Image of Thailand as a Tourist Destination:
A Perspective of Indian Tourists

By

MAMTHA SATHYAMOORTHY

A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

December, 2001

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Tourism is one of the largest and most dynamic industries of the world, with significant multiplier effects on economic activity. Strong overall expansion of Tourism has spread over globally including diversification of the tourism products and increasing competition between destinations.

In an effort to make Thailand a quality destination in the face of growing global competition, Tourism Research is an essential part of designing strategies in order to focus on pursuing new markets and International customer market segments.

This Research focuses on one customer market segment namely, the Indian Tourists. The research involves framing the research problem - *"What will be the outcome of the relationship between Destination Attributes and Image of Thailand when the perception of Indian Tourists is taken into consideration? "*

The objectives of this Research are to evaluate the *Perception of Thailand's Destination Attributes* among Indian Tourists who have already visited the country. *Thailand's Destination Attribute* (Natural Scenery, History & Culture, Shopping, Entertainment and Nightlife, Value for money, and Travel infrastructure) and To identify Destination factors/attributes that are considered *as the First choice* to Indian Tourists visiting Thailand.

Survey Research method was used in this study where a sample of 382 Indian Tourists who had already visited Thailand were asked to fill up self administered structured questionnaires. Questions were framed based on the Research framework using different measurement scales for the purpose of analyzing data. Descriptive statistical tools have been used in order to analyze the demographic characteristics of the respondents.

Reliability tests have been performed in order to test whether the data collected with the help of measurement scales are reliable. Hypotheses statements both null and alternative are furnished based on the Destination attributes, and the overall evaluation of Thailand. Inferential Statistical tools, namely the **"Spearman's rank Correlation Coefficient"** has been used to test the hypothesis.

Analysis and Conclusions obtained from testing the hypothesis resulted in rejecting the null hypothesis in case of three Destination attributes and accepting the null in case of the three other attributes. Destination attributes Shopping, Natural Scenery and Value for Money were the three attributes that proved to have a relationship with Overall evaluation of Thailand. Conclusions are provided for three sections namely, the Research Problem, Research Objectives and Research Questions. Recommendations are contributed pertaining to promote or curb the projection of Images by Destination attributes obtained from the research results. Recommendations have also been provided for comments and suggestion made by the respondents. Scope for further research on other evaluation studies have been highlighted.

Conclusions for the research have been provided at the end of the chapter, which suggests investigating the constant changes taking place in the current Tourism marketing environment. And achieving the main goal of - Satisfying the Visitor overall.

Tables, graphs and other information relating to the study have been attached in the section of Appendices, which can be referred for detailed review. References pertaining to the study have been attached at the end of the report.

CHAPTER - 1
GENERALITIES OF THE STUDY

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GENERALITIES OF THE STUDY

1.1 Introduction of the study

Tourism is one of the largest and most dynamic industries of the world, with significant multiplier effects on economic activity. Recent worldwide trends seem to justify this estimation, particularly the continuous aging of the population of the developed countries, the gradual reduction in working hours and the consequent increase in leisure time or the expected improvement in the quality of life of potential tourists all over the world.

Strong overall expansion of Tourism has spread over globally including diversification of the tourism products and increasing competition between destinations.

In an effort to make Thailand a quality destination in the face of growing global competition, the Tourism Industry in Thailand has radically restructured its plans and strategies in order to focus on sustainable development at home while pursuing new markets and customer market segments abroad.

Tourism-related public and private agencies are working closely together to initiate a number of development and promotion projects to promote Thailand as a quality destination. The goal is to encourage visitors to spend more so that tourism revenue earnings may continue to play an important role in preserving the health of the Thai economy.

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Thailand Tourism Statistics 2001
International Tourist Arrivals
JANUARY - APRIL 2001

Average Length of Stay (Days) :	2001	2000
	8.52	8.34

PROFILE

	NUMBER	D (%)	% SHARE		NUMBER	D (%)	% SHARE
SEX				**AGE**			
Male	2,097,155	+ 6.72	59.88	Under 15	139,536	+ 2.02	3.98
Female	1,405,027	+ 6.64	40.12	15 - 24	319,566	+ 6.04	9.12
				25 - 34	920,411	+ 9.75	26.28
FREQUENCY OF VISIT				35 - 44	836,479	+ 6.40	23.88
First visit	1,611,831	- 3.46	46.02	45 - 54	680,389	+ 3.63	19.43
Revisit	1,890,351	+ 17.20	53.98	55 - 64	419,099	+ 7.28	11.97
				65 and Over	186,702	+ 8.22	5.33
TRAVEL ARRANGEMENT				**OCCUPATION**			
Group Tour	1,402,065	- 0.17	40.03	Professionals	510,730	+ 3.60	14.58
Non Group Tour	1,578,604	+ 11.81	59.97	Admin. & Managerial	389,378	+ 5.87	11.12
				Commercial Personnel	601,529	+ 3.47	17.18
				Laborers/Production	814,006	+ 39.43	23.24
Purpose of Visit				Agricultural Workers	10,427	- 35.30	0.30
Holiday	3,108,289	+ 6.94	88.75	Government Official	28,377	- 10.68	0.81
Business	293,241	+ 3.47	8.37	Housewife/Unpaid Workers	220,215	- 0.28	6.29
Convention	29,230	+ 1.26	0.83	Students & Children	372,836	+ 8.87	10.65
Official	15,207	+ 57.91	0.43	Retired & Unemployed	71,853	+ 0.99	2.05
Others	56,215	+ 3.77	1.61	Other	64,892	- 43.66	1.85
				Not Stated	417,939	- 8.99	11.93

Source: Thailand Tourism Statistics, Tourism Authority of Thailand.

INTERNATIONAL TOURIST ARRIVALS
FROM JANUARY – APRIL 2001

Month	2001	2000	% Δ	Average Growth
Jan.	958,256	807,222	+ 18.71	+ 18.71
Feb.	841,709	879,526	- 4.30	+ 6.71
Mar.	904,041	817,764	+ 10.55	+ 7.97
Apr.	822,840	801,858	+ 2.62	+ 6.67
May	-	684,245	-	-
Jun.	-	685,326	-	-
Jul.	-	797,561	-	-
Aug.	-	783,026	-	-
Sep.	-	739,177	-	-
Oct.	-	757,295	-	-
Nov.	-	882,698	-	-
Dec.	-	943,128	-	-
TOTAL	3,526,846	9,578,826	-	-

Note : International Tourist Arrivals included Overseas Thai
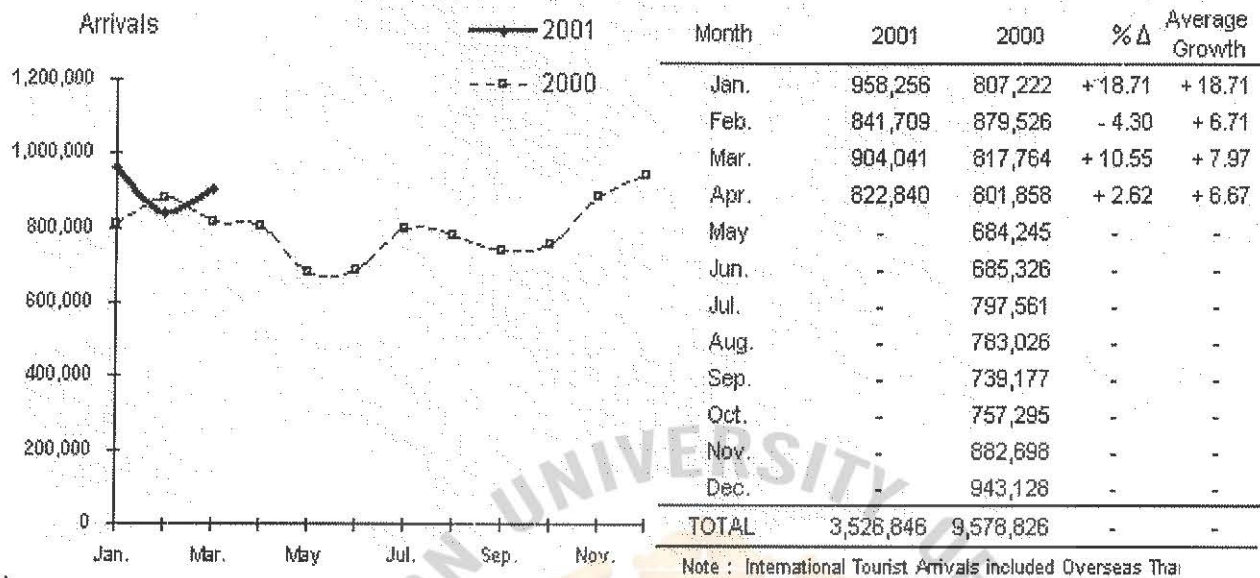
*(Source: **Thailand Tourism Statistics, Tourism Authority of Thailand.**)*

Table: & Fig: 1.2

Interpretation:

From the above statistics we can infer that there has been a steady growth in the International Tourist arrivals (9,578,826 arrivals including overseas Thai) to Thailand between January - April 2001. However, the percentage rate of change for the year 2001 results in a diminishing value followed by an advancing percentage of change in the following months. However, a detailed analysis in Rate of change and Average Growth rate can be presented with the arrivals for the consecutive months for the year 2001.

The time frame for the population study in this research has been ascertained from the Arrival population from January – December 2000 respectively.

Following are the tables displaying the profiles of International Tourist Arrivals to Thailand.

INTERNATIONAL TOURIST ARRIVALS BY NATIONALITY & MODE OF TRANSPORT
JANUARY - DECEMBER

Country of Nationality	2000 Number	% Share	1999 Number	% Share	%Change 00/99	Air	Land	Sea
East Asia	5,545,856	57.90	5,000,701	57.80	+ 10.90	4,356,310	1,054,397	135,149
ASEAN	2,056,389	21.47	1,864,278	21.55	+ 10.30	953,080	987,451	115,858
Brunei	4,776	0.05	2,405	0.03	+ 98.59	3,855	600	321
Indonesia	156,764	1.64	133,252	1.54	+ 17.64	81,443	54,359	20,962
Laos	70,985	0.74	68,809	0.80	+ 3.16	8,886	57,136	4,963
Malaysia	1,111,687	11.61	1,009,821	11.67	+ 10.09	281,727	793,523	36,437
Philippines	103,013	1.08	86,835	1.00	+ 18.63	87,429	11,276	4,308
Singapore	563,679	5.88	528,889	6.11	+ 6.58	449,524	67,235	46,920
Vietnam	45,485	0.47	34,267	0.40	+ 32.74	40,216	3,322	1,947
China	753,781	7.87	813,596	9.40	- 7.35	747,694	2,505	3,582
Hong Kong	243,952	2.55	244,474	2.83	- 0.21	242,045	1,537	370
Japan	1,202,164	12.55	1,059,872	12.25	+ 13.43	1,163,581	27,435	11,148
Korea	451,347	4.71	342,867	3.96	+ 31.64	438,372	11,964	1,011
Taiwan	706,482	7.38	528,291	6.11	+ 33.73	701,316	4,484	682
Others	131,741	1.38	147,323	1.70	- 10.58	110,222	19,021	2,498
Europe	2,301,807	24.03	2,116,806	24.47	+ 8.74	2,124,179	125,930	51,698
Austria	52,240	0.55	59,098	0.68	- 11.60	50,026	1,535	679
Belgium	52,256	0.55	52,231	0.60	+ 0.05	47,778	3,244	1,234
Denmark	79,040	0.83	79,094	0.91	- 0.07	73,252	4,730	1,058
Finland	51,109	0.53	45,933	0.53	+ 11.27	47,836	1,772	1,501
France	256,948	2.68	255,247	2.95	+ 0.67	235,337	18,074	3,537
Germany	390,030	4.07	389,466	4.50	+ 0.14	365,423	16,965	7,642
Italy	133,247	1.39	126,572	1.46	+ 5.27	127,805	4,473	969
Netherlands	126,848	1.32	118,780	1.37	+ 6.79	114,513	9,510	2,825
Norway	53,902	0.56	48,630	0.56	+ 10.84	49,390	3,216	1,296
Russian	46,417	0.48	36,622	0.42	+ 26.75	45,432	923	62
Spain	33,558	0.35	28,940	0.33	+ 15.96	32,136	869	553
Sweden	150,515	1.57	119,935	1.39	+ 25.50	138,501	8,926	3,088
Switzerland	105,591	1.10	108,499	1.25	- 2.68	98,701	5,199	1,691
United Kingdom	619,659	6.47	515,162	5.95	+ 20.28	555,567	39,892	24,200
East Europe	54,332	0.57	46,234	0.53	+ 17.52	51,538	2,479	315
Others	96,115	1.00	86,363	1.00	+ 11.29	90,944	4,123	1,048
The Americas	663,276	6.92	595,381	6.88	+ 11.40	608,874	33,022	21,380
Argentina	5,535	0.06	5,319	0.06	+ 4.06	5,083	275	177
Brazil	5,822	0.06	5,299	0.06	+ 9.87	5,580	139	103
Canada	112,540	1.17	105,857	1.22	+ 6.31	99,887	9,637	3,016
U.S.A.	518,053	5.41	461,671	5.34	+ 12.21	479,866	22,263	15,924
Others	21,326	0.22	17,235	0.20	+ 23.74	18,458	708	2,160
South Asia	352,007	3.67	291,797	3.37	+ 20.63	335,721	5,506	10,780
Bangladesh	25,681	0.27	22,243	0.26	+ 15.46	24,829	700	152
India	224,104	2.34	181,033	2.09	+ 23.79	211,014	2,973	10,117
Nepal	16,389	0.17	14,957	0.17	+ 9.57	15,890	479	20
Pakistan	49,407	0.52	39,466	0.46	+ 25.19	48,054	1,132	221
Sri Lanka	28,668	0.30	26,263	0.30	+ 9.16	28,252	161	255
Others	7,758	0.08	7,835	0.09	- 0.98	7,682	61	15
Oceania	378,782	3.95	344,879	3.99	+ 9.83	333,140	19,649	25,993
Australia	314,531	3.28	283,498	3.28	+ 10.95	275,089	16,075	23,367
New Zealand	62,585	0.65	59,158	0.68	+ 5.79	56,504	3,473	2,608
Others	1,666	0.02	2,223	0.03	- 25.06	1,547	101	18
Middle East	182,408	1.90	154,760	1.79	+ 17.87	175,761	5,137	1,510
Egypt	6,281	0.07	5,139	0.06	+ 22.22	5,783	198	300
Israel	75,798	0.79	65,794	0.76	+ 15.21	71,785	3,068	945
Kuwait	18,599	0.19	14,924	0.17	+ 24.62	18,472	115	12
Saudi Arabia	6,150	0.06	5,048	0.06	+ 21.83	5,918	123	109
U.A.E.	20,798	0.22	17,455	0.20	+ 19.15	20,695	76	27
Others	54,782	0.57	46,400	0.54	+ 18.06	53,108	1,557	117
Africa	84,487	0.88	76,008	0.88	+ 11.16	73,714	9,041	1,732
South Africa	35,381	0.37	31,833	0.37	+ 11.15	33,237	1,170	974
Others	49,106	0.51	44,175	0.51	+ 11.16	40,477	7,871	758
Sub Total	9,508,623	99.27	8,580,332	99.18	+ 10.82	8,007,699	1,252,682	248,242
Overseas Thai	70,203	0.73	70,928	0.82	- 1.02	69,231	972	-
Grand Total	9,578,826	100.00	8,651,260	100.00	+ 10.72	8,076,930	1,253,654	248,242

