arrival of youth and female tourists by implementing new social order policy related to tourism	200	3.57	1.22

In the table 5.2.6, the respondents had the perceptions on prohibiting women from going to entertainment venues alone according to the plan to not allowing lone woman to enter the night entertainments related to tourism, considering lone woman sitting in pub or bar as prostitute related tourism and stimulating arrival of youth and female tourists by implementing new social order policy related to tourism. The respondents' overall perceptions on prohibiting women from going to entertainment venues alone were the positive perception, within the "neutral range" with the average mean of 3.27 and 3.20 and standard deviation of 1.24 and 1.24 respectively. There was only one plan that rated within the "agreed range", which was concerned with stimulating arrival of youth and female tourists by implementing new social order

policy that would relate to tourism with the highest mean of 3.57. Whereas, the respondents who rated their perceptions in the "neutral level" in the plan to not allowing lone woman to enter the night entertainments related to tourism and considering lone woman sitting in pub or bar as prostitute that would relate to tourism.

Table 5.2.7 Perception of Bangkok residents regarding the urine tests at entertainment places

	N	Mean	Std. Deviation
The urine testing at the night entertainment venues related to tourism	200	3.60	1.16
To punish drug-addicted persons who found in the night venues before they are medically treated related to tourism	200	3.33	1.26
To change image of Thailand from sex destination to cultural destination by implementing new social order policy related to tourism	200	3.55	1.33

In table 5.2.7, the respondents had the perceptions on the urine tests at entertainment places according to the urine testing at night entertainment venues related to tourism, punishing drug-addicted persons who found in the night entertainment venues before they are medically treated related to tourism and changing image of Thailand from sex destination to cultural destination by implementing new social order policy related to tourism. As a whole picture, the respondents had the positive perception with

the urine testing at night entertainment venues and changing image of Thailand from sex destination to cultural destination by implementing new social order policy that would relate to tourism, were within the "agreed range" with the average mean of 3.60 and 3.55 and standard deviation of 1.16 and 1.33 respectively. The respondents were undecided or neutral especially with respect to punishing drug-addicted persons who found in the night entertainment venues before they are medically treated that would relate to tourism (mean = 3.33 and standard deviation = 1.26).

5.3 Hypothesis Testing Result

An approach to hypothesis testing that is available in statistical software such as SPSS involves the concept of the p value. The p value is the probability of obtaining a test statistically equal to or more extreme than the result obtained from the sample data, given that the null hypothesis H_0 is really true. The p value is often referred to as the observed level of significance, the smallest level at which H_0 can be rejected for a given set of data.

If the p value is greater than or equal to alpha, the null hypothesis is accepted.

If the p value is smaller than alpha, the null hypothesis is rejected.

Researchers have traditionally selected alpha levels of 0.05 or smaller.

Hypothesis 1: Demographic background and crackdown on approval or disapproval of entertainment places that open after 2 a.m.

H_0 : There is no difference in the perception about crackdown on entertainment places that open after 2 a.m. among different age groups

H_a : There is a difference in the perception about crackdown on entertainment places that open after 2 a.m. among different age groups

Table 53.1 One One-Way Anova Test of ages of Bangkok residents with approval or disapproval of a crackdown on entertainment places that open after 2 a.m.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.422	3	1.807	1.310	.272
Within Groups	270.367	196	1.379		
Total	275.789	199			

Hypothesis 1 is conjured to test the relationship of age and opinion towards crackdown on entertainment places that open after 2 a.m. With this hypothesis, the One-Way Anova test was applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test showing the significant value of the perception on crackdown on entertainment places that open after 2 a.m. is 0.272 which is greater than the value of α , 0.05. It can be inferred that hypothesis 1 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by age, do not have any different perception on crackdown on entertainment places that open after 2 a.m. related to tourism.

Hypothesis 2: Demographic background and not allowing anyone under 20 to enter entertainment nightspot

H_{0e} There is no difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different age groups

H_{at} There is a difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different age groups

Table 5.3.2 One-Way Anova Test of age of Bangkok residents with opinion towards not allowing anyone under 20 to enter entertainment nightspot

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.331	3	6.777	5.778	.001
Within Groups	229.891	196	1.173		
Total	250.222	199			

Hypothesis 2 is conjured to test the relationship of age and opinion toward not allowing anyone under 20 to enter entertainment nightspot. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of not allowing anyone under 20 to enter entertainment nightspot is 0.001 which is less than the value of a, 0.05. It can be inferred that hypothesis 2 is found substantiated at the value from critical value of One-Way Anova distribution less than the value from the calculation. Therefore, the null hypothesis (H_0) is rejected. The result of hypothesis testing also shows that the respondents, when classified by age, have different perceptions on not allowing anyone under 20 to enter entertainment nightspot related to tourism.

Hypothesis 3: Demographic background and teenage curfew plan.

H_0 : There is no difference in the perception about the teenage curfew plan among different age groups

H_a : There is a difference in the perception about the teenage curfew plan among different age groups

Table 5.3.3 One-Way Anova Test of opinion towards the teenage curfew Wiwi.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.211	3	2.404	2.358	.073
Within Groups	199.766	196	1.019		
Total	206.977	199			

Hypothesis 3 is conjured to test the relationship of age and opinion towards the teenage curfew plan. With this hypothesis, the One-Way Anova test was applied to the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the teenage curfew plan is 0.073 which is greater than the value of α , 0.05. It can be inferred that hypothesis 3 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when

classified by age, do not have different perceptions on the teenage curfew plan related to tourism.

Hypothesis 4: Demographic background and opinion toward the entertainment-zoning plan

H₀₄ There is no difference in the perception about the entertainment-zoning plan among different age groups

H_{a4} There is a difference in the perception about the entertainment-zoning plan among different age groups

Table 5.3.4 One-Way Anova Test of opinion towards the entertainment-zoning plan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.288	3	5.096	4.384	.005
Within Groups	227.851	196	1.163		
Total	243.139	199			

Hypothesis 4 is conjured to test the relationship of the age and opinion towards the entertainment-zoning plan. With this hypothesis, the One-way Anova test was applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-way Anova test shows the significant value of the entertainment-zoning plan is 0.005 which is less than the value of α , 0.05. It can be inferred that hypothesis 4 is found substantiated at the value from critical value of One-Way Anova distribution less than the value from the calculation. Therefore, the null hypothesis (H_0) is rejected. The result of hypothesis testing also shows that the respondents, when classified by age, have different perceptions on the entertainment-zoning plan related tourism.

Hypothesis 5: Demographic background and opinion toward no liquor sale after midnight

H₀: There is no difference in the perception about no liquor sales after midnight among different age groups

H_a: There is a difference in the perception about no liquor sales after midnight among different age groups

Table 5.3.5 One-Way Anova Test of opinion towards no liquor sale after midnight

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.387	3	1.129	.875	.455
Within Groups	252.962	196	1.291		
Total	256.349	199			

Hypothesis 5 is conjured to test the relationship of the age and opinion toward no liquor sales after midnight. With this hypothesis, the One-way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of no liquor sales after midnight is 0.455 which is greater than the value of α , 0.05. It can be inferred that hypothesis 5 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by age, do not have different perceptions on prohibiting liquor sales after midnight related to tourism.

Hypothesis 6: Demographic background and opinion toward prohibiting women from going into entertainment venues alone.

H_0 There is no difference in the perception about the prohibiting women from going to entertainment venue alone among different age groups

H_a There is a difference in the perception about the prohibiting women from going to entertainment venue alone among different age groups

Table 5.3.6 One-Way Anova Test of opinion towards prohibiting women from going into entertainment venues alone

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.919	3	1.306	1.746	.159
Within Groups	146.609	196	.748		
Total	150.528	199			

The hypothesis 6 is conjured to test the relationship of the age and opinion towards prohibiting women from going into entertainment venues alone. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-way Anova test shows the significant value of prohibiting women from going into entertainment venues alone is 0.159 which is greater than the value of α , 0.05. It can be inferred that hypothesis 6 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by age, do not have different perceptions on the prohibiting women from going into entertainment venues alone related to tourism.

Hypothesis 7: Demographic background and opinion towards the testing urine at entertainment places

H₀ There is no difference in the perception about the testing urine at entertainment place among different age groups

H_a There is a difference in the perception about the testing urine at entertainment place among different age groups

Table 53.7 One-Way Anova Test of opinion towards the testing urine at entertainment places

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.274	3	1.091	1.234	.299
Within Groups	173.373	196	.885		
Total	176.647	199			

The hypothesis 7 is conjured to test the relationship of the age and opinion towards testing urine at entertainment places. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the testing urine at entertainment places is 0.299 which is greater than the value of α , 0.05. It can be

inferred that hypothesis 7 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by age, do not have different perceptions on the testing urine at entertainment places related to tourism.

Hypothesis 8: Demographic background (gender) and opinion towards crackdown on entertainment places that open after 2 a.m.

H_0 There is no difference in the perception about crackdown on entertainment places that open after 2 a.m. among different gender groups

H_{a8} There is a difference in the perception about crackdown on entertainment places that open after 2 a.m. among different gender groups

Table 5.3.8 Independent Sample T-test of opinion towards crackdown on entertainment places that open after 2 a.m.

Independent Sample T-test

	F	Sig.	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
						Lower	Upper
Equal variances assumed	2.109	0.148	0.221	198	0.826	-0.293	0.367
Equal variances not assumed			0.222	195.16	0.825	-0.292	0.366

Hypothesis 8 is conjured to test the relationship of gender and opinion towards crackdown on entertainment places that open after 2 a.m. With this hypothesis, the Independent Sample T-test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The Independent Sample T-test test shows the 2-tailed significant value of crackdown on entertainment places that open after 2 a.m. is 0.826 which is greater than the value of α , 0.05. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by gender, do not have different perceptions on crackdown on entertainment places that open after 2 a.m. related to tourism.

Hypothesis 9: Demographic background (gender) and not allowing anyone under 20 to enter entertainment nightspot.

H₀ There is no difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different gender groups

H_a There is a difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different gender groups

Table 5.3.9 Independent Sample T-test of opinion towards not allowing anyone under 20 to enter entertainment nightspot.

Independent Sample t-test

	F	Sig.	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
						Lower	Upper
Equal variances assumed	1.431	0.233	0.514	198	0.608	-0.233	0.397
Equal variances not assumed			0.519	196.77	0.604	-0.230	0.394

Hypothesis 9 is conjured to test the relationship of gender and opinion towards not allowing anyone under 20 to enter entertainment nightspot. With this hypothesis, the Independent Sample T-test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The Independent Sample T-test test shows the 2-tailed significant value of not allowing anyone under 20 to enter entertainment nightspot 0.608 which is greater than the value of α , 0.05. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by gender, do not have different perceptions on not allowing anyone under 20 to enter entertainment nightspot related to tourism.

Hypothesis 10: Demographic background (gender) and the teenage curfew plan.

Ho_w There is no difference in the perception about the teenage curfew plan among different gender groups

Ha_w There is a difference in the perception about the teenage curfew plan among different gender groups

Table 5.3.10 Independent Sample T-test of opinion towards the teenage curfew plan

Independent Sample T-test

	F	Sig.	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
						Lower	Upper
Equal variances assumed	1.526	0.218	0.443	198	0.659	-0.222	0.350
Equal variances not assumed			0.446	196.58	0.656	-0.219	0.348

Hypothesis 10 is conjured to test the relationship of gender and opinion toward teenage curfew plan. With this hypothesis, the Independent Sample T-test test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The Independent Sample T-test test shows the 2-tailed significant value of the teenage curfew plan is 0.659 which is greater than the value of α , 0.05. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by gender, do not have different perceptions on the teenage curfew plan related to tourism.

Hypothesis 11: Demographic background (gender) and opinion towards the entertainment-zoning plan

H_0 There is no difference in the perception about the entertainment-zoning plan among different gender groups

H_{a11} There is a difference in the perception about the entertainment-zoning plan among different gender groups

Table 53.11 Independent Sample T-test of opinion towards the entertainment-zoning plan

Independent Sample T-test

	F	Sig.	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
						Lower	Upper
Equal variances assumed	0.144	0.705	-0.223	198	0.824	-0.345	0.275

Equal variances not assumed			-0.225	196.4	0.822	-0.343	0.273
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Hypothesis 11 is conjured to test the relationship of the gender and opinion towards the entertainment-zoning plan. With this hypothesis, the Independent Sample T-test test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The Independent Sample T-test test shows the 2-tailed significant value of are the entertainment-zoning plan 0.824 which is greater than the value of a, 0.05. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by gender, do not have different perceptions on the entertainment-zoning plan related to tourism.

