

Abstract

This research, “ Perception of Foreign Tourists toward Safety during Songkran Festival in Chiang Mai, April 2006, ” was conducted among international tourists joining the Songkran Festival in and around Chiang Mai City during the Songkran Festival of that year. From the population of about 1,000,000 international tourists coming to Chiang Mai City, 300 samples were taken for the study.

Non-random convenient sampling technique was used by distributing questionnaires to sample tourists at hotels, guesthouses, and festival places in and around Chiang Mai. Descriptive statistics are used to show percentages and mean. Inferential statistics in the forms of T-test and ANOVA are used to test the 25 hypotheses set in this study.

The research objective was to measure the perception of tourists toward Songkran Festival in Chiang Mai City. Based on Likert's five-point rating scale, the findings reveals an overall rating of 4.29 which could be interpreted as a high degree of safety, with the mean of 4.28 for safety in joining festival, 4.32 for safety in transportation, 4.43 for safety of accommodation, 4.18 for safety of food & beverage and entertainment, and 4.28 for safety from crimes and accidents.

Hypothesis testing reveals that there is no difference in international tourists' perception toward various aspects of safety when classified by the various demographic characteristics of nationality, age, gender, marital status and education, with only two exceptions, that there is difference in foreign tourists' perception toward safety in joining festival activities when classified by nationality, and perception toward safety in transportation during Songkran Festival in Chiang Mai based on their nationality.

The general conclusion is that international tourists viewed joining Songkran Festival in Chiang Mai as "Quite Safe", which is a positive feedback.