Source of Data: Immigration Bureau, Police Department

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INTERNATIONAL TOURIST ARRIVALS BY SEX
JANUARY - DECEMBER 2000

Country	Sex			
of Residence	Male	Δ(%)	Female	Δ(%)
East Asia	**3,351,334**	**+ 10.10**	**2,401,537**	**+ 11.59**
ASEAN	1,305,192	+ 8.32	801,387	+ 8.81
Brunei	7,422	+ 31.62	5,340	+ 46.78
Indonesia	77,733	+ 8.82	67,333	+ 10.78
Laos	55,838	+ 7.06	18,994	- 2.93
Malaysia	657,914	+ 7.07	396,555	+ 5.31
Philippines	52,165	+ 18.40	54,559	+ 26.10
Singapore	419,488	+ 7.42	236,279	+ 10.23
Vietnam	34,632	+ 30.23	22,327	+ 21.65
China	383,086	- 5.82	320,994	- 12.98
Hong Kong	258,104	+ 8.66	229,047	+ 19.04
Japan	733,144	+ 12.16	464,787	+ 13.12
Korea	248,754	+ 32.78	199,044	+ 32.08
Taiwan	359,125	+ 21.54	348,180	+ 32.82
Others	63,929	+ 10.00	38,098	+ 24.25
Europe	**1,307,308**	**+ 7.75**	**861,688**	**+ 10.87**
Austria	27,266	+ 4.82	17,527	+ 3.95
Belgium	33,277	+ 10.35	17,097	+ 5.57
Denmark	45,300	- 4.99	34,615	+ 12.50
Finland	32,013	+ 14.10	23,131	+ 8.05
France	147,697	+ 7.78	91,835	+ 1.83
Germany	236,901	- 0.34	141,661	+ 2.93
Italy	77,138	+ 6.13	42,539	+ 3.25
Netherlands	71,540	+ 11.00	47,993	+ 16.00
Norway	37,526	+ 9.26	27,024	+ 30.45
Russia	25,162	+ 31.61	24,424	+ 39.93
Spain	19,006	+ 2.99	14,948	+ 30.15
Sweden	116,776	+ 25.55	92,316	+ 32.92
Switzerland	69,619	+ 3.17	42,416	+ 3.08
UK.	289,791	+ 10.32	186,596	+ 14.47
East Europe	30,130	+ 9.08	25,190	+ 7.88
Others	48,166	+ 3.06	32,376	- 7.41
The Americas	**364,783**	**+ 11.47**	**220,184**	**+ 17.52**
Argentina	2,636	+ 0.80	2,620	+ 10.36
Brazil	2,352	- 4.16	1,634	+ 25.02
Canada	51,265	+ 9.94	35,014	+ 17.22
U.S.A.	300,101	+ 11.53	173,184	+ 16.41
Others	8,429	+ 30.58	7,732	+ 53.75
South Asia	**261,791**	**+ 21.45**	**77,622**	**+ 19.66**
Bangladesh	22,273	+ 12.80	7,435	+ 33.84
India	**153,399**	**+ 24.80**	**49,469**	**+ 20.46**
Nepal	15,195	+ 14.84	4,408	+ 27.81
Pakistan	42,486	+ 25.65	6,662	+ 27.09
Sri Lanka	22,075	+ 14.06	7,511	+ 3.49
Others	6,363	- 2.08	2,137	- 6.97
Oceania	**214,379**	**+ 4.10**	**167,085**	**+ 15.54**
Australia	181,050	+ 1.38	142,225	+ 13.55
New Zealand	31,872	+ 24.64	23,903	+ 28.43
Others	1,457	- 18.24	957	+ 28.28
Middle East	**141,546**	**+ 13.65**	**58,977**	**+ 16.66**
Egypt	4,820	+ 34.37	1,502	+ 12.68
Israel	44,584	+ 8.10	28,886	+ 21.69
Kuwait	14,799	+ 15.45	4,900	+ 11.77
Saudi Arabia	10,787	+ 16.09	2,932	- 4.50
U.A.E.	24,834	+ 17.21	9,290	+ 10.45
Others	41,722	+ 14.55	11,467	+ 19.20
Africa	**44,695**	**+ 6.34**	**35,694**	**+ 14.40**
South Africa	17,532	+ 6.78	19,989	+ 14.87
Others	27,163	+ 6.06	15,705	+ 13.80
Grand Total	**5,685,836**	**+ 9.93**	**3,822,787**	**+ 12.17**

Source of Data: Immigration Bureau, Police Department.
Remark :　　　Overseas Thai Residents are not included

INTERNATIONAL TOURIST ARRIVALS BY FREQUENCY OF VISIT
JANUARY - DECEMBER 2000

Country	Frequency of Visit			
of Residence	First Visit	Δ(%)	Revisit	Δ(%)
East Asia	**3,222,330**	**+ 16.59**	**2,530,541**	**+ 4.05**
ASEAN	833,264	+ 50.73	1,273,315	- 8.30
Brunei	4,459	+ 42.73	8,303	+ 34.94
Indonesia	76,957	+ 47.77	68,109	- 15.01
Laos	6,323	- 76.15	68,509	+ 51.53
Malaysia	512,053	+ 91.87	542,416	- 25.10
Philippines	49,194	+ 34.85	57,530	+ 13.15
Singapore	155,068	+ 8.06	500,699	+ 8.53
Vietnam	29,210	+ 20.49	27,749	+ 34.02
China	601,495	- 13.41	102,585	+ 26.72
Hong Kong	253,681	+ 7.86	233,470	+ 19.89
Japan	629,036	+ 9.29	568,895	+ 16.34
Korea	340,440	+ 33.08	107,358	+ 30.57
Taiwan	525,407	+ 27.27	181,898	+ 25.62
Others	39,007	+ 5.49	63,020	+ 21.65
Europe	**1,035,797**	**+ 1.51**	**1,133,199**	**+ 16.81**
Austria	18,120	- 5.24	26,673	+ 12.30
Belgium	22,569	+ 0.69	27,805	+ 16.16
Denmark	35,592	- 10.64	44,323	+ 14.78
Finland	24,980	- 4.21	30,164	+ 28.97
France	125,685	+ 2.09	113,847	+ 9.36
Germany	155,173	- 7.62	223,389	+ 7.73
Italy	62,951	+ 0.04	56,726	+ 11.31
Netherlands	63,136	+ 9.67	56,397	+ 16.87
Norway	31,892	+ 11.24	32,658	+ 23.74
Russia	26,702	+ 13.88	22,884	+ 74.34
Spain	21,758	+ 11.60	12,196	+ 16.79
Sweden	93,118	+ 9.27	115,974	+ 50.13
Switzerland	37,572	- 6.20	74,463	+ 8.58
UK.	234,482	+ 7.67	241,905	+ 16.35
East Europe	33,528	+ 3.96	21,792	+ 16.39
Others	48,539	- 10.78	32,003	+ 17.22
The Americas	**247,809**	**+ 13.85**	**337,158**	**+ 13.55**
Argentina	3,478	+ 1.67	1,778	+ 13.39
Brazil	2,135	- 6.07	1,851	+ 24.40
Canada	39,988	+ 15.16	46,291	+ 10.80
U.S.A.	193,401	+ 13.80	279,884	+ 12.89
Others	8,807	+ 20.64	7,354	+ 75.76
South Asia	**159,601**	**+ 23.25**	**179,812**	**+ 19.13**
Bangladesh	9,489	+ 20.48	20,219	+ 16.04
India	**106,188**	**+ 25.46**	**96,680**	**+ 21.86**
Nepal	7,341	+ 34.38	12,262	+ 9.31
Pakistan	23,609	+ 32.15	25,539	+ 20.53
Sri Lanka	10,798	- 0.22	18,788	+ 18.99
Others	2,176	- 22.95	6,324	+ 5.91
Oceania	**168,787**	**+ 5.90**	**212,677**	**+ 11.25**
Australia	142,652	+ 3.37	180,623	+ 8.91
New Zealand	25,163	+ 23.29	30,612	+ 28.76
Others	972	- 0.51	1,442	- 7.03
Middle East	**98,271**	**+ 9.55**	**102,252**	**+ 19.73**
Egypt	3,017	+ 9.87	3,305	+ 52.02
Israel	39,793	+ 4.10	33,677	+ 25.86
Kuwait	10,138	+ 19.71	9,561	+ 9.47
Saudi Arabia	4,779	- 1.83	8,940	+ 19.30
U.A.E.	15,940	+ 13.10	18,184	+ 17.28
Others	24,604	+ 15.51	28,585	+ 15.54
Africa	**38,568**	**+ 12.39**	**41,821**	**+ 7.46**
South Africa	18,582	+ 1.94	18,939	+ 21.46
Others	19,986	+ 24.22	22,882	- 1.89
Grand Total	**4,971,163**	**+ 12.60**	**4,537,460**	**+ 8.93**

Source of Data: Immigration Bureau, Police Department.

INTERNATIONAL TOURIST ARRIVALS BY TRAVEL ARRANGEMENT
JANUARY - DECEMBER 2000

Country of Residence	Travel Arrangement			
	Group Tour	Δ(%)	Non-Group Tour	Δ(%)
East Asia	**3,205,066**	**+ 12.29**	**2,547,805**	**+ 8.80**
ASEAN	988,101	+ 35.86	1,118,478	- 7.88
Brunei	3,317	+ 33.48	9,445	+ 39.06
Indonesia	73,179	+ 52.91	71,887	- 14.78
Laos	7,377	- 76.12	67,455	+ 65.23
Malaysia	644,113	+ 54.67	410,356	- 28.59
Philippines	39,123	+ 32.01	67,601	+ 17.18
Singapore	195,681	+ 9.42	460,086	+ 7.99
Vietnam	25,311	+ 19.62	31,648	+ 33.04
China	544,132	- 17.35	159,948	+ 36.41
Hong Kong	256,089	+ 4.56	231,062	+ 24.88
Japan	591,321	+ 6.80	606,610	+ 18.74
Korea	307,831	+ 33.74	139,967	+ 29.75
Taiwan	486,816	+ 19.24	220,489	+ 47.62
Others	30,776	- 2.42	71,251	+ 24.47
Europe	**605,080**	**- 2.51**	**1,563,916**	**+ 14.17**
Austria	8,661	- 18.05	36,132	+ 11.85
Belgium	15,557	- 5.04	34,817	+ 16.18
Denmark	24,278	- 7.68	55,637	+ 6.69
Finland	24,720	+ 3.75	30,424	+ 18.67
France	91,288	- 2.93	148,244	+ 11.32
Germany	85,167	- 11.82	293,395	+ 5.25
Italy	37,931	- 7.16	81,746	+ 11.94
Netherlands	37,312	+ 7.86	82,221	+ 15.43
Norway	18,153	+ 15.16	46,397	+ 18.06
Russia	20,513	+ 17.29	29,073	+ 52.33
Spain	14,524	+ 14.18	19,430	+ 12.84
Sweden	64,729	+ 11.15	144,363	+ 38.50
Switzerland	21,235	- 13.84	90,800	+ 8.11
UK.	88,464	- 1.44	387,923	+ 15.48
East Europe	22,559	- 4.37	32,761	+ 19.64
Others	29,989	- 15.10	50,553	+ 8.99
The Americas	**125,374**	**+ 15.96**	**459,593**	**+ 13.07**
Argentina	1,768	+ 3.15	3,488	+ 6.50
Brazil	1,090	- 5.46	2,896	+ 11.04
Canada	16,078	+ 9.55	70,201	+ 13.55
U.S.A.	101,717	+ 17.24	371,568	+ 12.22
Others	4,721	+ 23.91	11,440	+ 49.07
South Asia	**106,927**	**+ 21.00**	**232,486**	**+ 21.05**
Bangladesh	7,524	+ 21.43	22,184	+ 16.12
India	**70,681**	**+ 24.78**	**132,187**	**+ 23.15**
Nepal	4,326	+ 2.56	15,277	+ 22.58
Pakistan	14,519	+ 30.10	34,629	+ 24.14
Sri Lanka	7,822	+ 0.66	21,764	+ 15.51
Others	2,055	- 13.62	6,445	+ 0.45
Oceania	**55,433**	**+ 9.25**	**326,031**	**+ 8.74**
Australia	47,633	+ 7.53	275,642	+ 6.20
New Zealand	7,278	+ 21.22	48,497	+ 27.03
Others	522	+ 18.64	1,892	- 9.39
Middle East	**53,625**	**+ 2.40**	**146,898**	**+ 19.69**
Egypt	1,907	+ 30.71	4,415	+ 27.56
Israel	20,802	- 4.57	52,668	+ 21.96
Kuwait	5,405	- 1.21	14,294	+ 21.84
Saudi Arabia	2,094	+ 7.16	11,625	+ 11.69
U.A.E.	9,305	+ 5.65	24,819	+ 19.37
Others	14,112	+ 9.57	39,077	+ 17.84
Africa	**22,701**	**+ 7.79**	**57,688**	**+ 10.57**
South Africa	7,905	- 11.35	29,616	+ 18.92
Others	14,796	+ 21.85	28,072	+ 2.94
Grand Total	**4,174,206**	**+ 9.98**	**5,334,417**	**+ 11.49**

Source of Data: Immigration Bureau, Police Department.