Hypothesis 12: Demographic background (gender) and opinion towards no liquor sales after midnight.

H_{0n} There is no difference in the perception about no liquor sales after midnight among different gender groups

H_{an} There is a difference in the perception about no liquor sales after midnight among different gender groups

Table 5.3.12 Independent Sample T-test of opinion toward no liquor sales after midnight

Independent Sample T-test

	F	Sig.	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
						Lower	Upper
Equal variances assumed	0.039	0.843	-0.093	198	0.926	-0.334	0.304
Equal variances not assumed			-0.093	192.42	0.926	-0.333	0.303

Hypothesis 12 is conjured to test the relationship of the gender and opinion toward no liquor sales after midnight. With this hypothesis, the Independent Sample T-test test was applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The Independent Sample T-test test shows the 2-tailed significant value of no liquor sales after midnight is 0.926 which is greater than the value of α , 0.05. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by gender, do not have different perceptions on prohibiting liquor sales after midnight related to tourism.

Hypothesis 13: Demographic background (gender) and opinion towards the prohibiting women from going into entertainment venues alone

H_{013} There is no difference in the perception about the prohibiting women from going to entertainment venues alone among different gender groups

H_{a13} There is a difference in the perception about the prohibiting women from going to entertainment venues alone among different gender groups

Table 5.3.13 Independent Sample T-test Test of opinion towards the prohibiting women from going into entertainment venues alone

Independent Sample T-test

	F	Sig.	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
						Lower	Upper
Equal variances assumed	0.327	0.568	-0.826	198	0.410	-0.346	0.142
Equal variances not assumed			-0.823	189.46	0.411	-0.347	0.142

The hypothesis 13 is conjured to test the relationship of the gender and opinion toward prohibiting women from going into entertainment venues alone. With the hypothesis, the Independent Sample T-test test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The Independent Sample T-test test shows the 2-tailed significant value of prohibiting women from going into entertainment venues alone is 0.410 which is greater than the value of α , 0.05. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by gender, do not have different perceptions on the prohibiting women from going into entertainment venues alone related to tourism.

Hypothesis 14: Demographic background (gender) and opinion towards the testing urine at entertainment places

$H_{0,14}$ There is no difference in the perception about the testing urine at entertainment places among different gender groups

$H_{a,14}$ There is a difference in the perception about the testing urine at entertainment places among different gender groups



Table 5.2.14 Independent Sample T-test of opinion towards the testing urine at entertainment places

Independent sample T-test

	F	Sig.	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
						Lower	Upper
Equal variances assumed	0.100	0.752	0.312	198	0.755	-0.223	0.306
Equal variances not assumed			0.313	193.7	0.754	-0.222	0.306

The hypothesis 14 is conjured to test the relationship of the gender and opinion towards the testing urine at entertainment places. With this hypothesis, the Independent Sample T-test test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The Independent Sample T-test test shows the 2-tailed significant value of the testing urine at entertainment places is 0.755 which is greater than the value of α , 0.05. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by gender, do not have different perceptions on the testing urine at entertainment places related tourism.

Hypothesis 15: Demographic background (educational background) and opinion towards crackdown on entertainment places that open after 2 a.m.

H_{015} There is no difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different education groups

H_{a15} There is difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different education groups

Table 53.15 One-Way Anova Test of education and opinion towards crackdown on entertainment places that open after 2 a.m.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.490	5	1.898	1.383	.232
Within Groups	266.299	194	1.373		
Total	275.789	199			

The hypothesis 15 is conjured to test the relationship of the education and opinion towards crackdown on entertainment places that open after 2 a.m. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of crackdown on entertainment places that open after 2 a.m. is 0.232 which is greater than the value of α ,

0.05. It can be inferred that hypothesis 15 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by education, do not have different perceptions on crackdown on entertainment places that open after 7 a. related to tourism.

Hypothesis 16: Demographic background (educational background) and opinion towards not allowing anyone under 20 to enter entertainment nightspot.

H_{016} There is no difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different education groups

Halo There is a difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different education groups

Table 53.16 One-Way Anova Test of opinion towards not allowing anyone under 20 to enter entertainment nightspot.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.599	5	.720	.566	.726
Within Groups	246.623	194	1.271		
Total	250.222	199			

The hypothesis 16 is conjured to test the relationship of the education and opinion towards not allowing anyone under 20 to enter entertainment nightspot. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of not allowing anyone under 20 to enter entertainment nightspot is 0.726 which is greater than the value of α , 0.05. It can be inferred that hypothesis 16 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by education, do not have different perceptions on not allowing anyone under 20 to enter entertainment nightspot related to tourism.

Hypothesis 17: Demographic background (educational background) with opinion towards the teenage curfew plan

H_{01} , There is no difference in the perception about the teenage curfew plan among different education groups

$H_{a_{ri}}$ There is a difference in the perception about the teenage curfew plan among different education groups

Table 5.3.17 One-Way Anova Test of with opinion towards the teenage curfew plan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.792	5	.158	.149	.980
Within Groups	206.185	194	1.063		
Total	206.977	199			

The hypothesis 17 is conjured to test the relationship of the education with opinion towards the teenage curfew plan. With this hypothesis, the One-way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the teenage curfew plan is 0.980 which is greater than the value of α , 0.05. It can be inferred that hypothesis 17 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by education, do not have different perceptions on the teenage curfew plan related to tourism.

Hypothesis 18: Demographic background (educational background) with opinion towards the entertainment-zoning plan

$H_{0,18}$ There is no difference in the perception about the entertainment-zoning plan among different education groups

$H_{a,18}$ There is a difference in the perception about the entertainment-zoning plan among different education groups

Table 5.3.18 One-Way Anova Test of opinion toward the entertainment-zoning plan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.018	5	1.404	1.153	.334
Within Groups	236.121	194	1.217		
Total	243.139	199			

The hypothesis 18 is conjured to test the relationship of the education with opinion toward the entertainment-zoning plan. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the entertainment-zoning plan is 0.334 which is greater than the value of α , 0.05. It can be inferred that

hypothesis 18 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by education, do not have different perceptions on the entertainment-zoning plan related to tourism.

Hypothesis 19: Demographic background (educational background) with opinion towards no liquor sales after midnight

$H_{0,19}$ There is no difference in the perception about no liquor sales after midnight among different education groups

$H_{a,19}$ There is a difference in the perception about no liquor sales after midnight among different education groups

Table 53.19 One-Way Anova Test of opinion towards no liquor sales after midnight

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.807	5	.161	.122	.987
Within Groups	255.542	194	1.317		
Total	256.349	199			

The hypothesis 19 is conjured to test the relationship of the education with opinion toward no liquor sale after midnight. With this hypothesis, the One-Way Anova

test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the prohibiting liquor sales after midnight is 0.987 which is greater than the value of α , 0.05. It can be inferred that hypothesis 19 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by education, do not have different perceptions on the prohibiting liquor sales after midnight related to tourism.

Hypothesis 20: Demographic background (educational background) with opinion towards the prohibiting women from going into entertainment venues alone

H_{020} There is no difference in the perception about the prohibiting women from going to entertainment venues alone among different education groups

H_{a20} There is a difference in the perception about the prohibiting women from going to entertainment venues alone among different education groups

Table 53.20 One-Way Anova Test of opinion towards the prohibiting women from going into entertainment venues alone.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.978	5	.196	.254	.938
Within Groups	149.550	194	.771		
Total	150.528	199			

The hypothesis 20 is conjured to test the relationship of the education with opinion towards the prohibiting women from going into entertainment venues alone. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the prohibiting women from going into entertainment venues alone is 0.938 which is greater than the value of α , 0.05. It can be inferred that hypothesis 20 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by education, do not have different perceptions on the prohibiting women from going into entertainment venues alone related to tourism.

Hypothesis 21: Demographic background (educational background) with opinion toward testing urine at entertainment places

H_{0_1} There is no difference in the perception about the testing urine at entertainment places among different education groups

H_{a_1} There is a difference in the perception about the testing urine at entertainment places among different education groups

Table 5.3.21 One-Way Anova Test of opinion towards the testing urine at entertainment places

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.181	5	.636	.712	.615
Within Groups	173.465	194	.894		
Total	176.647	199			

The hypothesis 21 is conjured to test the relationship of the education opinion towards the testing urine at entertainment places. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the testing urine entertainment places is 0.615 which is greater than the value of α , 0.05.-It can

inferred that hypothesis 21 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by education, do not have different perceptions on the testing urine at entertainment places related to tourism.

Hypothesis 22: Demographic background (occupational background) with opinion towards the crackdown on entertainment places that open after 2 a.m.

H_{022} There is no difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different occupation groups

H_{a22} There is a difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different occupation groups

Table 53.22 One-Way Anova Test of testing opinion towards the crackdown on entertainment places that open after 2 a.m.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.306	5	1.861	1.355	.243
Within Groups	266.483	194	1.374		
Total	275.789	199			

The hypothesis 22 is conjured to test the relationship of the occupation with opinion towards the crackdown on entertainment places-that open after 2 a.m. With this

hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the crackdown on entertainment places that open after 2 a.m. is 0.243 which is greater than the value of α , 0.05. It can be inferred that hypothesis 22 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by occupation, do not have different perceptions on the crackdown on entertainment places that open after 2 a.m. related to tourism.

Hypothesis 23: Demographic background (occupational background) with opinion towards not allowing anyone under 20 to enter entertainment nightspot

$H_{0_{23}}$ There is no difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different occupation groups

$H_{a_{23}}$ There is a difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different occupation groups

Table 5.3.23 One-Way Anova Test of opinion towards not allowing anyone under 20 to enter entertainment nightspot

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.114	5	2.623	2.146	.062
Within Groups	237.108	194	1.222		
Total	250.222	199			

The hypothesis 23 is conjured to test the relationship of the occupation with opinion towards not allowing anyone under 20 to enter entertainment nightspot. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of not allowing anyone under 20 to enter entertainment nightspot is 0.062 which is greater than the value of a, 0.05. It can be inferred that hypothesis 23 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by occupation, do not have different perceptions on not allowing anyone under 20 to enter entertainment nightspot related to tourism.

Hypothesis 24: Demographic background (occupational background) with opinion towards the teenage curfew plan

$H_{0_{24}}$ There is no difference in the perception about the teenage curfew plan among different occupation groups

$H_{a_{24}}$ There is difference in the perception about the teenage curfew plan among different occupation groups

Table 5.3.24 One-Way Anova Test of opinion towards the teenage curfew plan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.534	5	1.507	1.466	.203
Within Groups	199.443	194	1.028		
Total	206.977	199			

The hypothesis 24 is conjured to test the relationship of the occupation with opinion towards the teenage curfew plan. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the teenage curfew plan is 0.203 which is greater than the value of α , 0.05. It can be inferred that hypothesis 24 is found substantiated at the value from critical value of One-Way Anova distribution

greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by occupation, do not have different perceptions on the teenage curfew plan related to tourism.

Hypothesis 25: Demographic background (occupational background) with opinion towards the entertainment-zoning plan

H_{025} There is no difference in the perception about the entertainment-zoning plan among different occupation groups

H_{a25} There is a difference in the perception about the entertainment-zoning plan among different occupation groups

Table 5.3.25 One-way Anova Test of opinion towards the entertainment-zoning plan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.534	5	2.907	2.467	.034
Within Groups	228.605	194	1.178		
Total	243.139	199			

The hypothesis 25 is conjured to test the relationship of the occupation with opinion toward the entertainment-zoning plan. With this hypothesis, the One-Way

Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the entertainment-zoning plan is 0.034 which are greater than the value of α , 0.05. It can be inferred that hypothesis 24 is found substantiated at the value from critical value of One-Way Anova distribution less than the value from the calculation. Therefore, the null hypothesis (H_0) is rejected. The result of hypothesis testing also shows that the respondents, when classified by occupation, have different perceptions on the entertainment-zoning plan related to tourism.

