

ABSTRACT

Bangkok, despite its polluted and congested city environment, is usually considered among the top tourist destinations in the world. This research was conducted to uncover some of the significant issues operating within international tourists' views on the tourism product mix of Bangkok (namely core tourism products, supporting tourism products and augmented tourism products) and their impressions of Bangkok's environment. The data was collected from a set of questionnaires distributed to 384 international tourists who had spent at least two days in Bangkok during the month of June 2010. Pearson's Correlation Coefficient was applied for hypotheses testing to analyze the data.

The findings revealed that international tourists had 'positive' views toward the core tourism products of Bangkok, with the cultural and historical sites being well maintained in their view. However, they were not very interested in issues relating to energy saving while they were shopping or visiting entertainment areas. The study also found that international tourists had 'positive' views toward the supporting tourism products of Bangkok. They expressed concern about Bangkok's lack of environmentally-friendly public transport systems as well as the lack of efficient recycling systems at hotels and restaurants in Bangkok. Also, there was little awareness about environmental campaigns initiated by the Tourism Authority of Thailand (TAT). Moreover, international tourists appeared to have 'positive' views toward the augmented tourism products of Bangkok. They agreed that people in Bangkok were friendly and helpful, and that green spaces and parks in Bangkok were well maintained. However, they expressed concern about too much use of plastic bags in Bangkok, the streets being unclean and a lack of adequate garbage bins.

Hypotheses testing showed significant relationships between the core, supporting and augmented tourism products of Bangkok and international tourists' impression of Bangkok's environment. International tourist's views on the tourism products of Bangkok were positively related to their views on Bangkok's environment. The findings suggest that responsible organizations, namely the TAT, the Ministry of Tourism and Sports, the Bangkok Metropolitan Administration (BMA) and tourism business operators, should cooperate in giving shape to tourism products in order to make Bangkok a greener destination for tourists.

Keywords: Bangkok, core tourism products, supporting tourism products, augmented tourism products, environment