INTERNATIONAL TOURIST ARRIVALS BY PURPOSE OF VISIT
JANUARY - DECEMBER 2000

Country of Residence	Purpose of Visit									
	Holiday	Δ(%)	Business	Δ(%)	Convention	Δ(%)	Official	Δ(%)	Others	Δ(%)
st Asia	5,074,639	+ 10.31	517,481	+ 19.72	53,168	+ 11.29	18,350	- 36.23	89,233	+ 2.90
EAN	1,791,173	+ 8.40	227,332	+ 17.07	34,736	+ 6.16	10,339	- 42.95	42,999	- 2.24
Brunei	9,746	+ 25.85	566	- 27.06	344	+ 35.43	158	+ 69.89	1,948	+ 375.12
Indonesia	124,962	+ 8.02	11,696	+ 37.31	4,033	+ 35.29	1,003	+ 7.39	3,372	- 17.82
Laos	55,662	+ 23.30	6,767	+ 125.19	3,671	+ 49.29	4,647	- 61.29	4,085	- 55.16
Malaysia	967,265	+ 6.44	61,909	+ 11.87	10,211	- 10.22	1,988	- 11.84	13,096	- 1.90
Philippines	78,466	+ 27.95	17,474	+ 17.40	4,795	- 11.40	642	- 6.41	5,347	+ 6.51
Singapore	512,229	+ 6.70	120,755	+ 14.14	9,145	+ 15.58	1,131	- 16.22	12,507	+ 28.32
Vietnam	42,843	+ 27.06	8,165	+ 39.50	2,537	+ 8.88	770	- 3.87	2,644	+ 17.77
na	663,837	- 10.62	25,778	+ 30.58	3,396	+ 7.23	2,613	- 23.48	8,456	+ 28.24
ng Kong	430,903	+ 12.99	49,200	+ 15.55	4,000	+ 29.32	316	- 18.13	2,732	+ 8.20
an	1,049,366	+ 12.36	127,282	+ 18.14	4,497	+ 21.05	1,901	- 35.16	14,885	- 8.43
ea	403,945	+ 33.72	34,430	+ 25.21	2,777	+ 28.45	672	- 6.28	5,974	+ 7.04
wan	660,468	+ 27.02	39,216	+ 26.52	2,692	+ 26.62	469	- 40.86	4,460	+ 19.38
ers	74,947	+ 10.15	14,243	+ 49.94	1,070	+ 35.61	2,040	- 15.28	9,727	+ 20.91
ope	1,985,801	+ 9.44	144,685	+ 4.60	9,135	+ 5.77	2,765	- 18.84	26,610	+ 3.78
tria	41,954	+ 4.95	2,423	- 2.38	92	- 42.50	77	- 3.75	247	+ 39.55
jium	44,521	+ 9.83	4,562	- 2.87	511	+ 118.38	106	- 1.85	674	- 13.37
imark	73,669	+ 3.08	5,140	- 10.44	69	- 63.49	53	- 50.47	984	+ 4.13
and	50,847	+ 16.79	3,325	- 31.79	234	+ 141.24	36	- 78.82	702	- 10.80
nce	211,947	+ 4.04	21,921	+ 16.87	1,238	+ 17.46	542	+ 56.20	3,884	+ 15.97
many	349,305	+ 1.36	24,472	- 4.79	662	- 48.76	524	- 4.73	3,599	+ 13.50
	108,184	+ 4.18	9,350	+ 21.10	997	+ 37.90	160	- 44.83	986	- 24.79
herlands	106,865	+ 13.62	9,687	+ 7.80	422	+ 1.20	39	- 86.60	2,520	+ 21.56
way	60,908	+ 17.06	2,709	+ 17.27	56	- 62.42	0	- 100.00	877	+ 77.17
sia	46,920	+ 34.31	1,781	+ 76.51	390	+ 207.09	186	+ 22.37	309	- 12.22
in	30,587	+ 15.75	2,524	- 5.33	583	+ 31.90	35	- 5.41	225	- 39.19
den	199,306	+ 30.76	7,759	+ 8.61	270	+ 6.30	92	+ 58.62	1,665	- 35.69
zerland	102,662	+ 2.74	7,522	+ 10.86	522	+ 28.26	92	- 23.33	1,237	- 11.26
	434,047	+ 12.98	32,924	+ 2.36	2,063	- 5.67	353	- 43.25	7,000	+ 7.30
Europe	50,232	+ 6.97	3,270	+ 15.10	535	+ 85.76	316	+ 5.33	967	+ 65.02
ers	73,847	- 2.59	5,316	+ 19.70	491	- 20.42	154	+ 57.14	734	- 0.81
Americas	473,533	+ 14.65	77,643	+ 13.44	6,380	- 2.52	2,928	- 29.17	24,483	+ 9.14
ntina	4,805	+ 7.23	326	- 19.31	33	- 48.44	13	-	79	+ 97.50
il	3,376	+ 17.10	353	- 20.50	141	- 22.95	0	- 100.00	116	- 49.12
ada	73,537	+ 13.14	9,217	+ 17.97	746	+ 27.52	144	- 18.18	2,635	- 10.07
A.	377,705	+ 14.19	66,373	+ 12.70	5,073	- 4.95	2,727	- 30.24	21,407	+ 13.04
ers	14,110	+ 42.58	1,374	+ 54.56	387	+ 2.93	44	+ 69.23	246	- 17.17
th Asia	270,052	+ 20.46	47,665	+ 31.73	4,961	+ 21.74	3,846	- 23.51	12,889	+ 17.65
gladesh	24,220	+ 18.30	3,187	+ 17.78	297	- 22.25	427	- 31.24	1,577	+ 41.06
a	165,504	+ 23.04	26,132	+ 31.28	3,250	+ 44.12	1,729	- 23.43	6,253	+ 23.85
al	13,422	+ 11.48	3,427	+ 48.55	602	+ 28.36	730	- 15.51	1,422	+ 42.06
stan	39,574	+ 25.15	7,779	+ 33.36	431	- 10.40	237	- 5.58	1,127	+ 29.69
anka	22,546	+ 9.54	5,024	+ 40.49	316	- 23.49	216	- 38.46	1,484	- 12.14
rs	4,786	- 3.37	2,116	+ 14.07	65	- 13.33	507	- 25.77	1,026	- 16.52
ania	322,567	+ 8.85	41,801	+ 9.75	7,668	+ 14.88	434	- 47.58	8,994	+ 4.44
ralia	273,841	+ 6.75	35,674	+ 5.69	6,453	+ 10.82	317	- 45.53	6,990	- 2.52
Zealand	47,058	+ 23.42	5,950	+ 48.34	808	+ 37.41	65	- 60.84	1,894	+ 46.71
rs	1,668	- 2.57	177	- 45.03	407	+ 54.17	52	- 35.00	110	- 26.67
lle East	177,512	+ 14.50	18,396	+ 16.63	1,053	+ 19.25	633	- 40.95	2,929	+ 25.22
t	5,349	+ 33.83	735	+ 24.79	58	-	45	- 52.13	135	- 43.75
l	68,088	+ 13.85	4,449	+ 17.54	186	- 3.63	216	- 51.89	531	- 29.01
ait	18,434	+ 15.44	744	- 24.77	51	-	75	+ 316.67	395	+ 73.25
i Arabia	11,379	+ 10.55	1,894	+ 12.67	142	+ 94.52	30	- 6.25	274	- 3.18
E.	30,226	+ 15.27	3,322	+ 21.06	140	- 12.50	15	- 89.36	421	+ 27.19
rs	44,036	+ 13.64	7,252	+ 21.17	476	+ 4.16	252	- 25.44	1,173	+ 130.45
a	64,531	+ 13.09	13,115	- 6.07	1,148	+ 51.85	196	- 32.41	1,399	+ 20.29
n Africa	33,029	+ 13.62	3,450	- 8.00	509	- 6.26	0	- 100.00	533	+ 25.41
rs	31,502	+ 12.54	9,665	- 5.36	639	+ 200.00	196	- 23.44	866	+ 17.34
d Total	8,368,635	+ 10.69	860,786	+ 15.85	83,513	+ 10.84	29,152	- 33.03	166,537	+ 5.49

ce of Data: Immigration Bureau, Police Department.

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INTERNATIONAL TOURIST ARRIVALS BY AGE
JANUARY - DECEMBER 2000

Country of Residence	Under 15	Δ(%)	15-24	Δ(%)	25-34	Δ(%)	35-44	Δ(%)
East Asia	305,997	+ 13.51	584,992	+ 12.76	1,519,274	+ 11.57	1,428,096	+ 10.58
ASEAN	151,001	+ 21.01	181,442	+ 11.97	514,562	+ 9.30	565,064	+ 5.33
Brunei	1,068	+ 6.06	1,162	+ 103.86	3,367	+ 59.05	3,623	+ 29.86
Indonesia	11,532	- 9.86	16,881	- 4.86	34,737	+ 13.48	36,016	+ 10.99
Laos	13,826	+ 446.70	6,689	+ 55.52	20,633	+ 0.73	19,104	- 28.42
Malaysia	71,238	+ 23.17	95,542	+ 9.15	248,347	+ 6.70	268,906	+ 5.80
Philippines	3,959	+ 40.49	10,507	+ 57.79	31,534	+ 25.77	30,158	+ 21.72
Singapore	46,711	+ 3.47	46,226	+ 11.00	159,232	+ 8.56	190,305	+ 4.13
Vietnam	2,667	+ 0.53	4,435	+ 23.09	16,712	+ 28.09	16,952	+ 32.14
China	19,963	- 13.00	50,171	- 1.28	191,613	- 7.17	200,538	- 5.93
Hong Kong	37,836	+ 4.61	54,579	+ 9.63	136,206	+ 12.48	145,414	+ 16.80
Japan	29,327	- 2.35	169,650	+ 7.55	301,974	+ 14.65	216,833	+ 16.26
Korea	21,167	+ 34.90	33,920	+ 40.31	152,309	+ 28.68	98,471	+ 34.62
Taiwan	40,533	+ 19.25	84,232	+ 32.35	193,767	+ 24.02	174,452	+ 30.08
Others	6,170	+ 3.30	10,998	+ 4.14	28,843	+ 13.28	27,324	+ 16.02
Europe	83,445	+ 5.75	223,798	+ 15.89	606,540	+ 8.14	473,998	+ 13.08
Austria	1,246	- 30.12	3,682	+ 14.95	10,803	- 7.14	11,050	+ 22.94
Belgium	1,237	- 20.86	4,172	+ 13.12	12,235	+ 6.06	12,689	+ 6.40
Denmark	4,937	+ 14.60	11,354	- 2.80	19,702	+ 11.84	13,843	- 1.20
Finland	3,256	- 1.12	5,304	+ 29.81	12,491	+ 6.85	11,778	+ 13.61
France	9,887	+ 10.58	18,109	+ 4.19	56,176	+ 7.23	53,483	+ 10.76
Germany	10,698	- 13.59	24,073	+ 5.15	97,084	+ 0.61	97,890	+ 6.58
Italy	3,247	- 4.98	8,476	+ 9.34	39,983	+ 2.79	29,268	+ 12.84
Netherlands	3,883	+ 13.64	12,850	+ 23.01	36,610	+ 14.46	23,365	+ 9.97
Norway	3,770	+ 15.93	10,234	+ 24.18	18,416	+ 12.18	11,915	+ 38.10
Russia	2,646	+ 0.53	5,536	+ 30.20	15,158	+ 22.14	14,566	+ 47.83
Spain	467	- 25.40	2,342	+ 42.20	14,268	+ 20.65	8,404	+ 12.35
Sweden	16,119	+ 62.92	30,513	+ 26.98	51,355	+ 7.87	37,912	+ 49.45
Switzerland	4,937	+ 6.01	9,617	+ 8.93	25,474	- 4.95	27,825	+ 3.78
UK.	12,511	- 5.63	60,287	+ 21.96	151,176	+ 15.87	88,653	+ 12.37
East Europe	2,456	- 28.89	8,111	+ 27.37	17,039	+ 13.60	13,064	+ 5.72
Others	2,148	+ 5.76	9,138	- 0.46	28,570	+ 1.65	18,293	+ 6.54
The Americas	22,802	- 3.07	48,363	+ 24.79	125,429	+ 17.44	127,282	+ 11.22
Argentina	60	- 43.93	515	+ 18.94	1,809	+ 20.68	1,250	+ 29.00
Brazil	81	+ 145.45	502	+ 12.81	1,010	- 10.38	909	+ 1.34
Canada	2,970	+ 2.98	10,126	+ 43.79	22,990	+ 22.55	17,226	+ 4.31
U.S.A.	18,654	- 6.76	35,670	+ 19.90	94,208	+ 14.45	104,752	+ 12.46
Others	1,037	+ 110.77	1,550	+ 42.86	5,412	+ 74.30	3,145	+ 8.11
South Asia	20,215	+ 12.72	39,712	+ 22.16	107,792	+ 24.49	93,995	+ 19.98
Bangladesh	2,493	+ 65.43	2,301	+ 39.37	7,269	+ 11.62	8,878	+ 13.72
India	13,429	+ 12.55	24,419	+ 19.35	65,751	+ 30.00	53,952	+ 20.47
Nepal	857	+ 28.49	2,325	+ 36.20	5,696	+ 14.06	5,748	+ 19.60
Pakistan	1,715	+ 4.32	7,330	+ 41.40	18,819	+ 26.37	13,090	+ 31.39
Sri Lanka	1,517	- 15.77	2,457	- 0.04	7,145	+ 13.41	9,763	+ 16.28
Others	204	- 46.74	880	- 16.03	3,112	- 5.98	2,564	- 0.85
Oceania	19,925	+ 8.11	47,775	+ 25.37	100,262	+ 8.34	77,784	+ 7.74
Australia	17,272	+ 5.90	42,395	+ 27.22	84,520	+ 5.04	65,947	+ 5.29
New Zealand	2,620	+ 27.68	5,179	+ 9.01	15,086	+ 29.93	11,233	+ 30.22
Others	33	- 51.47	201	+ 548.39	656	+ 39.57	604	- 35.33
Middle East	13,404	+ 15.92	34,333	+ 17.23	54,844	+ 8.36	45,741	+ 22.50
Egypt	593	+ 66.57	726	+ 98.90	1,200	- 5.51	1,528	+ 15.93
Israel	1,336	+ 73.51	18,115	+ 12.31	17,703	+ 18.42	10,438	+ 15.55
Kuwait	1,900	+ 0.58	3,496	+ 21.94	5,591	- 14.42	5,419	+ 38.38
Saudi Arabia	1,325	- 0.08	629	+ 32.42	2,939	+ 1.80	4,596	+ 9.90
U.A.E.	4,335	+ 12.42	5,579	+ 16.94	10,682	+ 17.01	7,777	+ 14.84
Others	3,915	+ 16.31	5,788	+ 23.68	16,729	+ 5.57	15,983	+ 31.87
Africa	3,184	- 8.24	7,269	+ 41.09	23,498	+ 6.73	23,670	+ 0.74
South Africa	1,675	- 0.12	3,826	+ 61.57	9,427	+ 3.39	9,953	+ 2.38
Others	1,509	- 15.84	3,443	+ 23.67	14,071	+ 9.09	13,717	- 0.41
Grand Total	468,972	+ 10.76	986,242	+ 15.26	2,537,639	+ 11.24	2,270,566	+ 11.50