Hypothesis 26: Demographic background (occupational background) with opinion toward no liquor sale after midnight

$H_{0_{26}}$ There is no difference in the perception about liquor sales after midnight among different occupation groups

$H_{a_{26}}$ There is a difference in the perception about liquor sales after midnight among different occupation groups

Table 5.3.26 One-Way Anova Test of opinion towards no liquor sales after midnight

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.445	5	2.689	2.148	.061
Within Groups	242.903	194	1.252		
Total	256.349	199			

The hypothesis 26 is conjured to test the relationship of the occupation with opinion towards no liquor sales after midnight. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of no liquor sales after midnight is 0.061 which is greater than the value of α , 0.05. It can be inferred that hypothesis 26 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by occupation, do not have different perceptions on prohibiting liquor sales after midnight related to tourism.

Hypothesis 27: Demographic background (occupational background) with opinion towards the prohibiting women from going into entertainment venues alone

H_{02} , There is no difference in the perception about the prohibiting women from going to entertainment venues alone among different occupation groups

H_{a2} , There is a difference in the perception about the prohibiting women from going to entertainment venues alone among different occupation groups

Table 5.3.27 One-Way Anova Test of opinion towards the prohibiting women from going into entertainment venues alone

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.801	5	1.560	2.121	.065
Within Groups	142.728	194	.736		
Total	150.528	199			

The hypothesis 27 is conjured to test the relationship of the occupation with opinion towards the prohibiting women from going into entertainment venues alone.

With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the prohibiting women from going into entertainment venues alone 0.065 which is greater than the value of α ,

0.05. It can be inferred that hypothesis 27 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by occupation, do not have different perceptions on the prohibiting women from going into entertainment venues alone related to tourism.

Hypothesis 28: Demographic background (occupational background) with opinion towards the testing urine at entertainment places

$H_{0_{28}}$ There is no difference in the perception about the testing urine at entertainment places among different occupation groups

$H_{a_{28}}$ There is a difference in the perception about the testing urine at entertainment places among different occupation groups

Table 5.3.28 One-Way Anova Test of opinion towards the testing urine at entertainment places

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.889	5	1.978	2.301	.046
Within Groups	166.758	194	.860		
Total	176.647	199			

The hypothesis 28 is conjured to test the relationship of the occupation with opinion towards the testing urine at entertainment places. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the testing urine at entertainment places is 0.046 which is less than the value of α , 0.05. It can be inferred that hypothesis 28 is found substantiated at the value from critical value of One-Way Anova distribution less than the value from the calculation. Therefore, the null hypothesis (H_0) is rejected. The result of hypothesis testing also shows that the respondents, when classified by occupation, have different perceptions on the testing urine at entertainment places related to tourism.

Hypothesis 29: Demographic background (marital status) and opinion towards the crackdown on entertainment places that open after 2 a.m.

$H_{0,29}$ There is no difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different marital status groups

$H_{a,29}$ There is a difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different marital status groups

Table 5.3.29 One-way Anova Test of opinion towards the crackdown on entertainment places that open after 2 a.m.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.531	3	1.177	.847	.469
Within Groups	272.258	196	1.389		
Total	275.789	199			

The hypothesis 29 is conjured to test the relationship of the marital status and opinion towards the crackdown on entertainment places that open after 2 a.m. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the crackdown on entertainment places that open after 2 a.m. is 0.469 which is greater than the value of a, 0.05. It can be inferred that hypothesis 29 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by marital status, do not have different perceptions the crackdown on entertainment places that open after 2 a.m. related to tourism.

Hypothesis 30: Demographic background (marital status) and opinion towards not allowing anyone under 20 to enter entertainment nightspot

$H_{0,0}$ There is no difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different marital status groups

$H_{a,0}$ There is a difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different marital status groups

Table 53.30 One-Way Anova Test of opinion towards not allowing anyone under 20 to enter entertainment nightspot

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.962	3	4.654	3.861	.010
Within Groups	236.260	196	1.205		
Total	250.222	199			

The hypothesis 30 is conjured to test the relationship of the marital status and opinion towards not allowing anyone under 20 to enter entertainment nightspot. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of not allowing anyone under 20 to enter entertainment nightspot is 0.010 which is less than the value of α ,

0.05. It can be inferred that hypothesis 30 is found substantiated at the value from critical value of One-Way Anova distribution less than the value from the calculation. Therefore, the null hypothesis (H_0) is rejected. The result of hypothesis testing also shows that the respondents, when classified by marital status, have different perceptions on not allowing anyone under 20 to enter entertainment nightspot related to tourism.

Hypothesis 31: Demographic background (marital status) and opinion towards the teenage curfew plan

H_{031} There is no difference in the perception about the teenage curfew plan among different marital status groups

H_{a31} There is a difference in the perception about the teenage curfew plan among different marital status groups

Table 5.3.31 One-way Anova Test of opinion towards the teenage curfew plan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.039	3	2.346	2.300	.079
Within Groups	199.938	196	1.020		
Total	206.977	199			

The hypothesis 31 is conjured to test the relationship of the marital status and opinion towards the teenage curfew plan. With this hypothesis, the One-Way Anova

test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the teenage curfew plan is 0.079 which is greater than the value of α , 0.05. It can be inferred that hypothesis 31 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by marital status, do not have different perceptions on the teenage curfew plan related to tourism.

Hypothesis 32: Demographic background (marital status) and opinion towards the entertainment-zoning plan

$H_{0_{32}}$ There is no difference in the perception about the entertainment-zoning plan among different marital status groups

$H_{a_{32}}$ There is a difference in the perception about the entertainment-zoning plan among different marital status groups

Table 5332 One-Way Anova Test of opinion towards the entertainment-zoning plan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.925	3	2.975	2.490	.062
Within Groups	234.214	196	1.195		
Total	243.139	199			

The hypothesis 32 is conjured to test the relationship of the marital status and opinion towards the entertainment-zoning plan. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value the entertainment-zoning plan is 0.062 which is greater than the value of α , 0.05. It can be inferred that hypothesis 32 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by marital status, do not have different perceptions on the entertainment-zoning plan related to tourism.

Hypothesis 33: Demographic background (marital status) and opinion towards no liquor sales after midnight

H_{03} , There is no difference in the perception about no liquor sales after midnight among different marital status groups

H_{a3} , There is a difference in the perception about no liquor sales after midnight among different marital status groups

Table 5.3.33 One-Way Anova Test of opinion towards no liquor sales after midnight

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.981	3	2.660	2.099	.102
Within Groups	248.368	196	1.267		
Total	256.349	199			

The hypothesis 33 is conjured to test the relationship of the marital status and opinion towards no liquor sales after midnight. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of no liquor sales after midnight is 0.102 which is greater than the value of α , 0.05. It can be inferred that

hypothesis 33 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by marital status, do not have different perceptions on prohibiting liquor sales after midnight related tourism.

Hypothesis 34: Demographic background (marital status) and opinion towards the prohibiting women from going into entertainment venues alone

H_{034} There is no difference in the perception about the prohibiting women from going to entertainment venues alone among different marital status group

H_{a34} There is a difference in the perception about the prohibiting women from going to entertainment venues alone among different marital status group

Table 53.34 One-Way Anova Test of the prohibiting women from going into entertainment venues alone

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.392	3	1.131	1.506	.214
Within Groups	147.137	196	.751		
Total	150.528	199			

The hypothesis 34 is conjured to test the relationship of the marital status and opinion towards the prohibiting women from going into entertainment venues alone.

With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the prohibiting women from going into entertainment venues alone is 0.214 which is greater than the value of α , 0.05. It can be inferred that hypothesis 34 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by marital status, do not have different perceptions on the prohibiting women from going into entertainment venues alone related tourism.

Hypothesis 35: Demographic background (marital status) and opinion towards the testing urine at entertainment places

$H_{0,35}$ There is no difference in the perception about the testing urine at entertainment places among different marital status group

$H_{a,35}$ There is a difference in the perception about the testing urine at entertainment places among different marital status group

Table 5.3.35 One-Way Anova Test of opinion towards the testing urine at entertainment places

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.142	3	1.714	1.959	.121
Within Groups	171.504	196	.875		
Total	176.647	199			

The hypothesis 35 is conjured to test the relationship of the marital status and opinion towards the testing urine at entertainment places. With this hypothesis, the One-Way Anova test is applied to test the relationship between two variables. The result is shown in the above table.

Significant Level

The One-Way Anova test shows the significant value of the testing urine at entertainment places is 0.121 which is greater than the value of α , 0.05. It can be inferred that hypothesis 35 is found substantiated at the value from critical value of One-Way Anova distribution greater than the value from the calculation. Therefore, the null hypothesis (H_0) is accepted. The result of hypothesis testing also shows that the respondents, when classified by marital status, do not have different perceptions on the testing urine at entertainment places related tourism.

Chapter VI

Summary Finding, Conclusion and Recommendation

This chapter contains a summary of the study, the conclusion and the recommendations as well as the implications for future research.

The primary purpose of this study was to investigate the perception of Bangkok residents towards the government's new social order policy. Secondly, the researcher further investigated the relationship between demographic factors of Bangkok residents and critical dimensions of the new social order policy related to tourism.

It is expected that this study would be useful for the government or the authorities to establish more effective and efficient policies for the direct needs of citizens.

The researcher makes use of descriptive statistics, One-Way Anova and Independent Sample t-test. The respondents of this study were Bangkok residents. The researcher used convenience-sampling method to distribute questionnaires to respondents.

The questionnaire is composed of 25 items used to collect data. There are 2 sections in the questionnaire; demographic profiles of Bangkok respondents and critical factors of social order policies. 200 questionnaires were delivered by hand to the individual respondents. 200 completed questionnaires were returned, representing the response rate of one hundred percent.

The data was analyzed statistically using the following methods.

Reliability of data	Cronbach' alpha
Demographic profile of respondents	Frequency table
Test of hypothesis	One-Way Anova and Independent sample T-test

Relationship testing between dependent and independent variables

Age and hypothesis 1-7	One-Way Anova
Gender and hypothesis 8-14	Independent Sample T-test
Education and hypothesis 15-21	One-Way Anova
Occupation and hypothesis 22-28	One-Way Anova
Marital status and hypothesis 29-35	One-Way Anova

The findings based on the research are presented below:

6.1 Demographic Profile:

Table 6.1 shows the majority and minority of Bangkok residents' characteristics.

Demographic Background	The largest group/ Majority (%)	The smallest group/ Minority (%)
Age	25-34 (75) (37.5%)	45> (19) (9.5%)
Gender	Female (109) (54.5%)	Male (91) (45.5%)
Education	Bachelor degree (124) (62%)	Doctoral degree (1) (0.5%)
Occupation	Employee of private company (87) (43.5%)	Homemaker/Housewife (5) (2.5%)
Marital status	Single (120) (60%)	Divorced (1) (0.5%)

The majority of respondents were in the age between 25-34 years representing 37.5% of the total respondents, while the minority of the respondents was more than 45 years old or 9.5%.

The largest group of respondents was female (109 respondents represented by 54.5% of respondents) and 91 male respondents were the minority group (representing 45.5% of respondents).

The majority and minority of occupational groups were employees of private companies (43.5%) and homemakers (2.5%).

Almost 124 or 62% of respondents have obtained at least Bachelor's degree - representing the largest group of respondents, and only one respondent has obtained at least a doctoral degree representing the minor group.

Most respondents were single (120 respondents represented 60%) and only one respondent was divorced representing a minor group.

6.2 Summary of Hypothesis Testing

The study on the topic of "Perceptions of Bangkok residents towards the Thai Government's New Social Order Policy Related Tourism" utilized the primary data from 200 questionnaires from the target population. The One-Way Anova was applied to test the hypothesis of the significant relationship between demographic background and factors related to the new social order policy. The results are shown as follows:

Table 6.2 Summary of results from hypothesis testing

Description	Statistic Technique	Sig.	Hypothesis testing result
Hypothesis 1			
Ho ₁ There is no difference in the perception about crackdown on entertainment places that open after 2 a.m. among different age groups	Anova	0.272	Accept Ho
Hypothesis 2			
Ha _t There is difference in the perception about not allowing anyone under 20 to enter entertainment nightspots among different age groups	Anova	0.001	Fail to reject Ho
Hypothesis 3			
Ho ₃ There is no difference in the perception about the teenage curfew plan among different age groups	Anova	0.073	Accept Ho
Hypothesis 4			
Ha _d There is a difference in the perception about the entertainment-zoning plan among different age groups	Anova	0.005	Fail to reject Ho
Hypothesis 5			
Ho _s There is no difference in the perception	Anova	0.455	

about no liquor sales after midnight among different age groups			Accept Ho
Hypothesis 6			
Ho _b There is no difference in the perception about prohibiting women from going to entertainment venues alone among different age groups	Anova	0.159	Accept Ho
Hypothesis 7			
Hoy There is no difference in the perception about the testing urine at entertainment places among different age groups	Anova	0.299	Accept Ho
Hypothesis 8			
Hog There is no difference in the perception about crackdown on entertainment places that open after 2 a.m. among different gender groups	T-test	0.826	Accept Ho
Hypothesis 9			
Hog There is no difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different gender groups	T-test	0.608	Accept Ho

Hypothesis 10			
How There is no difference in the perception about the teenage curfew plan among different gender groups	T-test	0.659	Accept Ho
Hypothesis 11			
H ₀₁₁ There is no difference in the perception about the entertainment-zoning plan among different gender groups	T-test	0.824	Accept Ho
Hypothesis 12			
H ₀₁₂ There is no difference in the perception about no liquor sales after midnight among different gender groups	T-test	0.926	Accept Ho
Hypothesis 13			
H ₀₁₃ There is no difference in the perception about prohibiting women from going to entertainment venues alone among different gender groups	T-test	0.41	Accept Ho
Hypothesis 14			
H ₀₁₄ There is no difference in the perception about testing urine at entertainment places among different gender groups	T-test	0.755	Accept Ho

Hypothesis 15			
Ho ₁₅ There is no difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different education groups	Anova	0.232	Accept Ho
Hypothesis 16			
Ho ₁₆ There is no difference in the perception about not allowing anyone under 20 to enter entertainment nightspot among different education groups	Anova	0.726	Accept Ho
Hypothesis 17			
Ho ₁₇ There is no difference in the perception about the teenage curfew plan among different education groups	Anova	0.98	Accept Ho
Hypothesis 18			
Ho ₁₈ There is no difference in the perception about the entertainment-zoning plan among different education groups	Anova	0.334	Accept Ho
Hypothesis 19			
Ho ₁₉ There is no difference in the perception about no liquor sales after midnight among different education groups	Anova	0.987	Accept Ho

Hypothesis 20			
Ho ₂₀ There is no difference in the perception about the prohibiting women from going to entertainment venues alone among different education groups	Anova	0.938	Accept Ho
Hypothesis 21			
Ho ₂₁ There is no difference in the perception about testing urine at entertainment places among different education groups	Anova	0.615	Accept Ho

Hypothesis 22			
Hon There is no difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different occupation groups	Anova	0.243	Accept Ho
Hypothesis 23			
Ho ₂₃ There is no difference in the perception about not allowing anyone under 20 to enter entertainment nightspots among different occupation groups	Anova	0.062	Accept Ho

Hypothesis 24			
H ₀₂₄ There is no difference in the perception about the teenage curfew plan among different occupation groups	Anova	0.203	Accept Ho
Hypothesis 25			
H _{a25} There is a difference in the perception about the entertainment-zoning plan among different occupation groups	Anova	0.034	Fail to reject Ho
Hypothesis 26			
H ₀₂₆ There is no difference in the perception about liquor sales after midnight among different occupation groups	Anova	0.061	Accept Ho
Hypothesis 27			
H ₀₂₇ There is no difference in the perception about the prohibiting women from going to entertainment venues alone among different occupation groups	Anova	0.065	Accept Ho

Hypothesis 28			
Ha ₂₈ There is difference in the perception about the testing urine at entertainment places among different occupation groups	Anova	0.046	Fail to reject Ho
Hypothesis 29			
Ho ₂₉ There is no difference in the perception about the crackdown on entertainment places that open after 2 a.m. among different marital status groups	Anova	0.469	Accept Ho
Hypothesis 30			
Ha ₃₀ There is difference in the perception about not allowing anyone under 20 to enter entertainment nightclub among different marital status groups	Anova	0.01	Fail to reject Ho
Hypothesis 31			
Ho ₃₁ There is no difference in the perception about the teenage curfew plan among different marital status groups	Anova	0.079	Accept Ho

Hypothesis 32			
Ho ₃₂ There is no difference in the perception about the entertainment-zoning plan among different marital status groups	Anova	0.062	Accept Ho
Hypothesis 33			
Ho ₃₃ There is no difference in the perception about no liquor sales after midnight among different marital status groups	Anova	0.102	Accept Ho
Hypothesis 34			
Ho ₃₄ There is no difference in the perception about the prohibiting women from going to entertainment venues alone among different marital status groups	Anova	0.214	Accept Ho
Hypothesis 35			
Ho ₃₅ There is no difference in the perception about testing urine at entertainment places among different marital status group	Anova	0.121	Accept Ho

63 Findings, Interpretation and Recommendation

Finding	Interpretation	Recommendation
Ha ₃	There is a difference in the perception about not allowing anyone under 20 to enter entertainment nightspots among different age groups.	<ul style="list-style-type: none"> - The law to punish the entertainment business owners allowing anyone less than 20 years old to enter the entertainment venues should be supported.
Ha ₄	There is a difference in the perception about the entertainment-zoning plan among different age groups.	<ul style="list-style-type: none"> - The severe penalties and large fines for the night entertainment business owners who encourage Thai youth for drug consumption and sexual abuse should be supported - Police should be stimulated to conduct constant checks at the night entertainment venues.
Ha ₂₅	There is a difference in the perception about the entertainment-zoning plan among different	<ul style="list-style-type: none"> - Tourism Authority of Thailand and the government should promote new daytime entertainment activities including new destinations.

	occupation groups	
Ha ₂₈	There is a difference in the perception about testing urine at entertainment places among different occupation groups.	<ul style="list-style-type: none"> - Police should constantly test the urine of the night goers. - The punishment for the drug-addicted persons who are found in the night entertainment venues before they are medically treated should be supported
Ha ₃₀	There is a difference in the perception about not allowing anyone under 20 to enter entertainment nightspots among different marital status groups	<ul style="list-style-type: none"> - The mass media should support to promote the negative and positive results of not allowing anyone under 20 to enter entertainment nightspots.

6.4 Conclusion based on objective

- To investigate the perception of Bangkok residents towards the government's social order policy.

To answer the objective which studied the relationship between demographic factors of Bangkok residents and 7 critical dimensions of the new social order policy related to tourism, the One-Way Anova test tested the hypothesis 1-7, 15-21, 22-28 and 29-35 and the Independent Sample T-test was applied to test the hypothesis 8-14. In addition, the descriptive statistic (see Appendix D) was used to describe the

respondents' perceptions on how the social order policy would relate to tourism. According to the results of hypothesis testing, there are 30 hypotheses that accepted the null hypotheses and 5 hypotheses that failed to reject the null hypothesis. The results are shown as follows:

The hypothesis 1-7 tested the relationship between the age and opinion regarding 7 critical dimensions of the new social order policy related to tourism that consisted of 20 questions in order to investigate the perception of Bangkok residents. The study found that the hypothesis 2 and the hypothesis 4 rejected the null hypothesis. As result, the respondents of different ages had different perceptions towards not allowing anyone under 20 to enter entertainment nightspot would relate to tourism. The respondent age between 15-24 and 35-44 had strong positive perception toward not allowing anyone under 20 to enter entertainment nightspot and the entertainment-zoning plan related to tourism rather than other age groups.

The hypothesis 8-14 tested the relationship between the gender and opinion regarding 7 critical dimensions of the new social order policy related to tourism that consisted of 20 questions in order to investigate the perception of Bangkok residents. The study found that hypothesis 8-14 accepted the null hypothesis. Regarding the results, it revealed that different genders of Bangkok residents did not have different perceptions on the new social order policy would relate to tourism.

The hypothesis 15-21 tested the relationship between the educational background and opinion regarding 7 critical dimensions of the new social order policy related to tourism that consisted of 20 questions in order to investigate the perception of Bangkok residents. The study found that hypothesis 15-21 accepted the null

hypothesis. The results revealed that different education backgrounds of Bangkok residents did not have different perceptions on the new social order policy would relate to tourism.

The hypothesis 22-28 tested the relationship between the occupational background and opinion regarding 7 critical dimensions of the new social order policy related to tourism that consisted of 20 questions in order to investigate the perception of Bangkok residents. The study found that hypothesis 25 and hypothesis 28 rejected the null hypothesis. The result of analysis of hypothesis revealed that the respondents of different occupational backgrounds had different perceptions on the entertainment —zoning plan that would relate to tourism. It is found that students had more strong positive perceptions toward the entertainment —zoning plan and the testing of urine at entertainment places than other occupational groups. It also revealed that the employees of private companies neither agreed nor disagreed with the entertainment — zoning plan and the testing of urine at entertainment places.

The hypothesis 29-35 tested the relationship between the marital status and opinion regarding 7 critical dimensions of the new social order policy related to tourism which consisted of 20 questions in order to investigate the perception of Bangkok residents. The study found that only the hypothesis 30 rejected the null hypothesis. The result of analysis of hypothesis revealed that the respondents of different marital status had different perceptions on not allowing anyone under 20 to enter entertainment nightspots would relate to tourism. It is found that the separated respondents had negative perceptions toward not allowing anyone under 20 to enter

entertainment nightspot that would relate to tourism while the single and married respondents positively agreed with this policy.

In the overall picture, it can be said that most respondents had positive perceptions, within the agreed range, in the policy of crackdown on entertainment places that open after 2 a.m., not allowing anyone under 20 to enter entertainment nightspot, teenage curfew plan, zoning of entertainment venues, no liquor sales at restaurants after midnight, prohibiting women from going to entertainment venues alone and urine tests at entertainment places.

- To study the demographic factors of Bangkok residents and the perception of the new social order policy related to tourism.

The majority of respondents were 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 were employees of private companies (43.5%). Besides this, most respondents were single (120 respondents represented 60%).

The minority of respondents were male (representing 45.5% of respondents) in the age of more than 45 years old (representing 19 respondents or 9.5%). There was only one respondent who has obtained a doctoral degree, and had divorced status. The minor group of respondents was homemakers or housewives (representing 5 respondents or 2.5%).

6.5 Recommendation

As studied in this research, the result of hypothesis testing indicated that there were different perceptions or similar perceptions in demographic backgrounds of Bangkok residents and factors related to the social order policy. Moreover, the descriptive statistic also indicated that there were similar and different perceptions between similar and different demographic backgrounds and factors relating to how the social order policy that would relate to tourism.

Phaholvech's research (2003) on the topic "Social Order: Case study of law enforcement on the control of entertainment venues by the police in Bangkok Metropolis" has stated that social problems are the problems that all communities have unavoidably to encounter due to the fact that a society is composed of a big group of people living together and having relations to each other. If the social order in that society is well arranged and able to control various- social mechanisms and people in the society effectively, it will help relieve social problems. On the contrary, if any society does not have a good social order or implement an effective one, it will result in an increase of problems.

The new social order campaign is an effort to change Bangkok's reputation for drugs and prostitution. The campaign has seen the strict enforcement of already existing laws obliging bars and nightclubs to close at 2 a.m., banning alcohol sales after midnight, zoning nightspots into areas, not allowing anyone under 18 to go out not accompanied by parents, barring under-20s from entry and pushing on-the-spot urine drug tests in nightclubs. Thus, the recommendations should be:

Not allowing anyone under 20 entering the entertainment nightspot

Young people should be encouraged to participate more in useful activities. Strict controlling would be imposed on entertainment outlets to ensure that they are not involved with drugs and sexual abuse. The social order policy would also emphasize tackling the problem of drug, prostitution and broken families which are prevalent in certain hangouts for young people.

The Thai government has established a policy of promoting sports and physical exercise as useful activities for youths. Sports are believed to help keep young people occupied with useful activities, instead of hanging out and ending up addicted to drugs (http://www.boi.go.th/thai/focus/prol_03jan13.htm, Retrieved on October 22, 2003). To stimulate young people to play sports rather than go to night entertainment venues for the purpose of relaxation and recreation, sports equipment should be offered at low costs so that the young people may have various choices to find the sport activity that they like.

Moreover, tourism is also needed to decrease risky sexual behavior and illegal drug consumption by offering attractive activity programs with fun, creativity, conservation-minded and challenging focus for both young domestic and international tourists including residents.