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INTERNATIONAL TOURIST ARRIVALS BY AGE
JANUARY - DECEMBER 2000

Country of Residence	Age						Average
	45-54	Δ(%)	55-64	Δ(%)	65 & over	Δ(%)	
East Asia	1,092,869	+ 12.73	572,336	+ 4.65	249,307	+ 4.73	38.97
ASEAN	417,992	+ 12.46	194,559	+ 1.43	81,959	- 2.26	38.85
Brunei	2,469	+ 49.64	797	+ 12.10	276	- 36.11	37.17
Indonesia	28,605	+ 20.77	12,532	+ 22.96	4,763	+ 0.51	37.81
Laos	12,576	+ 25.08	1,586	- 63.13	418	- 87.58	33.08
Malaysia	210,159	+ 9.28	112,996	- 2.87	47,281	- 5.68	39.40
Philippines	20,556	+ 11.28	7,221	+ 1.68	2,789	+ 14.96	38.03
Singapore	133,204	+ 13.99	55,018	+ 9.88	25,071	+ 15.51	39.05
Vietnam	10,423	+ 20.33	4,409	+ 42.36	1,361	+ 28.88	38.31
China	136,123	- 10.37	72,008	- 20.67	33,664	- 15.00	40.32
Hong Kong	75,847	+ 18.79	24,334	+ 6.35	12,935	+ 10.87	36.24
Japan	247,371	+ 12.53	162,674	+ 11.78	70,102	+ 14.00	40.28
Korea	71,399	+ 42.22	54,603	+ 26.98	15,929	+ 18.38	38.82
Taiwan	123,349	+ 27.97	58,587	+ 24.37	32,385	+ 23.83	37.99
Others	20,788	+ 33.26	5,571	- 4.18	2,333	+ 28.19	37.21
Europe	421,883	+ 8.89	262,191	+ 3.47	97,141	- 0.42	39.66
Austria	8,485	- 4.26	7,038	+ 17.93	2,489	+ 2.22	41.67
Belgium	11,702	+ 14.67	6,235	+ 21.47	2,104	- 8.56	41.14
Denmark	14,539	- 10.32	11,373	+ 10.62	4,167	- 3.90	39.12
Finland	12,862	+ 6.10	7,093	+ 17.65	2,360	+ 25.73	40.31
France	57,080	+ 5.03	29,886	- 3.62	14,911	+ 0.29	41.55
Germany	72,837	- 0.88	60,262	- 2.79	15,718	- 3.32	41.60
Italy	20,335	+ 9.00	13,280	- 1.66	5,088	- 11.05	39.55
Netherlands	23,836	+ 8.78	14,453	+ 14.81	4,536	+ 7.23	39.34
Norway	11,390	+ 6.26	6,726	+ 23.48	2,099	- 10.98	37.18
Russia	7,863	+ 58.43	2,312	+ 5.43	1,505	+ 455.35	36.65
Spain	4,988	- 3.86	2,371	+ 8.46	1,114	+ 12.98	37.76
Sweden	39,408	+ 46.32	23,712	+ 23.63	10,073	+ 6.55	38.06
Switzerland	22,637	+ 5.39	15,542	+ 4.38	6,003	+ 16.27	41.04
U.K.	91,168	+ 14.90	52,001	+ 0.04	20,591	- 7.70	38.82
East Europe	9,794	+ 6.03	3,784	+ 16.72	1,072	- 18.54	36.50
Others	12,959	- 5.97	6,123	- 21.15	3,311	- 9.81	37.67
The Americas	130,062	+ 8.14	83,651	+ 14.65	47,378	+ 25.18	42.34
Argentina	711	- 11.68	474	- 20.60	437	- 24.53	39.55
Brazil	829	+ 15.94	407	+ 21.13	248	+ 19.23	40.12
Canada	17,940	+ 1.21	10,042	+ 4.12	4,985	+ 26.81	39.98
U.S.A.	108,315	+ 9.49	70,953	+ 16.18	40,733	+ 24.84	42.96
Others	2,267	+ 8.83	1,775	+ 35.81	975	+ 93.84	38.24
South Asia	52,544	+ 21.79	17,604	+ 10.88	7,551	+ 25.20	36.14
Bangladesh	6,160	+ 11.51	2,062	+ 11.10	545	+ 23.02	37.83
India	29,862	+ 26.25	10,506	+ 14.54	4,949	+ 45.64	35.81
Nepal	3,686	+ 18.56	972	+ 1.25	319	- 27.17	36.91
Pakistan	5,860	+ 13.17	1,606	+ 1.13	728	+ 20.33	34.53
Sri Lanka	5,705	+ 24.81	2,178	+ 5.42	821	- 19.51	38.74
Others	1,271	+ 14.81	280	+ 19.66	189	+ 48.82	36.38
Oceania	78,669	+ 5.39	40,466	+ 4.37	16,583	+ 4.55	38.83
Australia	66,513	+ 2.92	32,677	- 2.39	13,951	+ 7.24	38.58
New Zealand	11,498	+ 22.12	7,610	+ 51.23	2,549	- 5.45	40.20
Others	658	+ 8.76	179	- 31.94	83	- 47.13	40.34
Middle East	31,856	+ 10.69	14,360	+ 11.21	5,985	+ 29.88	35.94
Egypt	1,235	+ 17.28	664	+ 78.49	376	+ 102.15	39.00
Israel	14,246	+ 0.55	8,211	+ 13.27	3,421	+ 27.55	37.54
Kuwait	2,136	+ 58.34	875	+ 164.35	282	- 11.32	33.53
Saudi Arabia	2,897	+ 28.87	1,037	+ 6.58	296	+ 9.23	38.69
U.A.E.	4,130	+ 17.60	1,164	- 4.98	457	+ 36.83	32.65
Others	7,212	+ 11.83	2,409	- 12.78	1,153	+ 41.13	35.64
Africa	14,825	+ 16.63	5,449	+ 17.49	2,494	+ 42.51	38.25
South Africa	8,088	+ 20.99	3,271	+ 3.38	1,281	+ 17.85	39.08
Others	6,737	+ 11.80	2,178	+ 47.76	1,213	+ 82.96	37.53
Grand Total	1,822,708	+ 11.38	996,057	+ 5.35	426,439	+ 6.16	39.16

Source of Data: Immigration Bureau, Police **Department. Remark** : Overseas Thai Residents are not included

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1.2 Statement of the problem

The task of defining a Research problem very often follows a sequential pattern. It is stated in a general way, the ambiguities are resolved, thinking and rethinking process results in a more specific formulation of the problem so that it may be realistic and meaningful. All this results in a well defined research problem that is not only meaningful from an operations point of view, but is equally capable of paving the way for the development of working hypothesis and for means of solving the problem itself. *(C. R. Kothari, 1985)*

The Managerial Decision Problem (MDP) – *"What will be the outcome of the relationship between the Perception of Destination Attributes of Thailand and the Overall Evaluation of Thailand as a tourist Destination, when Indian Tourists are taken into consideration"*

"The tourism industry has been a major generator of jobs and foreign exchange and an important force in helping boost the country's economy. The industry now needs to restructure to compete effectively in the face of intense global competition for market share."

The Thai tourism industry, now widely recognized as a major generator of jobs and foreign exchange, has proved itself an important factor in helping boost the country's economic status. Thailand however, must recognize the fact that growing global competition for the visitor dollar means having to do everything possible to create a truly quality destination based on the principles of sustainable development.

In order to achieve the above there is an urgent need to encourage a wide range of tourists from overseas. There is also a need to study each country as a resource of potential tourists and analyze the factors that motivate them to visit Thailand as their choice of tourist destination. *"Successful tourism marketing depends in large part on research. Tourism promotion efforts should be directed towards characteristics that are known or can be evaluated such that expenditures on tourism promotion can be productive."*

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1.3 Objective of the Study

Objective of the Study is to evaluate the image of Thailand as a tourist destination in the minds of Indian Tourists. The Specific objectives of the study are given as under:

1. **To evaluate the** *Perception of Thailand's Destination Attributes* among **Indian Tourists who have already visited the country.**

2. **To identify Destination factors/attributes that are considered** *as the First choice* **to Indian Tourists visiting Thailand.**

1.4 Research Questions:

1. Who are the present visitors?
2. What are the visitor's travel and destination preferences?
3. What factors motivate them to visit the country?
4. What is their level of satisfaction after visiting the country?
5. What is their perception about Natural scenery in the country?
6. What is their perception about History & Culture in the country?
7. What is their perception about Shopping in the country?
8. What is their perception about Entertainment & nightlife in the country?
9. What is their perception about Value for money in the country?
10. What is their perception about Tourism Infrastructure in the country?

All the answers to the above questions could be obtained through research and all programs and policies must be directed to this one goal – A Happy, Satisfied Visitor.

(Source: Travel, Tourism and Hospitality Research, J.R Brent Richie, Charles R. Goeldner.)

1.5 Reasons for carrying out this research - <u>Why Indian Tourists?</u>

1. India offers one of the biggest Tourists potential, for Thailand, due to its **geographical proximity.**

2. Incidentally, it is more **economical** for an Indian to tour & Stay in Thailand, than visit some parts/Cities in his own Country.

3. Due to its many **common cultural and shared mythological heritages**, an Indian tourist derives **greater consumer surplus** in Thailand, than any other country. Undoubtedly, he/she enjoys every sight of Thai culture manifested in the Day-today life of a Thai, and easily identifies himself/herself with the People he/she meets in Thailand. These are the seeds of a Lasting fascination and desire to visit Thailand again and again, to explore their cultural ancestries and shared values.

4. Being a **shopper's paradise**, Thailand fulfils the wildest Dreams of an average Indian, thus tempting him to spend Maximum Dollar per capita than any other whilst in Thailand.

5. An average **Indian Tourist aims at stretching his dollar to the maximum**, and immensely enjoys it in Thailand than in any other country-because Thailand offers him value for money in many aspects. As a country Thailand alone offers the entire Indian family ultimate destination for entertainment and excitement. Its mystic appeal is eternal to an Indian than to any other national.
    (Source: By Personal Interview with an authorized Travel agent from Delhi - India).

India has thus been chosen in particular to study the factors such as perception, expectations, needs and motives of Indian tourists when they plan to visit Thailand. Thus an effective and sustainable positioning strategy needs to be adopted. In order to develop a positioning strategy, destination marketers in Thailand should know the perceived strengths and weaknesses of their country and should try to improvise on areas that need substantial improvements in order to increase attractiveness for their destination.

1.6 Scope and Limitation

1. The major focus of this research is to identify the Overall evaluation of the Image of Thailand as a Tourist destination in the minds of Indian Tourists who have already visited the country. The survey will be carried out among Indian tourist adults (18 years of age or older) **who have already visited Thailand.**

2. The questionnaires will be distributed **in Thailand** in major tourist locations such as areas where the **Indian Tourist population** is high, Hotels, travel agencies and the International Airport.

3. The Study is limited to **only** Indian Tourists who have already visited Thailand.

1.7 Significance of the Study

This research has been designed to identify and analyze the Overall evaluation of the Image of Thailand in the minds of Indian tourists, their perception, preferences and relative attitudes of the country.

♦   The results of the study will help the Thai tourism industry to develop effective positioning and image building strategies that could help portray Thailand as a quality Tourist Destination and increase its attractiveness.

♦   The research will also help Thailand promote its Tourism products and services according to the needs and preferences of the Indian tourists in particular.

1.8 Key Definition Terms:

Affective: Is the feeling about the country's affective quality.
(Genereux, Ward and Russel 1983).

Attitude: A person's consistently favorable or unfavorable evaluations, feelings, and tendencies toward an object or idea.
("Principles of Marketing", by Philip Kotler, Gary Armstrong, 7th Edition, 1996).

Cognitive Perspective: Perceptions and experiences of attractions constituting the study of tourist attractions.
(Eastlack 1982:28; Henshall and Roberts 1985:229)
Is the knowledge about the place's objective attributes
(Genereux, Ward and Russel 1983)

Hypothesis: A Hypothesis is a proposition that is stated in testable form and that predicts a particular relation between two or more variables. It is a tentative statement about things that the investigator wishes to support or to refute.

Null Hypothesis: (H0): Is the hypothesis of no relationship or no difference - it is the one actually tested statistically.

Research Hypothesis: (Ha): Otherwise called, Alternative Hypothesis states the expectations of the investigator in positive terms.(Isaac and Michael 1971:142) *(Travel, Tourism & Hospitality research, a handbook for managers and researchers, 2nd ed., edited by J.R Brent Ritchie & Charles R. Goeldner, 1994)*

Ideographic

Perspective: Attraction typologies which focus on the ideas described as a concrete uniqueness, rather than an abstract universal characteristic. *(Neffler 1975:38; Pitts and woodsite 1986:21 et. Al 1986:11)*

Image: Is a set of beliefs, ideas and impressions that people have of a place of destination *(Crompton 1979a; Kotler ed. 1993).*

Inbound

Tourism: Visits to a country by non-residents.
(Tourism Analysis a Handbook, by Stefen L.J. Smith, 2nd ed., 1995)

International

Tourism: Consists of inbound Tourism – visitors to a country by non-residents & outbound tourism- residents of a country visiting another country.
(Travel, Tourism & Hospitality research, a handbook for managers and researchers, 2nd ed., edited by J.R Brent Ritchie & Charles R. Goeldner, 1994)

International

Traveler: Any person on trip outside his or her country of residence irrespective of the purpose of travel and means of transport used.
(Tourism Analysis a Handbook, by Stefen L.J. Smith, 2nd ed., 1995)

Motive: A need that is sufficiently pressing to direct the person to seek satisfaction of the need.

("Principles of Marketing", by Philip Kotler, Gary Armstrong, 7th Edition, 1996).

Motivation: A combination of needs and desires. A definite and positive inclinations to do something

(P. L. Pearce, "Fundamentals of Tourist Motivation," in D. G. Pearce and R. W. Butler)

Outbound Tourism: Residents of a country visiting destinations in other countries.

(Tourism Analysis a Handbook, by Stefen L.J. Smith, 2nd ed., 1995)

Perception: The Process by which people select, organize, and interpret information to form a meaningful picture of the world.

("Principles of Marketing", by Philip Kotler, Gary Armstrong, 7th Edition, 1996).

Resident: A Person who has lived in a country for at least 12 consecutive months prior to arrival in another country for a period not exceeding one year.

(Tourism Analysis a Handbook, by Stefen L.J. Smith, 2nd ed., 1995)

Tourism: The activities of a person, travelling outside his or her environment for less than a specified period of time and whose main purpose of travel is other than exercise of an activity, remunerated from the place visited.

(Tourism Analysis a Handbook, by Stefen L.J. Smith, 2nd ed., 1995)

Tourist: A visitor who travels to a country other than that in which he has his usual residence for at least one night but not for more than one year, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

(Tourism Analysis a Handbook, by Stefen L.J. Smith, 2nd ed., 1995)

Tourist Attractions: Consist of all those elements of a "nonhome" place that draw discretionary travelers away from homes.