Regarding the law to prohibit anyone less than 20 years old to enter night entertainment places, the attempt of this law is to prevent child prostitution and the spread of illegal drugs that is easily found in the night entertainment places. However, this law involves the punishment for the entertainment entrepreneurs who allow anyone less than 20 years old to enter entertainment places. Therefore, to eliminate

the problems of child prostitution and the spread of illegal drugs, and to make an understanding about the enforcement of the social order policy for the entertainment entrepreneurs, the recommendation should focus on how to prevent child prostitution and the spread of illegal drugs including the punishment for the entrepreneurs who break the laws.

Tourism industry should be involved. The travel industry could become a strong supporter in the campaign to end child sex tourism by creating greater awareness amongst those who work in the tourism sector and by actively promoting a more responsible and ethical behaviour while traveling. Trade associations, workers' unions and tourism authorities should abide by international protocols to protect children's rights and to stop abuse.

Teenage curfew plan

In Bangkok, the TAT and government alone cannot reduce child sexual abuse and exploitation. The cooperation of night entertainment entrepreneurs is important. They should not pay attention merely for their own benefits and always violate the law by making use of law loopholes and lenient enforcement of the law by the public officers.

Sexual abuse makes children more vulnerable to being pulled into the sex trade, as does poverty, discrimination against women, family breakdown, war and political instability. Thus, education of children is vital in efforts to eradicate the problem. Direct and clear information are needed for young people which Thai society often shields with idioms, circumlocution and prevarications. The danger of

this practice is that teenagers access other sources which may yield distorted, inaccurate, or incomplete information. The danger is more acute now that families and communities are not as closely-knit (*Bangkok Post*, February 17th, 2002).

Many parents fear that a reality-based, safety oriented discussion of drugs may lead to experimentation. Ultimately, teenagers will make the final decision about alcohol and other drug use. Young people need to know which drugs pose the most risks; that mixing certain substances can be deadly; and that driving under the influence or attending school under the influence must be avoided. When talking about drugs, trust and open dialogue is of utmost importance between teens and parents. Though abstinence is preferred, parents need to let their teens know that they care most about their health.

There are also signs that unsafe sexual behavior is increasing among young people in Thailand. The Health Ministry in Thailand has noted that the rate of HIV infection among teenagers rose during 2002 from 11 to 17%. The Ministry is now aiming to make condoms available for young people more freely, since it is estimated that less than 50% of teenagers use condoms and therefore they form a high-risk group (Agence France Presse, 2003).

Thus, young people should be properly educated and told the truth about sex and how to protect themselves from its adverse impacts. Education programs should address sexually transmitted diseases and HIV, alcohol and drug consumption, as well as exploring attitudes toward risk-taking behavior. Therefore, they can consciously make decisions with full awareness of future consequences of their actions.

Zoning of entertainment venues

The entertainment-zoning plan is established in order to enable police to efficiently control anti-social activities and conduct constant check at the night entertainment venues. Besides this, the enforcement of the zoning plan also is an effort to push severe penalties and large fines for the entertainment entrepreneurs who encourage Thai youth in drug consumption and sexual abuse.

As a result, the police's attitudes and social values should be properly enhanced to get them to know about the disadvantages/negative results of the infringement of the laws involving the entertainment venues and how they can have effects and cause problems to the society as a whole. In addition, the police's good conscience should be created so that they would be aware of their duties and responsibilities towards the communities and the public. They should work actively with honesty and in good faith, and enforce the laws to all people on an equal basis. Besides this, Thailand is a democratic country where changes are frequent. Each government has its own governing policy as well as its different reactions to the legal actions towards entertainment venues. Whereas some may have policies to enforce the laws strictly on them, other government policies may not be stable resulting in incongruous enforcement of the laws. Consequently, the police may not handle the enforcement of the laws continuously due to instability of the government policies.

Prohibiting women from going to entertainment venues alone

The Tourism Authority of Thailand and Thai royal government should promote the place that children, young people and adults in a family can relax and

enjoy recreation together such as theme restaurants, music parks or dancing parks. The theme restaurant may be adapted from the concept of a theme park. A theme park is a visitor attraction offering permanent rides and entertainment in a theme setting or range of settings, providing something for the whole family. Most theme parks charge one price for unlimited access to all rides and attractions in a fun environment (Youell, 1996).

Cooperation with mass media is needed to help disseminate the information and pinpoint the importance of the problems caused by infringement of the laws in the entertainment venues so that people can be aware of the problem's severity. As a result, the people will have the right attitude towards the illegal actions of the entertainment venues and will assist cooperatively and concretely in preventing and solving the problems.

Urine tests at entertainment places

Punishments should be made more severe not only for drug users, but also for the entertainment business owners who support the sex trade and break other laws by increasing penalties or imprisonments, fines, and increasing duty fees for the entertainment business appropriately to the current economic and social conditions.

6.5 Suggestions and future research

Additional research is needed in a variety of related issues. First, this study surveyed respondents residing in Bangkok over a two week period. As a result, only respondents residing in Bangkok during those weeks were surveyed. A

comprehensive study covering the whole year and the whole country would permit the researchers to generalize with greater confidence. It would allow for exploration of differences between respondents from different regions of the country over a period of time.

Second, the number of young drug users has increased very much within a short period of time. Many parents have spent a lot of money for treatment after which many young people can integrate normally into society. The wide spread drug abuse is very destructive for Thailand. Drugs can spread in many ways, but it is a fact that this is easily done in entertainment places. However, many Thai governments have tried to cope with drug problems, both socially and by using force against drug-rings. An opinion poll done among 1,357 Bangkok residents by Assumption University concerning the death penalty for drug offenders indicated that most Bangkok residents believed that capital punishment would help reduce crime. About 71 percent said the executions of drug offenders would affect the drug trade. About 58 percent also agree with the release of pictures and film footage of executions, while more than 34 percent disagreed. But at the same time, more than 24 percent said executions might legitimize violence. More than 22 percent were afraid innocent people might be put to death by mistake, and more than 11 percent said killing people was against religious teachings especially in a country where the majority of people are Buddhist (Daorueng, 2002). It would also be interesting to investigate how effective capital punishment would be in eliminating drugs, crime and prostitution in Thailand.

Third, this study did not address issues of motivation in detail. Additional research is needed to find out what psychosocial needs of the respondents are fulfilled by indulging in party-centered night entertainment places. Such information would facilitate creation and implementation of effective intervention strategies.

The next study should focus on both the negative and positive aspects (i.e. economic, socio-cultural and political aspects) of enforcement of the social order policy on tourism. Respondents might include foreign tourists or foreign residents as well as Thai residents.



To whom it may concern,

I had proofread the thesis entitled The Study of the Perception of Bangkok Residents towards Government's New Social Order Policy Related to Tourism written by Ms. Natarujar Shukkharat (432-9666), who is now studying at Assumption University of Thailand, majoring in Master of Arts in Tourism Management. I had checked and then correct grammar and spelling errors in this thesis.

I am a Burmese citizen. I obtained an M.A. in English and Ph.D. in Development Administration from Chulalongkorn University, NIDA, and Indiana University. As a regular lecturer, I teach English at Assumption University of Thailand currently.

If there is any doubt about the check content, please contact me directly. I can be reached at telephone number 02 300 4364 or e-mail address: kokogyi@au.edu.

Signed _____

(Dr. Ko Ko Gyi, Lecturer)

Date _____/2004

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**Questionnaire of the Study on the Perception of Bangkok Residents
towards the Thai Government's "New Social Order Policy"
Related To Tourism**

Dear Respondents:

This questionnaire is the instrument used for gathering data for Master thesis in Tourism Management program, Assumption University. Obtained data will be kept confidential. Therefore, you can show your opinion to respond every item freely. Please answer all of questions. The researcher would like to express an appreciation and great thank for cooperation.

Explanation:

The statements below represent the perception of Bangkok residents on social order policy related to tourism. You may feel positive or negative in the following statements. Read each statement carefully and indicate how suitable it is for you.

**5 = Strongly Agree 4= Agree 3= Neutral
2= Disagree 1= Strongly Disagree**

Description	Positive			Negative	
	5	4	3	2	1
1. The closing time of entertainment venues at 2.00 a.m. related to tourism					
2. The closing time law for employees of night entertainment venues related to tourism					
3. The law to punish entertainment venue owners allowing anyone less than 20 years old to enter entertainment venues related to tourism					
4. The plan to prevent child prostitution by not allowing anyone less than 20 years old to enter the night entertainment venues related to tourism					
5. The plan to prevent the spread of drug addiction by not allowing anyone less than 20 years old to enter the night entertainment venues related to tourism					

Description	Positive			Negative	
	5	4	3	2	1
6. The plan to impose teenage curfew to allow anyone under 18 to go out after 10.00 p.m. without parental chaperone only related to tourism					
7. The plan to educate Thai youth to prevent them from unwanted pregnancies and sexually transmitted diseases related to tourism					
8. The new social order policy for police to conduct constant checks at the night entertainment venues related to tourism					
9. The severe penalties and large fines for the night entertainment business owners encouraging Thai youth for drug consumption related to tourism					
10. The severe penalties and large fines for the night entertainment business owners encouraging Thai youth for sexual abuse related to tourism					
11. To enable police to efficiently control anti-social activities by introducing zoning plan related to tourism					
12. The prohibiting of selling alcohol, beer and cigarette to children under 18 years old related to tourism					
13. The law to prohibit under 20 to enter beer garden related to tourism					
14. The law to not allowing liquor sales at restaurants after midnight related to tourism					
15. The plan to not allowing lone woman to enter the night entertainments related to tourism					
16. To consider lone woman sitting in pub or bar as prostitute related to tourism					
17. The urine testing at night entertainment venues related to tourism					
18. To punish drug-addicted persons who found in the night entertainment venues before they are medically treated related to tourism					
19. To change image of Thailand from sex destination to cultural destination by implementing new social order policy related to tourism					
20. To stimulate arrival of youth and female tourists by implementing new social order policy related to tourism					

Personal data

1. What is your gender?

Male

Female

2. How old are you?

15-24 years old

25-34 years old

35-44 years old

More than 45 years old

3. What is your educational background?

[Primary School

Secondary School

College

Bachelor Degree

Master Degree

Doctoral Degree

4. What is your occupational background?

Homemaker/ House wife

Government officer

Employee of private company

Self-employed

Student

Unemployed

5. What is your marital status?

[| Single

[Married

Divorced

Separated



แบบสอบถามเพื่องานวิจัย

เรื่อง ทักษะคติของคนกรุงเทพเกี่ยวกับนโยบายใหม่ของรัฐบาล
การท่องเที่ยว

ที่เกาะของตอ

เรียน ผู้ตอบแบบสอบถามทุกท่าน

แบบสอบถามนี้เป็น หนึ่งของการศึกษาของนักศึกษาปริญญาโท
(ABAC) ซึ่งได้จัดทำขึ้นเพื่อเป็นข้อมูลในการประมวลผลงานวิทยานิพนธ์ในหัวข้อดังกล่าว

มหาวิทยาลัยอัสสัมชัญ

การให้สัมภาษณ์ของท่านจะเป็นประโยชน์อย่างมากต่อการศึกษาค้นคว้าคำตอบคำถามตามความเป็นจริงให้ครบถ้วนทุกข้อ
โดยข้อมูลจากแบบสอบถามของท่านจะถูกเก็บเป็นความลับอย่างดี

X415ขมาเพื่อขอความกรุณาและขอขอบพระคุณเป็นอย่างสูง

แบบสอบถามชุดนี้แบ่งออกเป็น 2 ส่วนคือ

ส่วนที่ 1 ทักษะคติเกี่ยวกับนโยบายการจัดระเบียบสังคมที่เกี่ยวข้องต่อการท่องเที่ยว

ส่วนที่ 2 สถานภาพของผู้ตอบแบบสอบถาม

รูปที่ 1. คำถามต่อไปนี้เกี่ยวกับการเข้าใจและการรับรู้ในผลกระทบของนโยบายการจัดระเบียบสังคมของ
วังต่อการท่องเที่ยว