(Travel, Tourism & Hospitality research, a handbook for managers and researchers, 2nd ed., edited by J.R Brent Ritchie & Charles R. Goeldner, 1994)

Variables: Relational units of analysis that can assume any one of a number of designated sets of values.

(Black and Champion 1976:34)

Dependent Variables: Are Variables that are dependent on the Independent variables and are presumed to be the effect of them. (Independent variables)

Independent Variables:

Independent variables are presumed to affect or influence the outcome. They are Independent of the outcome itself.

. (Travel, Tourism & Hospitality research, a handbook for managers and researchers, 2nd ed., edited by J.R Brent Ritchie & Charles R. Goeldner, 1994)

1.9 Conclusion:

With the defined Research Problem and stated Research Objectives, the research study for The overall Evaluation of the Image of Thailand as a Tourist Destination - A perspective of Indian Tourists is carried out. Questionnaires for data collection will be based on the Research Questions indicated earlier in the chapter. The results pertaining to the Research problem will be presented in the "Data Analysis" section of this report.

CHAPTER – 2
LITERATURE REVIEW

CHAPTER – 2
LITERATURE REVIEW

2.1 Introduction

"Tourism is the temporary 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" (Mathieson & Wall, 1982, p.1).

During their stay in the destination, tourists interact with local residents and the outcome of their relationship is changes in the host individuals' and host community's quality of life, value systems, labour division, family relationships, attitudes, behavioural patterns, ceremonies and creative expressions (Fox, 1977; Cohen, 1984; Pizam & Milman, 1984). The larger the cultural and economic difference between tourists and local residents, the more obvious and more significant these changes are (Mathieson & Wall, 1982).

In this chapter, the literature on Destination Image is presented. These include the fundamental concept of Destination Image, Overall Image, and affective components of Image, the conceptual basis of place-imagery, Destination Image and factors that influences an individual's choice of choosing a holiday destination.

2.2 Destination Images:

The term "Images" is said to be "an abstract concept incorporating the influences of past promotion, reputation and peer evaluation of alternatives. Image connotes the expectation of user" (Gensch, 1978 in Gartner and Hunt, 1987:15).

According to Stringer (1984:149), in a socio-psychological sense, "image refers to a reflection or representation of sensory or conceptual information;(it) is built on past experience and governs one's action (cf. Boulding, 1961). It is not static or objective. There is essential value component." An image is social to the extent that it is often shared by similar people who also form part of that image (Stringer, 1984 citing Moscovici, 1981).

Traditionally, tourism research has examined destination imagery by linking it to the question of destination choice. Visitors are supplied with standardized qualities of destinations and attention focuses on the various ways in which these attributes are rated or ranked. The characteristics appear as fixed format, closed-ended questionnaire items; scores are assigned to replies and subsequent application of statistical techniques affords comparisons, not only among rival destinations, but also within differential profile categories of respondent.

A similar treatment is extended to the measurement of tourist satisfaction and the degree which prior expectations are said to live up to or fail to meet the requirements of the visitor. Motivation (often understood as "basic need") is linked to such expectations and the holiday experience is evaluated in terms of their fulfillment or otherwise.

Yet there are grounds for believing that these neo-positivist approaches may not capturing the full dynamics or richness inherent in the process of destination choice. In the **first** place, it cannot be assumed that destination attributes on their own and in themselves are motivationally adequate to explain why individuals or groups gravitate towards one place and not to another. In fact, tourism advertising and promotion tend to operate from the opposite point of view, ie., that psychological/structure dispositions in the consumer are the real motives of travel, and that these deep inner forces are only activated by the selective images of the destination (cf. Mayo and Jarvis, 1981: Uzzelt, 1984).

Second, since the check list of items in a visitors motivation/satisfaction survey is usually generated by the researcher rather than the researched, there is a corresponding likelihood that subjective definition of participants may be overlooked and replaced by so-called "objective" measures. Yet, while the latter can yield statistical reliability, they may do so at the expense of validity, given that the way situations are defined as ultimately associated with the perceived reality of effect (Thomas, 1951).

Third and as a corollary of the above, it is often (incorrectly) supposed that questionnaire items which seek to gauge destination attractiveness each have one and only one meaning. Consequently, responses to such as equally appearing intervals on a lone continuum. However, the more probable truth of the matter is that, since the stimuli are themselves images, they range from metaphoric to metonymic, from denotative to connotative, and are hence capable of multiple interpretation (cf, Cohen, 1993). This several continua may be operating on different layers. Some may be divergent: other may be convergent or intersecting. At the same time, the various unit of measurement are likely to be different. Rarely will they be capable of comparison beyond the level of simple ordinality.

Fourth, it is also frequently assumed that such images are only of the verbal or mental variety and that such questionnaire is therefore the most appropriate instrument for dealing with these stimuli. Yet the designers of brochures and allied promotional material, is surely rejecting such a claim, would quickly point the important role of photography in relaying messages to target audiences (eg., Eco, 1979; Barhes, 1982).

2.3 What influences the individual's choice of destination?

Having decided to take a holiday what influences the individual's choice of destination? To convert motivations into a holiday trip requires the identification of the tourist's preferences and knowledge of holiday opportunities. Mental images are the basis of the evaluation or selection process.

From Fig 2.1 all activities and experiences are given mental ratings, good or bad, and each individual, given their personal likes and dislikes, has a preferential image of their ideal holiday. This conditions their expectations, setting an aspiration level or evaluative image, against which actual holiday opportunities are compared.

An individual's perception of holiday destinations, i.e. their travel awareness, is conditioned by the information available. At any given time each individual, as shown in Fig. 2. 1 is aware of only part of the total holiday opportunity set. From information available regarding this perceived opportunity set the potential holiday maker constructs a naive (or-factual) image of each destination. That information may be derived from formal source, e.g. travel agents, holiday brochures, or informal sources, e.g. friends. Amongst the perceived opportunity set will be several destinations which appear to meet the individual's holiday expectations and these must be evaluated further according to criteria such as family, home and work circumstances, value for money and destination attractions.

This combination of holiday trip features and destination resources constitute the basis for holiday selection within the constraints imposed by generation point characteristics. Having identified the holiday in a particular destination which appears to exceed the aspiration level by the greatest amount the tourist makes the booking.

The tourist enjoys a certain level of satisfaction from the holiday and this induces feedback effects (see Fig. 2.1) on motivations, preferences, expectations and perceptions of a reinforcing nature, where a highly satisfactory holiday experience, or of an adaptive or modifying nature, where the experience, in part or overall, was not up to expectation.

Fig: 2.1 The Tourist's Holiday Decision.
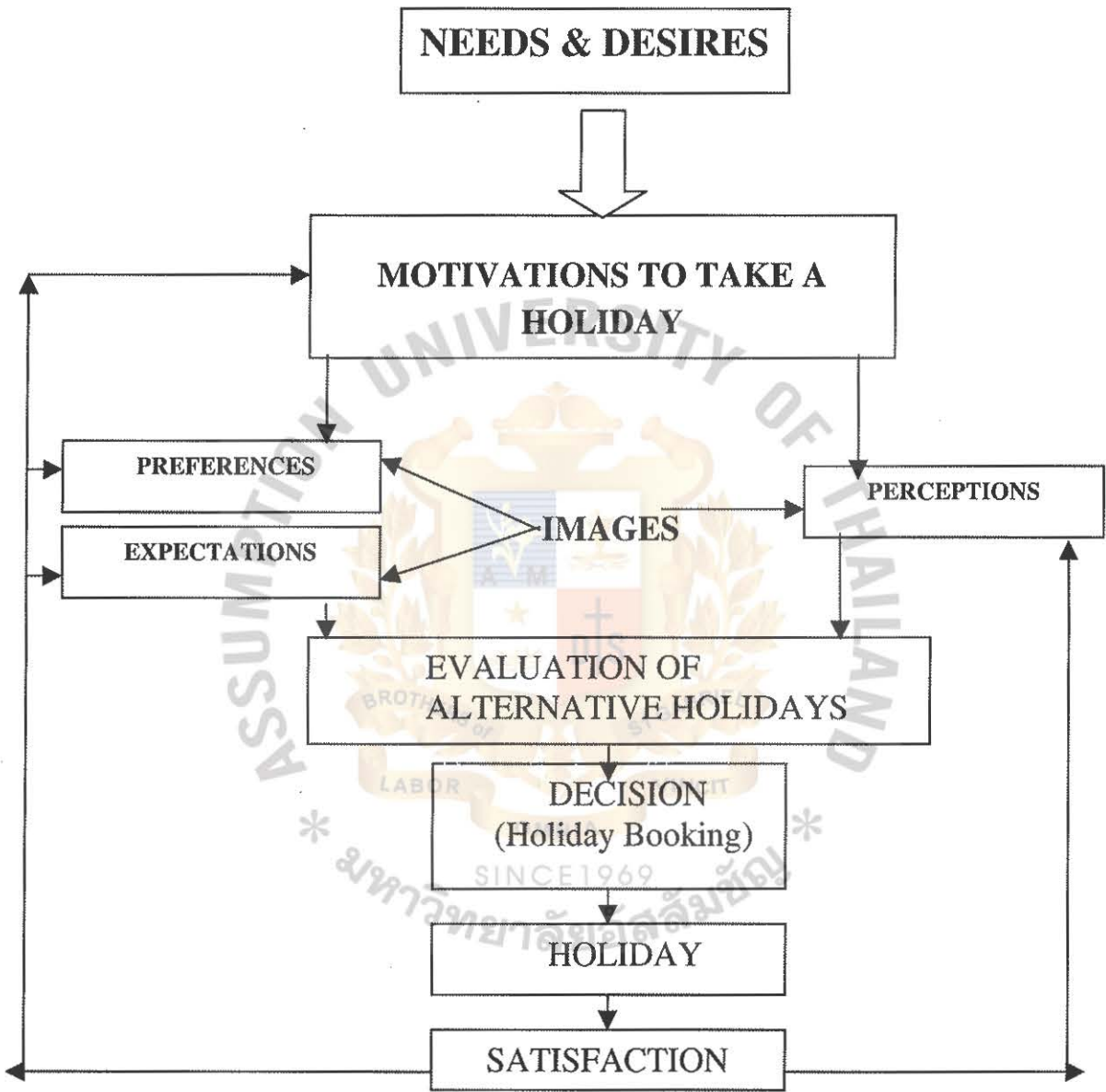
(Source: *How tourists choose their holiday - an analytical framework. By Brian.G*)

2.4 Holiday Destination Selection – An Analytical Framework

Participation in tourism is voluntary and personal. Destination areas are competing to attract holiday-makers and the discussion above highlights the importance of the would be tourists' mental images of possible holiday destinations, i.e. tourism products. Likewise, marketing and consumer researchers frequently stress the role of image in consumer product preference (Hunt, 1975). Although such images represent, in the case of holiday-making a very personal, composite view of a destination's tourism potential the images held by any person are not static, unchanging. At any given time a person possesses a certain accumulation of images about a great number of holiday experiences, some personal but many secondhand. These images, for each person, will be modified and added to with each additional experience and by further exposure to a variety of information sources.

The implications for tourist destination areas are clear.

- **First,** unless a given destination figures amongst a would-be tourist's current set of mental images it has no chance of being selected as the holiday base.

- **Second,** where it does figure in the tourist's image set a very positive image of that destination must be projected in the tourist's mind for it to be selected in preference to an alternative.

- **Third,** where the tourist is successfully enticed to a destination it is equally important that the satisfaction derived from the holiday at least matches the expectations created by the image - otherwise the tourist will not wish to return and will not recommend that destination to friends (indeed, the dissatisfied tourist may be instrumental in implanting a negative image in the minds of friends).
  (Hunt 1975)

Figure 2.2: Factors influencing the information of consumer's tourist image

CONSUMER FACTORS

Motivations

Perceptions

Psychological characteristics

Socio - economic characteristics {Income, age, occupation, etc.)

IMAGE

Experience

Education

Media

Tourist marketing

[TV, newspaper, books, magazines etc.]
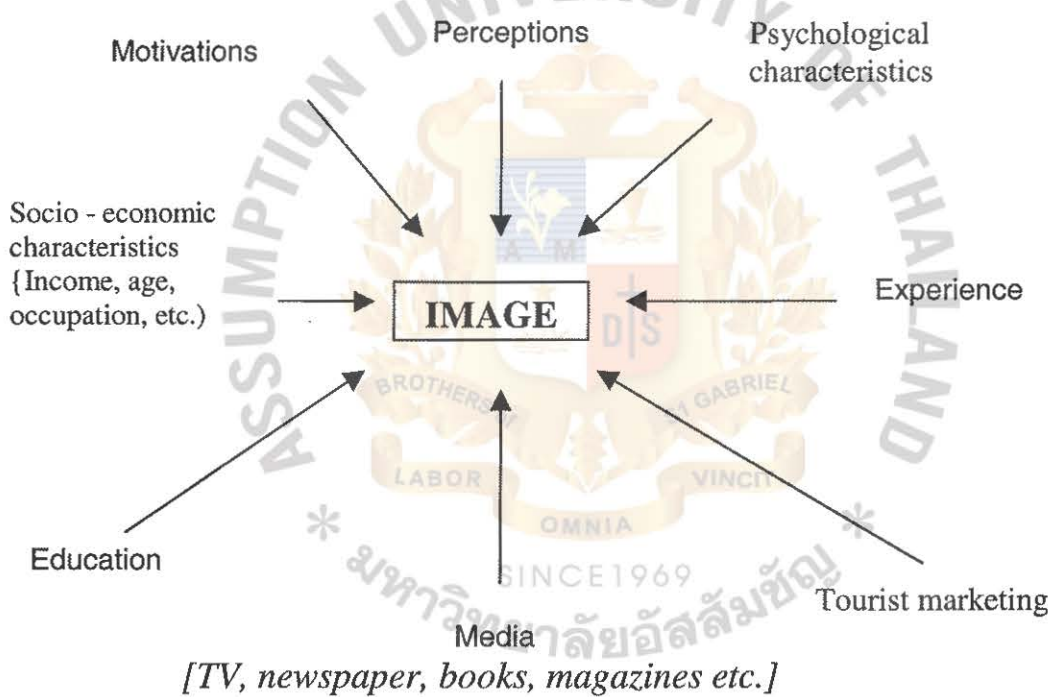
SUPPLY FACTORS

*(**Source:** Rug (1971) & Murphy (1985) – evidence from Languedoc – Rosussillion Study.)*

Personal images can therefore not only be influenced by, but can be manipulated, even created by forces external to the individual. Here is an opportunity for the tourism industry. In practice, however, it must be admitted that these personal images are more often created as a result of the tourists' general media exposure (an area over which the tourism industry has no control) than the promotional activities of tourism organizations.

(Hunt 1975).

2.5 Motivation in Tourism

To be successful, tourism practitioners must understand consumer motivation. For any individual the decision to take a holiday from both needs and desires. On the one-hand needs' are intrinsic, an innate condition arising from a lack of something necessary to the individual's well-being, and reflect emotional, spiritual and physical drives. On the other hand desires are extrinsic, a feeling that the individual would get pleasure or satisfaction from doing something and are acquired through and dependent on the value system prevalent in society.

Together, needs and desires determine motivations. I.e. definite and positive inclinations to do something. Motivations for pleasure travel contain push factors related to the home environment, such as break from work, escape from routine, or respite from everyday worries, and pull factors related to the stimulus of new places and the attractions of destinations.

History offers a glimpse of behaviors to study. From ancient times until now, astute operators understand the importance of understanding the psychology of tourism. Such travel motivation studies includes consumer motivation, decision-making, product satisfaction, overall acceptability of holiday experiences, pleasure in the vacation environment, and interaction with the local inhabitants. In short, tourists travel for reasons including, spirituality, social status, escape, and cultural enrichment.

Maslows' hierarchy of needs provides an insight into ways in which a trip may satisfy disparate needs. If these concepts are studied within a context, they can provide information into how visitors select activities and experiences to suit their personal psychological and motivational profiles.

2.5(i) A Focus on consumers

An understanding of the consumer is at the core of successful business practice in the tourist industry. If the various facets of the tourism, travel, and hospitality world can meet the needs of the consumer, some chance of business success is possible provided that other financial and managerial inputs are appropriate.

Thus, if a theme park can meet the needs of its customers, if a wilderness lodge can provide the kind of accommodation its users expect, and if an adventure tour operator can organize an exciting white-water rafting trip, there is the basis for a successful tourism business.

When consumer expectations are met or exceeded by tourism operations, one can expect repeat business and positive word-of-mouth advertising, as well as the ability to maintain or even increase the current level of charging for the existing tourism service. Clearly, consumers matter to tourism businesses.

The general issue of understanding consumer needs falls within the area of the psychology of tourists' behavior. This study area is concerned with what motivates tourists, how they make decisions, what tourists think of the products they buy, how much they enjoy and learn during their holiday experiences, how they interact with the local people and environment, and how satisfied they are with their holidays.

2.5(ii) Motives Concerning why people travel

There are three sources of information that can provide a list of motives concerning why people travel. The list of potential travel motivations is a long one and includes a range of needs, from excitement and arousal to self-development and personal growth.
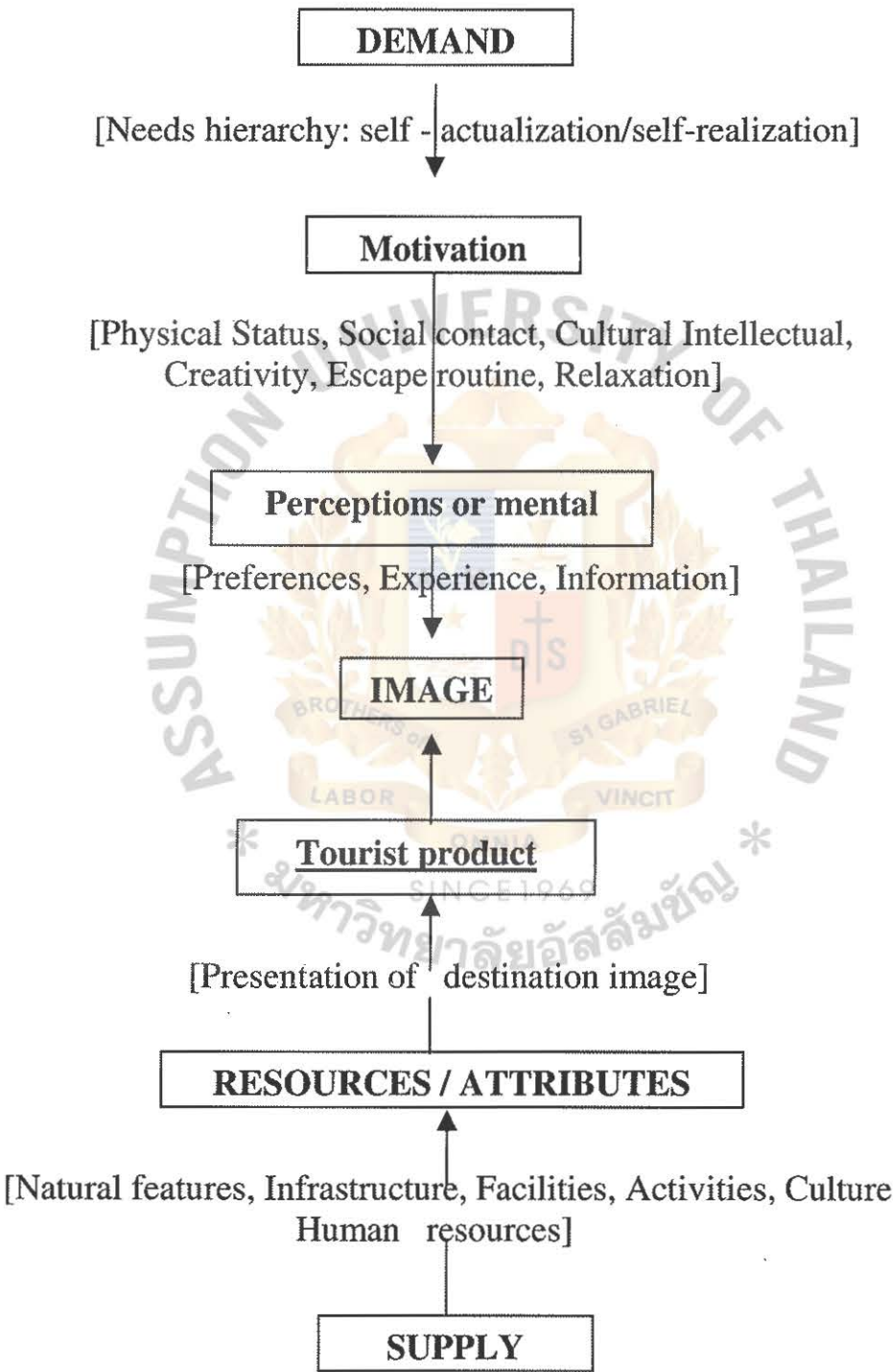
Additionally, The brief review of contemporary market research practice concerning Destination image indicated that there were further lists of Destination features that might be thought of as a mix of travel motives and destination characteristics.

Theories or models in social science research typically summarize or integrate knowledge in an area, as well as organize existing knowledge into a new perspective. Occasionally, the theory will enable prediction or specifications of future directions for human action and research.

The area of tourist motivation requires a theoretical approach. There are lists of motives that need to be summarized; there are connections with other areas of inquiry, such as destination image studies, which need to be made; and there needs to be a new stimulus to challenge and enhance our current understanding.

Pearce has outlined seven features that are necessary for a good theory of tourist motivation. **These are listed in Following Table 2.1**

Figure 2.3: Tourist demand and supply and the creation of Image.

DEMAND

[Needs hierarchy: self - actualization/self-realization]

Motivation

[Physical Status, Social contact, Cultural Intellectual, Creativity, Escape routine, Relaxation]

Perceptions or mental

[Preferences, Experience, Information]

IMAGE

Tourist product

[Presentation of destination image]

RESOURCES / ATTRIBUTES

[Natural features, Infrastructure, Facilities, Activities, Culture Human resources]

SUPPLY

(Source: Murphy (1983) – Image influence by sources of Information.)

Table: 2.1 Requirements of a Sound Theory of Tourist Motivation

Element	Explanation
1. The role of the theory	Must be able to integrate existing tourist needs, reorganize the needs, and provide a new orientation for future research
2. The ownership and appeal of the theory	Must be appealing to specialist researchers, useful in tourism industry settings, and credible to marketers and consumers
3. Ease of communication	Must be relatively easy to explain to potential users and be universal (not Country specific) in its application.
4. Ability to measure travel motivation	Must be amenable to empirical study; the ideas can be translated into questions and responses for assessment purposes
5. A multi-motive versus single-trait approach	Must consider the view that travelers may seek to satisfy several needs at once; must be able to model the pattern of traveler needs, not just consider one need.
6. A dynamic versus snapshot approach	Must recognize that both individuals and societies change over time; must be able to consider or model the changes that are taking place continuously in tourism
7. The roles of extrinsic and intrinsic motivation	Must be able to consider that travelers are variously motivated by intrinsic, self-satisfying goals and at other times are motivated by extrinsic, socially controlled rewards (e.g., others' opinions)

(Source: P. L. Pearce, "Fundamentals of Tourist Motivation," in D. G. Pearce and R. W. Butler, eds. *Fundamentals of Tourism Motivation* (London: Routledge, 1991), pp. 113-134. " S. C. Plog, "Why Destination Areas Rise and Fall in Popularity," *The Carnell Quarterly,* Vol. 14. No. 4 (1974), pp. 55-58; and "Understanding Psychographics in Tourism Research," inJ. R. B. Ritchie and C. Goeldner, eds.. *Travel Tourism and Hospitality Research* (New York: Wiley, 1987), pp. 20S-214.)

In the travel needs model, destinations are seen as settings where vastly different holiday experiences are possible. Thus travelers' motives influence what they seek from a destination, and destinations will vary in their capacity to provide a range of holiday experiences. In short, travelers do not visit a place with standard objective destination features but, instead, journey to a location where they select activities and holiday experiences among those offered to suit their personal psychological and motivational profile.

The travel needs model was formulated so that a dynamic, multi-motive account of travel behavior could serve our understanding of tourism. It acts as a blueprint for the assessment of tourist motives and requires individual tailoring to specific situations.

That is, the context or setting helps frame the way in which the travel needs ladder questions are asked. *Pearce and McDermott, (Dreamworld Report (Townsville, Queensland, Australia, 1991).* working in a theme park setting, were able to use the travel needs ladder to explain the motives of different consumers for that setting. This individual tailoring is done by taking sections of the travel needs ladder (e.g., the physiological level and the need for stimulation) and asking questions about the importance of rides and adventure activities in the theme park. Similarly, questions about the importance of going with friends were asked. In this way a full range of theme park motives is determined by linking travel motivation to other tourism studies.

Travel motivation studies can be the basis of many consumer analyses in tourism. A good motivational profile of visitors should be of assistance in understanding how well the destination characteristics fit the needs of the travelers. The key to linking travel motivation studies to other tourism studies, such as destination choice, lies in analyzing the activities offered by the destination and the activities that fulfill the travelers' motives.

Thus, if visitors strongly motivated by the need to enhance their understanding of art and history visit well-managed high-quality cultural attractions, satisfaction is likely. A mismatch can also occur, such as the unfortunate visitor to a tropical island who is seeking rest and relaxation only to be assaulted by a tourism product that is set up for those seeking stimulation, excitement, and new relationships. As tourism grows into an increasingly sophisticated consumer industry, the need to understand the needs of travelers will increase and the motivation of tourists will become a core part of all tourism studies.

2.6 Tourist Attraction Research

Without tourist attractions there would be no tourism (Gunn 1972:24). Without tourism there would be no .tourist attractions. Although a tautology, such an argument still points to the fundamental importance of tourist attractions and the attractiveness of places to tourism. Efforts at specificity often reduce the simple concept of "tourist attraction" to exploitable "resources" (Ferrario 1976:4), marketable "products" (Wahab et al. 1976:38) and "images" (WTO 1980a;1980b), or simply place "attributes" (Witter 1985:16) or "features" (Polacek and Aroch 1984:17). Most researchers, however, agree that attractions are the basic elements on which tourism is developed (Gunn 1979:48-73, 1980a; Lundberg 1980:33^0; Pearce 1981:30-2).

In essence, tourist attractions consist of all those elements of a "nonhome" place that draw discretionary travelers away from their homes. They usually include landscapes to observe, activities to participate in, and experiences to remember. Yet it can sometimes be difficult to differentiate between attractions and non-attractions; Transportation (e.g., cruise liners), accommodations (e.g., resorts), and other services (e.g., restaurants) can themselves take on the attributes of an attraction, further complicating the distinction between various segments of the tourism industry. At times, tourists themselves can even become attractions (MacCannell 1976:130-1).

MacCannell (1976:109) proposes that a phenomenon must have three components to be considered an attraction: a tourist, a site to be viewed, and a marker or image which makes the site significant.

These criteria could enable virtually anything to become a tourist attraction. Thus, "attraction" in its widest context would include not only the historic sites, amusement parks, and spectacular scenery, which are normally associated with the word, but also the services and facilities which cater to the everyday needs of tourists.

Also included would be the social institutions which form the basis for the very existence of human habitation. Non-entertainment oriented attractions have been variously referred to as "comfort attractions" (Lew 1986a:215), "conditional elements" (Jansen-Verbeke 1986:86), or have been categorized into "services and accommodations" (McInlosh and Goeldner 1984:11) or the nebulous "other" (Gunn 1979:58; Polacck andAroch 1984:17).

Although the importance of tourist attractions is readily recognized, tourism researchers and theorists have yet to fully come to terms with the nature of attractions as phenomena both in the environment and in the mind (Gunn 1980a). An examination of some of the research related to tourist attractions reveals a consistent pattern of research questions and designs.

The following discussion summarizes the range of approaches employed in the categorization of attractions, as revealed in recent tourism literature. The typologies, in pan, reflect the nature of the various disciplines involved. However, in the least the review provides an initial step toward focusing on and understanding tourist attractions.

♦ A Comprehensive framework

Research on tourist attractions has been undertaken from one or more of three broad perspectives: the ideographic definition and description of attraction types, the organization and development of attractions, and the cognitive perception and experience of tourist attractions by different groups. Each perspective addresses a shared concern for a particular feature of tourist attractions. The essence of a comprehensive framework for tourist attraction typologies and research is based on these three perspectives. It is appropriate to consider each as one aspect of a single body of knowledge.

By comparing the different typologies employed by researchers. it is also possible to identify general continua against which attraction characteristics have been measured. In the examples below the identification of attractions as being natural or social, reflecting separation or connectivity, or offering security or risk are the principal continua basic to the three perspectives. Further refinements of such measures are, of course, necessary for use in research. For example, the nature-social continuum includes a range of attraction types from wilderness to parks and zoos to cities. Together, the three research perspectives and their accompanying continua of attraction categories comprise a comprehensive framework for understanding the diversity of typologies used in research on tourist attractions. The examples provided for each of these perspectives will clarify their differences.

2.6(i) The Ideographic Perspective

Attraction typologies which focus on the ideographic perspective describe the concrete uniqueness of a site, rather than an abstract universal characteristic. At the most concrete level are those typologies in which specific attractions are individually identified by name (Neffler 1975:38; Pills and Woodside 1986:21; Woodside et al. 1986:11).