กรุณาทำเครื่องหมาย (X) ลงในช่องสี่เหลี่ยม

5 = 4 = เห็นด้วย 3 =
2 = 1 =

รายละเอียด	เห็นด้วย	เห็นด้วย	1a	ไม่เห็น	ไม่เห็นด้วย
	อย่างยิ่ง	อย่างยิ่ง	ความเห็น	ด้วย	อย่างยิ่ง
	5	4	3	2	1
1. มาตรการเลื่อนเวลาเปิดให้บริการของสถานบันเทิง ไม่เกิน ตี 2 สังกัดข้องต่อการท่องเที่ยว					
2. มาตรการเลื่อนเวลาเปิดให้บริการของสถานบันเทิง ไม่เกิน ตี 2 คัดคนทำงานในสถานบันเทิงเกี่ยวข้องต่อการท่องเที่ยว					
3. มาตรการลงโทษเจ้าของสถานบันเทิงที่เปิดให้เด็กอายุต่ำกว่า 20 ปีเข้าไปเที่ยวเกี่ยวข้องต่อการท่องเที่ยว					
4. มาตรการลดปัญหาโสเภณีเด็กโดยการห้ามเยาวชนอายุต่ำกว่า 20 ปีเข้าไปเที่ยวในสถานบันเทิงเกี่ยวข้องต่อการ ท่องเที่ยว					
5. มาตรการลดปัญหาการแพร่ระบาดของยาเสพติดโดยการ ห้ามเยาวชนอายุต่ำกว่า 20 ปีเข้าไปเที่ยวในสถานบันเทิง เกี่ยวข้องต่อการท่องเที่ยว					

รายละเอียด	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่มี ความเห็น	ไม่เห็น ด้วย	ไม่เห็นด้วย อย่างยิ่ง
	5	4	3	2	1
6. มาตรการห้ามเด็กอายุต่ำกว่า 18 ปี ออกนอกบ้านหลัง 4 ทุ่ม โดยลำพังเกี่ยวข้องกับข้อควรท่องเที่ยว					
7. แผนกรให้ความรู้เกี่ยวกับเพศศึกษาอย่างเปิดเผยแก่เยาวชนไทยเกี่ยวข้องกับข้อควรท่องเที่ยว					
8. นโยบายจัดระเบียบสังคมที่เน้นให้ตำรวจตรวจตราควบคุม กำกับดูแลสถานบันเทิงอย่างเข้มงวดเกี่ยวข้องกับข้อควรท่องเที่ยว					
9. บทลงโทษรุนแรงและค่าปรับจำนวนมากแก่เจ้าของสถานบันเทิงที่ปล่อยให้มียาเสพติด วัตถุอันตรายจัดประสาธเข้าไปในสถานบันเทิงเกี่ยวข้องกับข้อควรท่องเที่ยว					
10. บทลงโทษรุนแรงและค่าปรับจำนวนมากแก่เจ้าของสถานบันเทิงที่ปล่อยให้มีการมั่วสุมทางเพศในสถานบันเทิงเกี่ยวข้องกับข้อควรท่องเที่ยว					
11. การออกตรวจ กวดขัน จับกุมและควบคุมไม่ให้ที่คั่งของสถานบันเทิงเปิดอยู่ใกล้สถานศึกษาและสถาบันทางศาสนาเกี่ยวข้องกับข้อควรท่องเที่ยว					
12. มาตรการห้ามการขายเหล้า เบียร์และบุหรี่ให้เด็กอายุต่ำกว่าอายุ 18 ปี เกี่ยวข้องข้อควรท่องเที่ยว					
13. มาตรการห้ามเด็กอายุต่ำกว่า 20 ปี เข้าไปดื่มเบียร์ในลานเบียร์เกี่ยวข้องกับข้อควรท่องเที่ยว					
14. มาตรการห้ามร้านอาหารขายเครื่องดื่มแอลกอฮอล์เย็นคืนเกี่ยวข้องกับข้อควรท่องเที่ยว					
15. มาตรการห้ามผู้หญิงเข้าไปเที่ยวสถานบันเทิงค่าน้ำดื่มเกี่ยวข้องกับข้อควรท่องเที่ยว					
16. ผู้หญิงมักจะถูกมองว่ามีส่วนเข้าไปเกี่ยวข้องกับการค้าประเวณีถ้าหาก เข้าไปเที่ยวในสถานบันเทิงค่าน้ำดื่มเกี่ยวข้องกับข้อควรท่องเที่ยว					
17. การตรวจปีศาจในสถานบันเทิงเกี่ยวข้องกับข้อควรท่องเที่ยว					

Appendix B

Reliability Test



Reliability

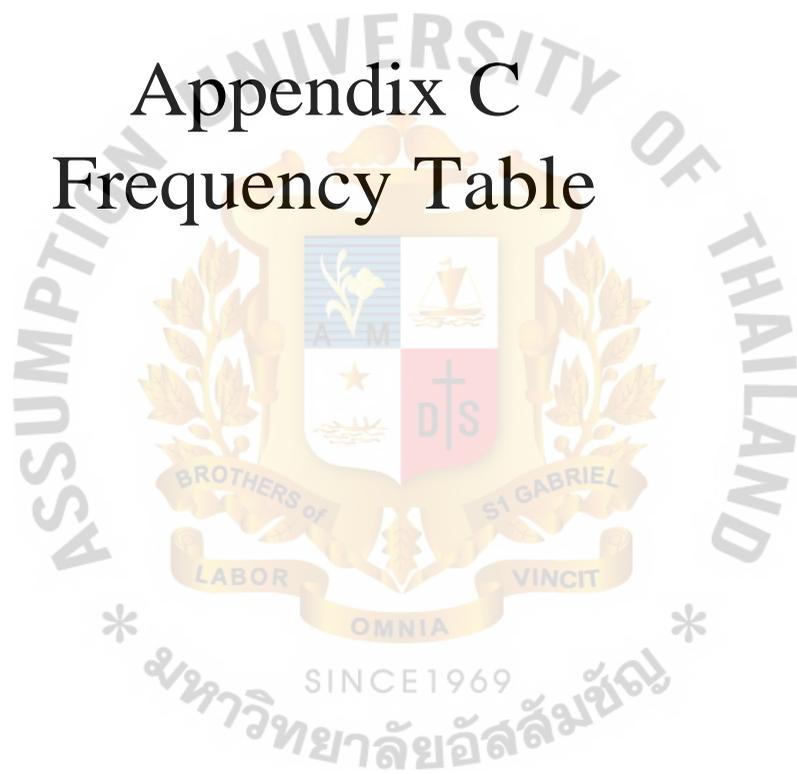
***** Method 2 (covariance matrix) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

	Mean	Std Dev	Cases			
1. P1	3.4500	1.1910	20.0			
2. P2	2.9000	1.2524	20.0			
3. P3	3.8000	1.1965	20.0			
4. P4	3.6500	1.1367	20.0			
5. P5	3.5500	1.2763	20.0			
6. P6	3.3000	1.5594	20.0			
7. P7	3.7000	1.0311	20.0			
8. P8	3.9000	1.0208	20.0			
9. P9	4.0000	1.3377	20.0			
10. P10	3.7000	1.2607	20.0			
11. P11	3.7500	1.2085	20.0			
12. P12	2.9000	1.3338	20.0			
13. P13	2.9000	1.2096	20.0			
14. P14	2.4500	1.0990	20.0			
15. P15	3.1000	1.3338	20.0			
16. P16	3.0000	1.2566	20.0			
17. P17	3.6000	.9947	20.0			
18. P18	3.2500	1.2513	20.0			
19. P19	3.5500	1.2763	20.0			
20. P20	3.6500	1.3485	20.0			
21. GENDER	1.6500	.4894	20.0			
22. AGE	3.5000	.7609	20.0			
23. EDUCATIO	3.4500	.8870	20.0			
24. OCCUPATI	3.8000	1.7045	20.0			
25. M_STATUS	2.1500	.8751	20.0			
N of Cases =	20.0					
Statistics for Scale	Mean	Variance	Std Dev	Variables		
	82.6500	186.3447	13.6508	25		
Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	3.3060	1.6500	4.0000	2.3500	2.4242	.3249
Item Variances	Mean	Minimum	Maximum	Range	Max/Min	Variance
	1.4321	.2395	2.9053	2.6658	12.1319	.3089
Reliability Coefficients	25 items					
Alpha =	.8415		Standardized item alpha = .8379			

Appendix C

Frequency Table



Frequencies

Statistics

		Gender	Age	Education	Occupation	Marital status
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0
Mean		1.55	2.10	3.59	3.61	1.44
Std. Deviation		.499	.951	.937	1.236	.590
Minimum		1	1	1	1	1
Maximum		2	4	6	6	4

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	91	45.5	45.5	45.5
	Female	109	54.5	54.5	100.0
	Total	200	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 24	62	31.0	31.0	31.0
	25 - 34	75	37.5	37.5	68.5
	35 - 44	44	22.0	22.0	90.5
	45 up	19	9.5	9.5	100.0
	Total	200	100.0	100.0	

Education

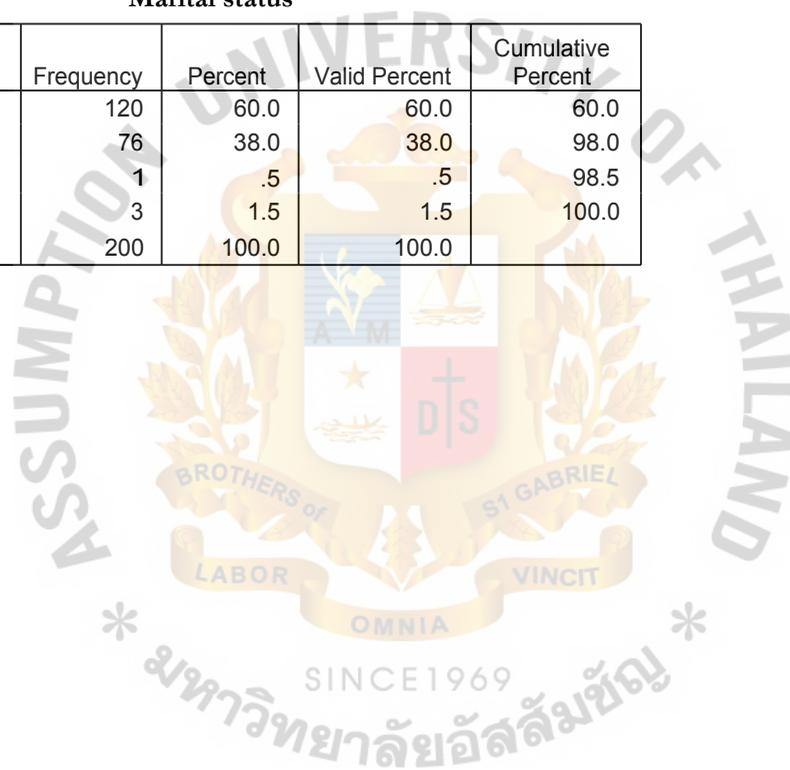
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	primary school	2	1.0	1.0	1.0
	secondary school	38	19.0	19.0	20.0
	college	19	9.5	9.5	29.5
	bachelor degree	124	62.0	62.0	91.5
	master degree	16	8.0	8.0	99.5
	doctoral degree	1	.5	.5	100.0
	Total	200	100.0	100.0	

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid homemaker/housewife	5	2.5	2.5	2.5
government employee	26	13.0	13.0	15.5
employee of private company	87	43.5	43.5	59.0
self-employed	19	9.5	9.5	68.5
student	51	25.5	25.5	94.0
unemployed	12	6.0	6.0	100.0
Total	200	100.0	100.0	

Marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid single	120	60.0	60.0	60.0
married	76	38.0	38.0	98.0
divorced	1	.5	.5	98.5
seperated	3	1.5	1.5	100.0
Total	200	100.0	100.0	