The listing of specific attractions by name is most often used in studies of small areas, such as cities, although exceptions exist (Machliset al 1984:81). A list of places or countries as attractions is a variation of this approach (Goeldner el al 1975:95; Perdue and Gutske 1985:171; White 1985:534). Inasmuch as these can be further placed into general types, named attractions are not further distinguished as a separate type of ideographic approach to this review.

By far, the most common attraction typologies are general ideographic descriptions of similar attraction types (Archer 1977:104; Christaller 1955; Goodrich 1978:4; Grabum 1977:27; Gunn, 1980:265; Lew 1986a:16; Matley 1976:5;Peters 1969:148-9; Smith 1977:2-3; Wahab et al. 1976:38-9). The use of Standard Industrial Codes (SIC) is an example of this approach (Frechtling 1976:69-71), although varia-tions are significant. Attraction typologies for use in determining monetary flows normally use an ideographic approach, classifying attractions into different "expenditure types" (Archer 1977:104: Kreck 1985:28).

Tourist guide books usually classify attractions under a combination of both specific and general categories (e.g., Liounis 1985). Not all typologies are intended to cover the entire spectrum of attractions. Stores (Keown et al. 1984:27), restaurants (Smith 1985:588), accommodations (Price 1980:26), inner-city areas (Jansen-Verbeke 1986:86), spectator sports (Ritchie and Aitken 1985:30), participant sports (Fesenmaier 1985:19), outdoor recreation (Bryant and Morrison 1980:4), and cruiseship activities (Field et al. 1985:4) are examples of subcategories of ideographic attraction types.

When combined with data on location, preference, perception, or participation, ideographic attraction typologies have been further generalized through the use of multidimensional analysis, such as factor analysis (Bryant and Morrison 1980:4; Eilzel and Swensen 1981:30; Goodrich 1977b:8; Pizam et al 1978:319; Witter 1985:18) and multidimensional scaling (Goodrich 1977a:12; 1978:4-6; Haahti 1986:21-7; Pearce 1982:107-11; Perry 1975:119-24).

Among the more detailed and comprehensive examples of ideographic attraction listings are those developed by Ferrario (1976:111-14). Gearing et al (1976:93), Ritchie and Zinns (1978:256-7), the World Tourism Organization (1980a:6-17), and Shih (1986:8). Using Rilchie and Zinns as an example, at the most general level this classification includes natural beauty and climate; culture and social characteristics; sport, recreation, and educational facilities; shopping and commercial facilities; infrastructure; price levels;attitudes toward tourists; and accessibility. Rilchie and Zinns' typology is typical of ideographic approaches. It allows an objective comparison of one destination with another in terms of attractions. Certain aspects, however, are missing in the typology. As with most ideographic typologies, limitations exist in the assessment of quality, management, and tourist motivation and preference for different attractions. Also lacking is an understanding of the spatial relationships between attractions.

The three vertical groupings of categories indicate different levels of ideographic attractions. General Environments are broad in scope and often large in scale. They generally require little or no tourist involvement to exist. Specific Features are notably smaller in scale and often have clear connections to tourism, although they are sometimes peripheral to major tourist interests. The tourists themselves are passive in their involvement with specific features. Inclusive Environments are the principal attractions which draw tourists to a destination. They are inclusive in that they are environments in which tourists become completely absorbed in the attraction experience.

2.6(ii) The Organizational Perspective

Ideographic approaches are the most frequent form of attraction typology encountered in tourism research. The organizational perspective is a different research approach which does not necessarily examine the attractions themselves, but rather focuses on their spatial, capacity, and temporal nature. In this approach, attraction typologies are developed to reflect these qualities.

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Scale is the simplest basis for categorizing the spatial character of an attraction within an organizational perspective. Simple scale continuums are based on the size of the area which the attraction encompasses (Gunn 1972:40-42; Hills and Lundgren 1977:251-3; WTO 1980a:17). For example, a spatial hierarchy of attraction scale would progress from the smallest specific object within a site to entire countries and continents (Pearce 1982:99). Scale considerations can provide insight into the organization of tourist attractions, their relationship to other attractions, and the relationship of attraction images to attractions themselves.

These considerations are important in the planning and marketing of tourism. Tourism marketers promote the images of specific, small-scale attractions (which are easier to sell) to create identifiers for larger attraction complexes (Lew 1987; MacCannell 1976:112; WTO 1980a). Planners are then faced with the problem of an over-concentration of demand at some tourist sites and under-utilization of others.

Characteristics associated with the spatial integration of attractions provide a more detailed understanding of the influence of scale.

2.6(iii) The Cognitive Perspective:

Studies of tourist perceptions and experiences of attractions constitute the third major approach to the study of tourist attractions. Cognitive perspectives are sometimes found intermixed with ideographic categories, all through in virtually all such cases the categories clearly predominate.

Pearce defines a tourist place as any place that fosters the feeling of being a tourist" (1982:98). One way that this feeling has been understood is through the juxtaposition of "outsideness" and insideness" (Relph 1976:48-55). One of the foals of the tourist is to penetrate into the insideness or back region of the attraction in order to experience the authenticity of place. For the tourist, some risk is required to take this leap into authenticity. The review of cognitive-oriented research typologies

indicates that the degree to which tourists are willing and able to take such a risk is a major indicator of the general experiences offered by different types of attractions.

The tourists' interest is stimulated by the actual sight itself. The experience in this situation is one of "sight involvement" or one where what is supposed to be seen does not interfere with what is seen and experienced. Outstanding natural landscapes and culturally unique places are examples where "sight involvement" often predominates over "market involvement."

The major difference between cognitive typologies focusing on Tourist Activities and those within the Tourist Experiences category is that the activity-oriented research tends to be primarily behavioral, while the experience-oriented research is approached from either behavioral or phenomenological perspectives. Mere preference for one type of attraction over another is not classified as being within the experiential perspective of this framework, but rather is a cross-perspective aspect.

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The categories common to studies oriented toward the perception and experience of tourist attractions are shown in Table 3. In addition to the Security-Risk continuum, along the top, these typologies have been divided into those that focus on general Tourist Activities, the general Attraction Character, and the individual Tourist Experience, along the side. The Participatory category of the ideographic typology (Table 1) appears to overlap somewhat with the Tourist Activities category presented here. For example, a "campground" is clearly an ideographic attraction; however, "camping" is more of an experience. Participation makes these attractions more than just sites to be observed. They remain ideographic, however, in that they do not attach a specific experience to the attraction. In theory, cognitive categories can be attached

to any type of ideographic category (which further makes their intermixing with ideographic categories inappropriate).

The major difference between cognitive typologies focusing on Tourist Activities and those within the Tourist Experiences category is that the activity-oriented research tends to be primarily behavioral, while the experience-oriented research is approached from either behavioral or phe-nomenological perspectives. Mere preference for one type of attraction over another is not classified as being within the experiential perspective of this framework, but rather is a cross-perspective aspect.

The Attraction Character category refers to the general perceptual nature of the attraction. How animated (staged) and how well-known (evoked set) an attraction is are included in this category. Related to an attraction's renown is the concept of market scale (Lundberg 1980:38), with internationally known attractions offering less risk in the tourist's itinerary planning than smaller market attractions.

2.6(iv) Cross Perspective Measures

Two ways of combining ideographic, organizational, and cognitive perspectives have been identified. These are the combining of complementary categories from different perspectives, and research measures which are common to all three perspectives.

The ideographic, organizational, and cognitive perspectives have useful application within their defined contexts. No single approach, however, is able to cover the entire range of research interests on tourist attractions. Ideographic approaches, with their detailed and lengthy descriptive categories, tend to be weak in shedding insight on the organizational and experiential aspects of attractions. More abstract organizational categorizations can get bogged down in the specificity of ideographic categories and the diversity of human experiences. Cognitive approaches do not adequately address the complementary and competitive nature of specific attractions, nor their spatial and temporal relationships. These shortcomings, however, are fully acceptable within the

context of the research objectives of each approach, so long as they are recognized as such.

These differences do not preclude the combination of categories from different perspectives. Ideographic, organization, and cognitive approaches can even be quite complementary to one another. For example, the experience of an individual at an attraction can be highly influenced by its organization, with poor infrastructure, and low quality services causing experiences of difficulty and incomprehensibility. As discussed above, the ideographic approach, due to its fundamental nature, is the most frequently used in combination with another perspective. Further examination of such cross-perspective relationships offers a potential venue for developing a comprehensive typology of tourist attractions.

Other measures of attraction research are more distinctly cross-perspective in that they can be employed in any of the three approaches described above. However, they are not typologies. Three of these have been identified: historical, locational, and valuational measures. Historical measures compare one place at more than one point in time to determine trends and changes. Locational measures compare the same attraction categories at different locations. Valuational measures (the numeric rating of attractions) are obtained through visitor preference surveys, tourist attendance and usage rates, guidebook analysis, surveys of experts or professionals in the field, and economic expenditures and income (cf. Ferrario 1976; Lew 1986a). Whereas some form of valuation determination is included in most attraction research, historical and localional comparisons are limited to the research objectives of a particular study.

2.7 Tourism, Image and Power

It has been said that "All Tourism is about illusion or perhaps more kindly, about the creation of "atmosphere". In fact, crick has argued that in tourism the emphasis has shifted away from production itself to image, advertising and consumption" It is surprising that, until recently, the study of tourism promotional imagery has been superficial. In the words of Dann:

"Considering the sheer size of the international tourism industry today, there is a remarkable lack of analysis of the many ways it is promoted"

Tourism image neither mirror nor reflect destinations and peoples since, like all images they are not objective or transparent but are produced within sites of struggle'. In view of this, it can be argued that a tourism image reveals as much about the power relations underpinning its construction, as it does about the specific tourism product or country it promoters.

The images projected on brochures, billboards and television reveal the relationships between countries, between the genders and between races and cultures. They are powerful images, which reinforce particular ways of seeing the world and can restrict and channel people, countries, genders and sexes into certain mind-sets.

Identified are four major theoretical strands in the body of *Tourism Literature: the established perspective of strangerhood, authenticity and play and the emergent perspective of conflict.* An appreciation of such perspective is pertinent to developing an understanding of touristic images and their subtexts.

(Source: Richter, 1999)

What is interesting is that *each of these three more established perspectives see tourism from the tourists' perspective, and not from that of the visited peoples or destinations.*

2.7(1) Tourism as a strangeness or authenticity

The longest established tourism perspectives are those of strangerhood and authenticity. The first was largely constructed by Eric Cohen who argued that tourism is a manifestation of people's desire to visit other places and other people in order to experience the difference which exist in the world.

This suggests that the desire to experience the differences and to search for both novel and strange experiences are prime motivators of the tourism phenomenon. It is argued that not every tourist exhibits the same desire to experience 'difference'

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and that, different types of tourists exhibit different types of strangerhood or foreign tolerance rating. This classification of tourists is, however, somewhat problematic as tourists' identities are by no means fixed and drifters may well become pillars of the establishment in later phases of their life cycle.

2.7(2) Tourism as a Play

It is clear then that the view that tourism is authentic or somehow sacred by no means universal. Tourism in this respect is about pleasure and the consumption of 'unnecessary' goods and services, which provide such pleasure. Tourism in some sense an e experience of difference of extraordinary, rather than ordinary encounters, offering the tourist pleasures which are very different from those experienced in normal life. Pleasure may be experiences in many ways, in many different contexts, but it is pleasure and difference, which separate the touristic experience from everyday life.

It is important to note, however, that despite the emphasis on enjoyment, tourism is not considered as an unstructured experience. Rather it as 'socially organized and systematized', an experience in which the role of the 'many professional experts who help to construct and develop our gaze as tourists' is vital.

2.7(3) Tourism as interaction

The three theoretical perspectives discussed so far have become part of the accepted and established body of knowledge within tourism, although all three can be criticized as theories, which are not founded in experience. In this perspective Wearing and Wearing argue that until now sociological analyses of the tourist experience have been almost exclusively male-oriented and male-directed. Although there has been a fracturing of this universality with the introduction of the notion of 'difference', whether this be in terms of race, ethnicity, class, age or gender, the dominant perspective through which difference has been viewed and explained as remained a male perspective bound up with viewing the tourist as a flaneur and the destination as the image the fazing tourist consumes.

The tourist destination is therefore no longer a mere image or object to be consumed by the watching tourist, instead it is a 'chora,' a space whose meaning can be constantly redefined by its inhabitants', an arena in which 'Tourists can grow by interacting with other tourists and hosts.

Although the perspective is a valuable contribution to the development of tourism theory and a significant attempt to advance the debate, it emerges that there are some major criticisms of the view.

Firstly, there are extremely limited opportunities for interaction and meetings of cultures are brief and highly structures and importantly informed by stereotypical representations.

Secondly, one must question the practicality of such an approach, particularly given that the participants in the interaction are polarized in terms of economic, political and social power. This situation gives further weight to the argument for brining image into wider debated about politics and power since the tourism image significantly contributes to the defining and maintaining of stereotypes at both a macro and micro level.

2.6(4)Tourism as a Conflict

Power and the issues which surround its influence has been relatively peripheral to the discussion on tourism theory to date. However, there is a developing body of theory which argues that power is central to analyses of tourism and it is the one which will structure our analysis of tourism imagery. In doing this we will be drawing ideas of power, discourse and body. In Said's highly perspective text "Orientalism", published in 1978 depicted the relationship between East and West as one of power and domination and subordination as opposed to one which is mutually supporting and sustaining.

Tourism, depending on one's perspective, can be variously seen as play, the opposite to work, as the sacred as opposed to the profane, or as the strange as opposed to the familiar. These are concepts, which support and reflect varying interpretations of society but which to date have yet to be grounded in power, ignoring that " Tourism is as much ideology as physical movement".

Concepts of alienation and authenticity are grounded in modern, industrial societies and social structures, yet, despite this, there appears to be a reluctance to address the factors, which shape those ideologies. This failure to properly observe the power configurations which inform and structure tourism has led to, at best a partial study of the phenomenon and at worst an obfuscation of the forces which underpin this global industry.

Tourism Imagery as a means of tourism communication provides an ideal vehicle for the study of such overt cultural messages. These cultural messages are communicated through markers or signposts which can use either verbal or non-verbal media and which appeal on a multi-sensory level.

2.8 Ways of Seeing Tourism Image

2.8(1) Natural Attractions: *(Attribute: Natural Scenery)*

Natural Scenery, wildlife and natural habitants are the mainspring that drives many people to travel. The categories that first come to the mind are the beaches, mountains, landscapes, parks, Flora, fauna coasts and islands etc. Nature attracts many recreationalists and create tourist appeal to the destination. This may otherwise be called as Environmental tourism which draws tourists to remote areas. But emphasis here in on natural environmental attractions, rather than ethnic ones. Travel for the purpose of getting back to nature and to appreciate people – Land relationships fall in this category.