Appendix D
One-Way Anova Table



Oneway*Age

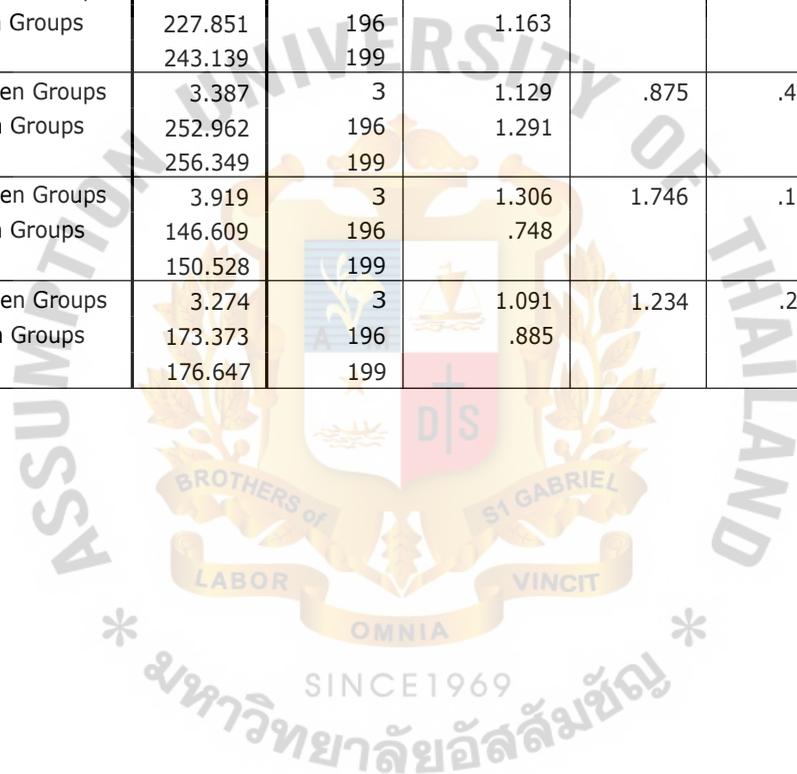
Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
CLOSE	15 - 24	62	3.4355	1.06156	.13482	3.1659	3.7051	1.50	5.00
	25 - 34	75	3.3667	1.27166	.14684	3.0741	3.6592	1.00	5.00
	35 - 44	44	3.3864	1.15065	.17347	3.0365	3.7362	1.00	5.00
	45 up	19	2.8421	1.17913	.27051	2.2738	3.4104	1.50	4.50
	Total	200	3.3425	1.17723	.08324	3.1783	3.3067	1.00	5.00
NOT20	15 - 24	62	3.7419	.98332	.12488	3.4922	3.9917	1.00	5.00
	25 - 34	75	3.2622	1.30751	.15098	2.9614	3.5631	1.00	5.00
	35 - 44	44	4.0379	.76492	.11532	3.8053	4.2704	2.00	5.00
	45 up	19	3.2632	1.03386	.23718	2.7649	3.7615	1.33	5.00
	Total	200	3.5817	1.12134	.07929	3.4253	3.7380	1.00	5.00
TEEN	15 - 21	62	3.3172	1.04616	.13286	3.0515	3.5829	1.67	5.00
	25 - 34	75	3.0978	1.07353	.12396	2.8508	3.3448	1.00	5.00
	35 - 44	44	3.6061	.75832	.11432	3.3755	3.8366	2.33	5.00
	45 up	19	3.3158	1.13024	.25930	2.7710	3.8605	1.33	4.67
	Total	200	3.2983	1.01985	.07211	3.1561	3.4405	1.00	5.00
ZONE	15 - 24	62	3.8266	1.03384	.13130	3.5641	4.0892	1.00	5.00
	25 - 34	75	3.3200	1.25308	.14469	3.0317	3.6083	1.00	5.00
	35 - 44	44	3.9830	.76894	.11592	3.7492	4.2167	2.00	5.00
	45 up	19	3.7895	1.08097	.24799	3.2685	4.3105	1.50	5.00
	Total	200	3.6675	1.10535	.07816	3.5134	3.8216	1.00	5.00
LIQOUR	15 - 24	62	3.3306	1.18717	.15077	3.0292	3.6321	1.00	5.00
	25 - 34	75	3.1467	1.19902	.13845	2.8708	3.4225	1.00	5.00
	35 - 44	44	3.3295	.93351	.14073	3.0457	3.6134	1.00	5.00
	45 up	19	2.3211	1.13362	.26007	2.3747	3.4674	1.50	4.50
	Total	200	3.2225	1.13498	.08026	3.0842	3.3808	1.00	5.00
WOMAN	15 - 24	62	3.4946	.85516	.10861	3.2775	3.7118	1.67	5.00
	25 - 34	75	3.1778	.93052	.10745	2.9637	3.3919	1.00	5.00
	35 - 44	44	3.4394	.73934	.11146	3.2146	3.6642	1.67	5.00
	45 up	19	3.2982	.89508	.20535	2.8668	3.7297	2.00	5.00
	Total	200	3.3450	.86973	.06150	3.2237	3.4663	1.00	5.00
URINE	15 - 24	62	3.5860	.88642	.11258	3.3609	3.8111	1.67	5.00
	25 - 34	75	3.3556	1.01244	.11691	3.1226	3.5885	1.00	5.00
	35 - 44	44	3.4697	.87550	.13199	3.2035	3.7359	2.00	5.00
	45 up	19	3.7544	.96124	.22052	3.2911	4.2177	1.33	5.00
	Total	200	3.4900	.94216	.06662	3.3586	3.6214	1.00	5.00



ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CLOSE	Between Groups	5.422	3	1.807	1.310	.272
	Within Groups	270.367	196	1.379		
	Total	275.789	199			
NOT20	Between Groups	20.331	3	6.777	5.778	.001
	Within Groups	229.891	196	1.173		
	Total	250.222	199			
TEEN	Between Groups	7.211	3	2.404	2358	.073
	Within Groups	199.766	196	1.019		
	Total	206.977	199			
ZONE	Between Groups	15.288	3	5.096	4.384	.005
	Within Groups	227.851	196	1.163		
	Total	243.139	199			
LIQOUR	Between Groups	3.387	3	1.129	.875	.455
	Within Groups	252.962	196	1.291		
	Total	256.349	199			
WOMAN	Between Groups	3.919	3	1.306	1.746	.159
	Within Groups	146.609	196	.748		
	Total	150.528	199			
URINE	Between Groups	3.274	3	1.091	1.234	.299
	Within Groups	173.373	196	.885		
	Total	176.647	199			



Oneway*Education

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
CLOSE	primary school	2	3.0000	.00000	.00000	3.0000	3.0000	3.00	3.00
	secondary school	38	3.4737	1.13868	.18472	3.0994	3.8480	1.50	5.00
	college	19	3.0263	1.27447	.29238	2.4120	3.6406	1.00	5.00
	bachelor degree	124	3.4032	1.13996	.10237	3.2006	3.6059	1.00	5.00
	master degree	16	3.1250	1.39642	.34911	2.3809	3.8691	1.00	5.00
	doctoral degree	1	1.0000	1.00	1.00
	Total	200	3.3425	1.17723	.08324	3.1783	3.5067	1.00	5.00
NOT20	primary school	2	3.5000	1.17851	.83333	-7.0885	14.0885	2.67	4.33
	secondary school	38	3.8333	.98258	.15940	3.5104	4.1563	2.00	5.00
	college	19	3.5088	1.27835	.29327	2.8926	4.1249	1.00	5.00
	bachelor degree	124	3.5108	1.16361	.10450	3.3039	3.7176	1.00	5.00
	master degree	16	3.6667	.95063	.23766	3.1601	4.1732	1.67	5.00
	doctoral degree	1	3.0000	3.00	3.00
	Total	200	3.5817	1.12134	.07929	3.4253	3.7380	1.00	5.00
TEEN	primary school	2	3.0000	1.88562	1.33333	-13.9416	19.9416	1.67	4.33
	secondary school	38	3.3947	.99203	.16093	3.0687	3.7208	1.67	5.00
	college	19	3.2281	1.34739	.30911	2.5786	3.8775	1.00	5.00
	bachelor degree	124	3.2742	.99959	.08977	3.0965	3.4519	1.00	5.00
	master degree	16	3.3750	.84218	.21054	2.9262	3.8238	1.67	4.33
	doctoral degree	1	3.3333	3.33	3.33
	Total	200	3.2983	1.01985	.07211	3.1561	3.4405	1.00	5.00
ZONE	primary school	2	4.3750	.17678	.12500	2.7867	5.9633	4.25	4.50
	secondary school	38	3.8289	1.07663	.17465	3.4751	4.1828	1.25	5.00
	college	19	3.3816	1.37530	.31552	2.7187	4.0445	1.00	5.00
	bachelor degree	124	3.6895	1.08171	.09714	3.4972	3.8818	1.00	5.00
	master degree	16	3.4688	1.00778	.25195	2.9317	4.0058	1.75	5.00
	doctoral degree	1	2.0000	2.00	2.00
	Total	200	3.6675	1.10535	.07816	3.5134	3.8216	1.00	5.00
LIQOUR	primary school	2	2.7500	1.06066	.75000	-6.7797	12.2797	2.00	3.50
	secondary school	38	3.1842	1.09311	.17733	2.8249	3.5435	1.00	5.00
	college	19	3.1842	1.19269	.27362	2.6094	3.7591	1.00	5.00
	bachelor degree	124	3.2581	1.18508	.10642	3.0474	3.4687	1.00	5.00
	master degree	16	3.1563	.88917	.22229	2.6824	3.6301	1.00	4.00
	doctoral degree	1	3.0000	3.00	3.00
	Total	200	3.7775	1.13498	.08026	3.0642	3.3808	1.00	5.00
WOMAN	primary school	2	3.3333	.00000	.00000	3.3333	3.3333	3.33	3.33
	secondary school	38	3.4298	.81983	.13299	3.1604	3.6993	1.67	5.00
	college	19	3.2982	.91554	.21004	2.8570	3.7395	2.00	5.00
	bachelor degree	124	3.3091	.92068	.08268	3.1455	3.4728	1.00	5.00
	master degree	16	3.5000	.59628	.14907	3.1823	3.8177	2.67	4.67
	doctoral degree	1	3.0000	3.00	3.00
	Total	200	3.3450	.86973	.06150	3.2237	3.4663	1.00	5.00
URINE	primary school	2	3.5000	.23570	.16667	1.3823	5.6177	3.33	3.67
	secondary school	38	3.4123	.90522	.14685	3.1147	3.7098	1.67	5.00
	college	19	3.3509	1.12477	.25804	2.8088	3.8930	1.33	5.00
	bachelor degree	124	3.5430	.96222	.08641	3.3720	3.7141	1.00	5.00
	master degree	16	3.5208	.65511	.16378	3.1718	3.8699	2.67	4.67
	doctoral degree	1	2.0000	2.00	2.00
	Total	200	3.4900	.94216	.06662	3.3586	3.6214	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CLOSE	Between Groups	9.490	5	1.898	1.383	.232
	Within Groups	266.299	194	1.373		
	Total	275.789	199			
NOT20	Between Groups	3.599	5	.720	.566	.726
	Within Groups	246.623	194	1.271		
	Total	250.222	199			
TEEN	Between Groups	.792	5	.158	.149	.980
	Within Groups	206.185	194	1.063		
	Total	206.977	199			
ZONE	Between Groups	7.018	5	1.404	1.153	.334
	Within Groups	236.121	194	1.217		
	Total	243.139	199			
LIQOUR	Between Groups	.807	5	.161	.122	.987
	Within Groups	255.542	194	1.317		
	Total	256.349	199			
WOMAN	Between Groups	.978	5	.196	.254	.938
	Within Groups	149.550	194	.771		
	Total	150.528	199			
URINE	Between Groups	3.181	5	.636	.712	.615
	Within Groups	173.465	194	.894		
	Total	176.647	199			



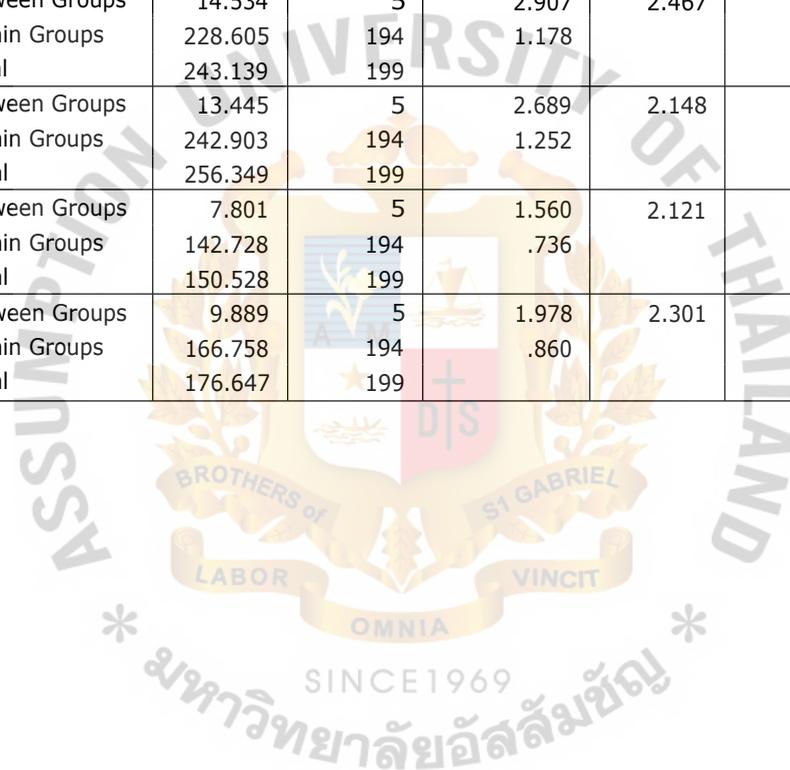
Oneway*Occupation

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	tipper Bound		
CLOSE	homemaker/housewife	5	3.3000	1.25499	.56125	1.7417	4.8583	1.50	4.50
	government employee	26	3.1731	1.16570	.22861	2.7022	3.6439	1.00	5.00
	employee of private company	87	3.2989	1.23057	.13193	3.0366	3.5611	1.00	5.00
	self-employed	19	3.3158	1.22713	.28152	2.7243	3.9072	1.00	5.00
	student	51	3.6471	1.05496	.14772	3.3503	3.9438	1.50	5.00
	unemployed	12	2.7917	1.09665	.31658	2.0949	3.4884	1.50	4.50
	Total	200	3.3425	1.17723	.08324	3.1783	3.5067	1.00	5.00
80120	homemaker/housewife	5	3.4667	1.26051	.56372	1.9015	5.0318	2.33	5.00
	government employee	26	3.9487	.90280	.17705	3.5841	4.3134	1.67	5.00
	employee of private company	87	3.3448	1.27837	.13706	3.0724	3.6173	1.00	5.00
	self-employed	19	3.6491	.76557	.17563	3.2801	4.0181	2.67	5.00
	student	51	3.8497	.93883	.13146	3.5856	4.1137	2.00	5.00
	unemployed	12	3.3056	1.17601	.33948	2.5584	4.0528	1.00	5.00
	Total	200	3.5817	1.12134	.07929	3.4253	3.7380	1.00	5.00
TEEN	homemaker/housewife	5	3.4667	1.26051	.56372	1.9015	5.0318	1.67	4.67
	government employee	26	3.5256	.64065	.12564	3.2669	3.7844	2.00	4.33
	employee of private company	87	3.1839	1.06599	.11429	2.9567	3.4111	1.00	5.00
	self-employed	19	3.1404	1.02629	.23545	2.6457	3.6350	1.00	4.67
	student	51	3.5163	1.00954	.14136	3.2324	3.8003	1.67	5.00
	unemployed	12	2.8889	1.17493	.33917	2.1424	3.6354	1.67	4.67
	Total	200	3.2983	1.01985	.07211	3.1561	3.4405	1.00	5.00
ZONE	homemaker/housewife	5	3.7000	1.26738	.56679	2.1263	5.2737	1.50	4.50
	government employee	26	3.8269	.89098	.17474	3.4670	4.1868	1.50	5.00
	employee of private company	87	3.4080	1.19295	.12790	3.1538	3.6623	1.00	5.00
	self-employed	19	3.5658	1.03696	.23790	3.0660	4.0656	1.50	5.00
	student	51	4.0588	.92681	.12978	3.7982	4.3195	1.75	5.00
	unemployed	12	3.6875	1.26637	.36557	2.8829	4.4921	1.00	5.00
	Total	200	3.6675	1.10535	.07816	3.5134	3.8216	1.00	5.00
LIQOUR	homemaker/housewife	5	3.2000	1.39642	.62450	1.4661	4.9339	1.50	4.50
	government employee	26	3.0962	.84875	.16645	2.7533	3.4390	2.00	4.50
	employee of private company	87	3.2529	1.09139	.11701	3.0203	3.4855	1.00	5.00
	self-employed	19	2.9474	1.16541	.26736	2.3857	3.5091	1.00	4.50
	student	51	3.5196	1.23677	.17318	3.1718	3.8675	1.00	5.00
	unemployed	12	2.4583	1.11719	.32250	1.7485	3.1682	1.00	4.50
	Total	200	3.7775	1.13498	.08026	3.0642	3.3808	1.00	5.00
WOMAN	homemaker/housewife	5	3.5333	1.42595	.63770	1.7628	5.3039	2.00	5.00
	government employee	26	3.3590	.73589	.14432	3.0617	3.6562	2.00	4.67
	employee of private company	87	3.2146	.90787	.09733	3.0211	3.4081	1.00	5.00
	self-employed	19	3.3158	.73261	.16807	2.9627	3.6689	1.67	4.33
	student	51	3.6405	.81607	.11427	3.4110	3.8700	2.00	5.00
	unemployed	12	2.9722	.80977	.23376	2.4577	3.4867	1.67	4.33
	Total	200	3.3450	.86973	.06150	3.2237	3.4663	1.00	5.00
URINE	homemaker/housewife	5	3.4567	1.23828	.55377	1.9291	5.0042	1.67	5.00
	government employee	26	3.4103	.77922	.15282	3.0955	3.7250	2.00	4.67
	employee of private Company	87	3.2720	1.08016	.11581	3.0418	3.5022	1.00	5.00
	self-employed	19	3.6842	.74927	.17189	3.3231	4.0453	2.00	5.00
	student	51	3.7778	.76205	.10671	3.5634	3.9921	2.00	5.00
	unemployed	12	3.7222	.73627	.21254	3.2544	4.1900	2.00	4.33
	Total	200	3.4900	.94216	.06662	3.3586	3.6214	1.00	5.00

ANOVA

		Sum of squares	df	Mean square	F	Si..
CLOSE	Between Groups	9.306	5	1.861	1.355	.243
	Within Groups	266.483	194	1.374		
	Total	275.789	199			
NOT20	Between Groups	13.114	5	2.623	2.146	.062
	Within Groups	237.108	194	1.222		
	Total	250.222	199			
TEEN	Between Groups	7.534	5	1.507	1.466	.203
	Within Groups	199.443	194	1.028		
	Total	206.977	199			
ZONE	Between Groups	14.534	5	2.907	2.467	.034
	Within Groups	228.605	194	1.178		
	Total	243.139	199			
LIQOUR	Between Groups	13.445	5	2.689	2.148	.061
	Within Groups	242.903	194	1.252		
	Total	256.349	199			
WOMAN	Between Groups	7.801	5	1.560	2.121	.065
	Within Groups	142.728	194	.736		
	Total	150.528	199			
URINE	Between Groups	9.889	5	1.978	2.301	.046
	Within Groups	166.758	194	.860		
	Total	176.647	199			



ANOVA

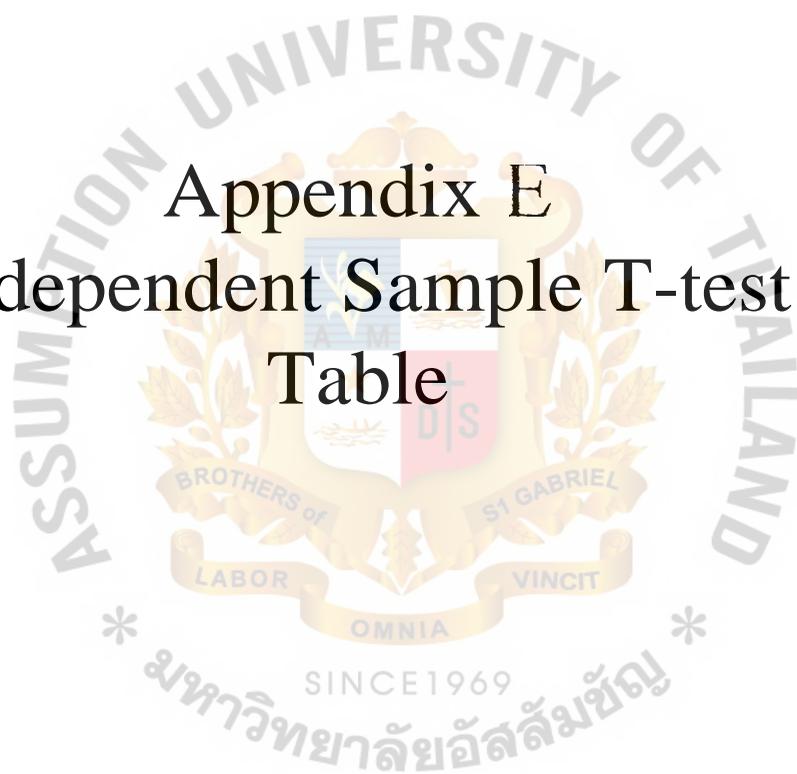
		Sum of Squares	df	Mean Square	F	Sig.
CLOSE	Between Groups	3.531	3	1.177	.847	.469
	Within Groups	272.258	196	1.389		
	Total	275.789	199			
NOT20	Between Groups	13.962	3	4.654	3.861	.010
	Within Groups	236.260	196	1.205		
	Total	250.222	199			
TEEN	Between Groups	7.039	3	2.346	2.300	.079
	Within Groups	199.938	196	1.020		
	Total	206.977	199			
ZONE	Between Groups	8.925	3	2.975	2.490	.062
	Within Groups	234.214	196	1.195		
	Total	243.139	199			
LIQOUR	Between Groups	7.981	3	2.660	2.099	.102
	Within Groups	248.368	196	1.267		
	Total	256.349	199			
WOMAN	Between Groups	3.392	3	1.131	1.506	.214
	Within Groups	147.137	196	.751		
	Total	150.528	199			
URINE	Between Groups	5.142	3	1.714	1.959	.121
	Within Groups	171.504	196	.875		
	Total	176.647	199			



Appendix E

Independent Sample T-test

Table



T-Test*Gender

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
CLOSE	Male	91	3.3626	1.14034	.11954
	Female	109	3.3257	1.21216	.11610
NOT20	Male	91	3.6264	1.05974	.11109
	Female	109	3.5443	1.17384	.11243
TEEN	Male	91	3.3333	.96737	.10141
	Female	109	3.2691	1.06524	.10203
ZONE	Male	91	3.6484	1.05210	.11029
	Female	109	3.6835	1.15251	.11039
LIQOUR	Male	91	3.2143	1.13074	.11853
	Female	109	3.2294	1.14369	.10955
WOMAN	Male	91	3.2894	.88500	.09277
	Female	109	3.3914	.85808	.08219
URINE	Male	91	3.5128	.92737	.09722
	Female	109	3.4709	.95819	.09178

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
CLOSE	Equal variances assumed	2.109	.148	.221	198	.826	.0369	.16757	-.29349	.36739
	Equal variances not assumed			.222	195.163	.825	.0369	.16664	-.29170	.36560
NOT20	Equal variances assumed	1.431	.233	.514	198	.608	.0820	.15952	-.23255	.39661
	Equal variances not assumed			.519	196.765	.604	.0820	.15806	-.22968	.39374
TEEN	Equal variances assumed	1.526	.218	.443	198	.659	.0642	.14511	-.22194	.35038
	Equal variances not assumed			.446	196.575	.656	.0642	.14385	-.21947	.34791
ZONE	Equal variances assumed	.144	.705	-.223	198	.824	-.0351	.15733	-.34540	.27513
	Equal variances not assumed			-.225	196.395	.822	-.0351	.15604	-.34287	.27260
LIQOUR	Equal variances assumed	.039	.843	-.093	198	.926	-.0151	.16157	-.33369	.30354
	Equal variances not assumed			-.093	192.419	.926	-.0151	.16140	-.33342	.30327
WOMAN	Equal variances assumed	327	.568	-.826	198	.410	-1.021	.12360	-.34580	.14168
	Equal variances not assumed			-.823	189.458	.411	-1.021	.12394	-.34655	.14243
URINE	Equal variances assumed	.100	.752	.312	198	.755	.0419	.13409	-.77755	.30630
	Equal variances not assumed			.313	193.699	.754	.0419	.13369	-.77755	.30555