2.8(2) Historical & Cultural attractions: *(Attribute: History & Culture)*

Historic attractions are otherwise called as Historical Tourism. The main attractions here are historic and prehistoric sites, archeological sites such as ancient monuments that appeal those inspired to learn more about the contemporary and long-vanished civilizations.

Cultural attractions, otherwise called as Cultural tourism is one in which the mail aim would be to experience, participate in a vanishing lifestyle that lies within human memory. The picturesque setting or "local color" in the area are the main attractions. These include cuisine, clothing, music, dance and cultural events and festivals.
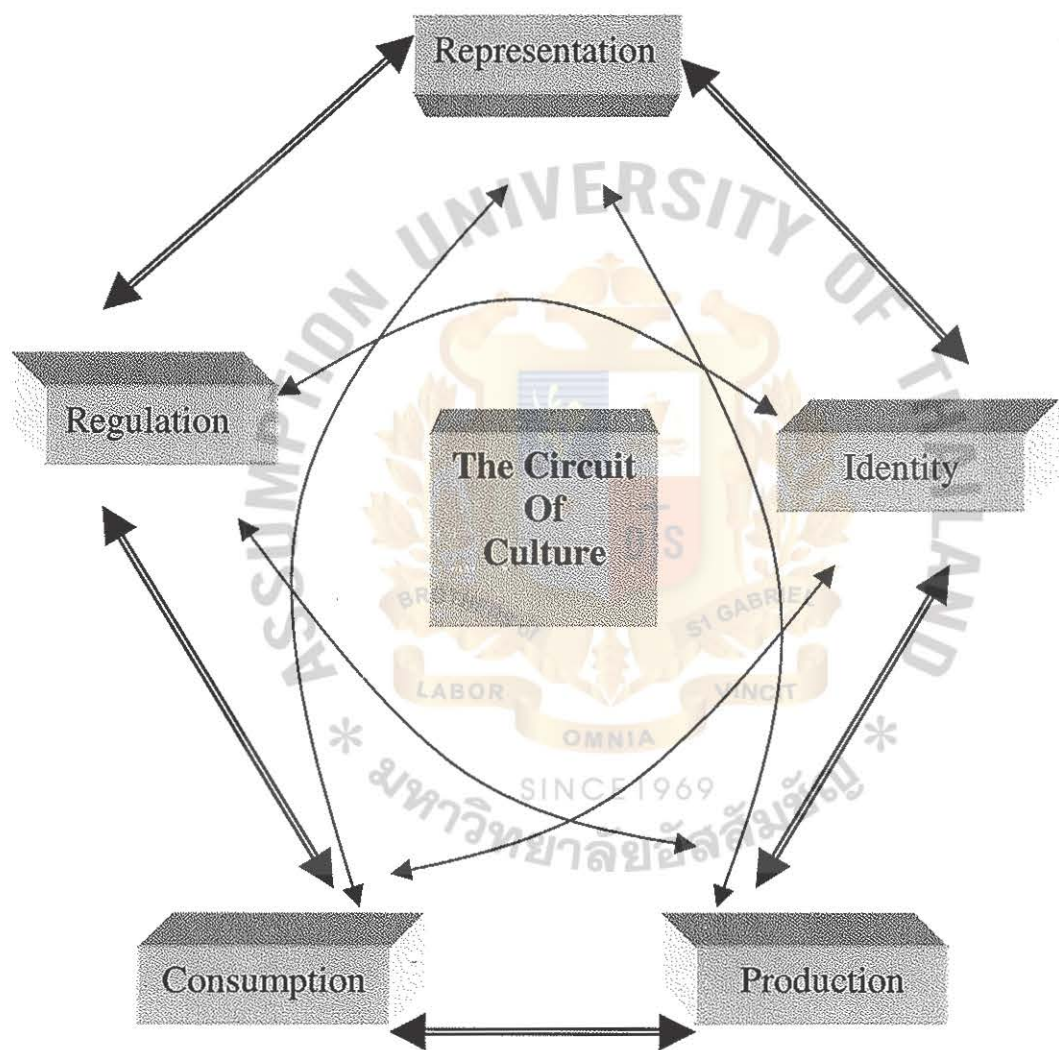
Tourism Imagery is one element in the circuit of culture, reflecting and reinforcing the circuit of knowledge and power. The tourism image therefore emerges as one sphere into which we can look in order to understand the dialogues between and amongst the creators, the consumers and the consumed. Those dialogues enable all three groups to create shared meanings and to interpret and see the world in similar ways.

The circuit of Culture helps us in investigating, interpreting and understanding the multi-layered meanings of the tourism image by explaining, evaluating and contrasting semiotic and discursive approaches to image analysis. There has been remarkably little concern over the manner in which destination are their people have been portrayed, packaged and presented by "the cultural brokers of tourism", such issues are crucial since:

> *"Without an understanding of the predisposition and motives of tourists and how these in turn are molded, manipulated and sometimes even created, knowledge of tourists and tourism will always be lamentably deficient."*

The idea of tourism and particularly tourism imagery should be seen within a broader cultural context since it reflects and reinforces the underpinning cultural infrastructure.

Figure 2.4: The Circuit of Culture.

2.8(3) Commercial Attractions: *(Attribute: Shopping/Value for Money)*

Commercial attractions, such as shopping, fairs & exhibitions can otherwise be called as commercial tourism.

(a) Shopping is an important part of any tourist's activities. Shopping leads as the number one activity while traveling for both domestic and international travelers. The travel Industry Association (TIA) reports that shopping activity is an activity engaged in by travelers followed by recreation. Shopping for products may be in any form starting from gifts, souvenirs, books to handicrafts and so on. Shopping providers are either retail outlets such as malls, supermarkets and other departmental stores or Specialty stores including manufacturer outlets.

(b) Value for money refers to the amount spent in the process of experiencing a Destination's attribute, when measured or compared either equals or exceeds the level of expectations. In other words, Value is gained when it coincides with the delivered benefit package. *(Source: Philip Kotler, 7ᵗʰ ed.)*

2.8(4) Entertainment Attraction: *(Attribute: Entertainment & nightlife)*

One of the most powerful tourism magnet is entertainment. Love entertainment is often 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. Today the travelling public wants to have fun, to be entertained, to enjoy fantasy, and escape from the realities of everyday life. The growing influence of entertainment and the marriage of gaming, live entertainment, themed resorts and theme parks are creating new careers in entertainment management.

The development of super entertainment complexes is a trend in the tourism industry. Some of the major attractions under the entertainment industry are pubs, night clubs, night shows, live entertainment and theatres.

2.8(5) Recreation Attraction: *(Attribute: Sports and Adventure)*

Recreation attraction, otherwise called recreation tourism maintain and provide access to indoor and outdoor facilities where people can participate in sports and other recreational activities. Centers on participation sports, curative spas, sun bathing and social contacts in a relaxed environment. Examples: Golf courses, Bowling alleys, Hiking, Bicycle, Marine, Spas, Saunas, Massage parlors etc. Such areas often promote sand, sea and sex through pictures that attract tourists to be involved in them, e.g. championship Golf courses, Beaches etc. Such promotion is designed to attract tourists whose essential purpose is to relax. Recreation is a diverse industry and generates millions of jobs in manufacturing, sales and service sectors.

2.8(6) The Built Environmental Attraction: *(Attributes: Travel Infrastructure/ Travel Program)*

The built environment includes the infrastructure and the superstructure. The components developed within or upon the natural environment. One of the base elements consists of underground and surface developmental constructions such as water supply systems, sewage disposal systems, electrical lines roads, communication networks and many other commercial facilities.

The **(a) Tourism infrastructure** consists of facilities constructed primarily to support visitation and visitor activities. Primary examples are airports, railroads, drives, parking lots, parks, marinas and dock facilities, resorts, motels, restaurants, shopping centers, places of entertainment, museums, stores, and similar structures. For the most part the operating sectors of the industry are part of the built environment and provide much of the superstructure or facilitate access to the physical supply.

It also Involves Visitor or **(b) Tourist Activities (Travel Program)** related to Guided Tours, Education seminars, Exhibitions and fairs, International Cultural gatherings and programs etc.

2.9 The Importance of Successful Tourism

The highest purpose of tourism is to become better acquainted with people in other places and countries, because this furthers the understanding and appreciation that builds a better world for all. International travel also involves the exchange of knowledge and ideas—another worthy objective. Travel raises levels of human experience, recognition, and achievements in many areas of learning, research, and artistic activity.

Tourism goes beyond dependable transportation and comfortable hotels; it necessitates enhancing all the avenues through which a country presents itself. They include educational, cultural, media, science, and meeting/congress activities. To increase accessibility, cultural institutions need to adapt to meet visitors' needs, sometimes providing multilingual guides and signage. Tourists can then more easily choose the purposeful activities that will match their interests.

Travel experiences vary according to the varieties of humankind and their geographical distribution. To classify destinations so that a systematic discussion of tourism motivation can be undertaken, Valene L. Smith has identified six categories of tourism: (1) ethnic tourism, (2) cultural tourism, (3) historical tourism, (4) environmental tourism, (5) recreational tourism, and (6) business tourism. Obviously, destinations can, and usually do, provide more than one type of tourism experience.

Fig 2.5: Tourism Place images in a simple system.
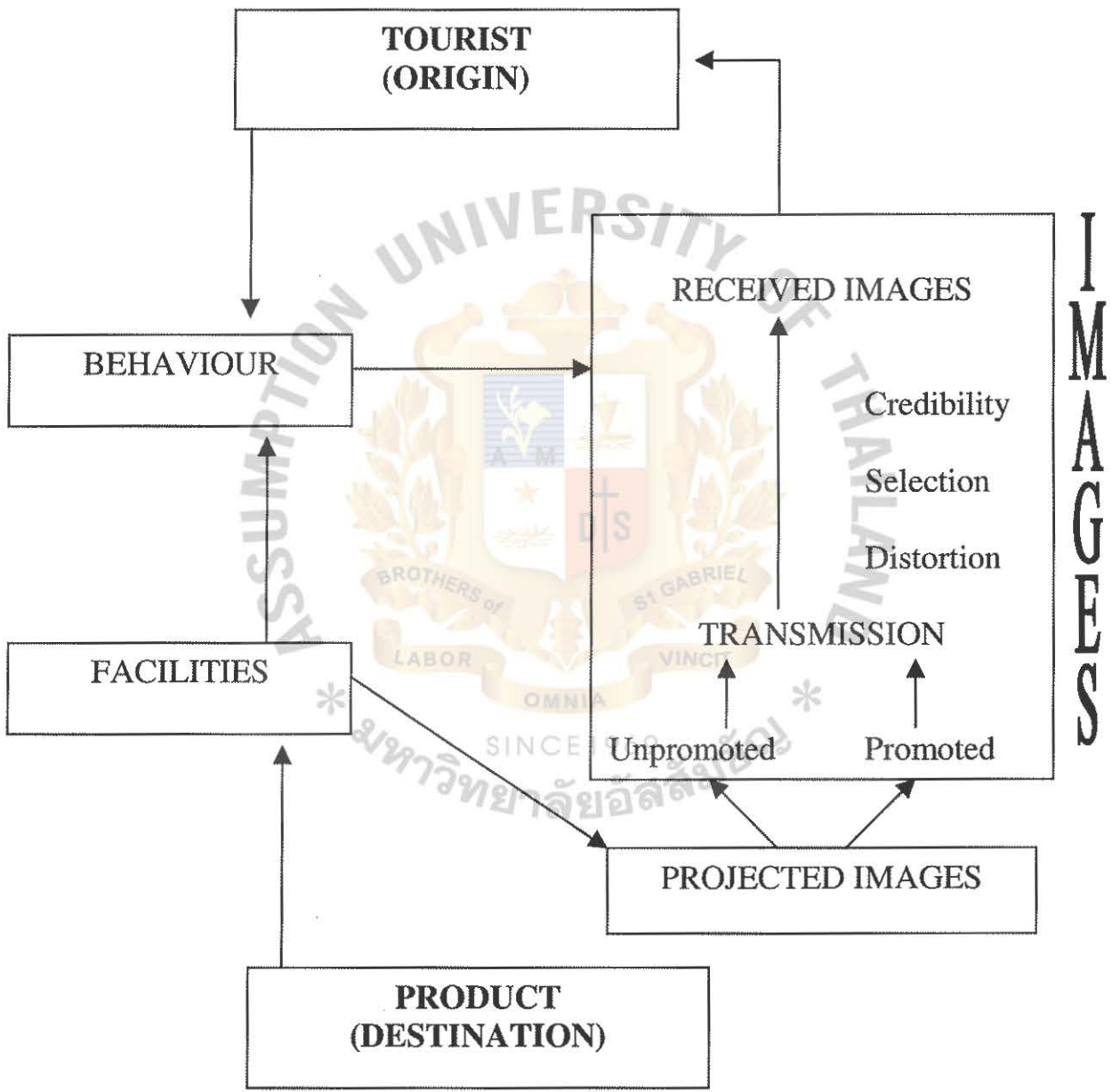
(Source: Pearce (1981) – study on images assembled by consumers in accordance with their own predisposed, transmission & reception)

While culture is only one factor that determines the overall attractiveness of a tourism region, it is a very rich and diverse one. The elements of a society's culture are a complex reflection of the way its people live, work, and play. Cultural tourism covers all aspects of travel whereby people learn about each other's ways of life and thought. Tourism is thus an important means of promoting cultural relations and international cooperation. Conversely, development of cultural factors within a nation is a means of enhancing resources to attract visitors. In many countries, tourism can be linked with a "cultural relations" policy. It is used to promote not only knowledge and understanding but also a favorable image of the nation among foreigners in the travel market.

The channels through which a country presents itself to tourists can be considered its cultural factors. These are the entertainment, food, drink, hospitality, architecture, manufactured and handcrafted products of a country, and all other characteristics of a nation's way of life.

Successful tourism is not simply a matter of having better transportation and hotels but of adding a particular national flavor in keeping with traditional ways of life and projecting a favorable image of the benefits to tourists of such goods and services.

A nation's cultural attractions must be presented intelligently and creatively. In this age of uniformity, the products of one nation are almost indistinguishable from those of another. There is a great need for encouraging cultural diversity. Improved techniques of architectural design and artistic presentation can be used to create an expression of originality in every part of the world.

Taken in their narrower sense, cultural factors in tourism play a dominant role chiefly in activities that are specifically intended to promote the transmission or sharing of knowledge and ideas. Consider the following factors:

1. Libraries, museums, exhibitions

2. Musical, dramatic, or film performances

3. Radio and television programs, recordings

4. Study tours or short courses

5. Schools and universities for longer-term study and research

6. Scientific and archaeological expeditions, schools at sea

7. Joint production of films

8. Conferences, congresses, meetings, seminars

In addition, many activities that are not educational or cultural in a narrow sense provide opportunities for peoples of different nations to get to know each other.

2.10: Conclusion

Each of the above models presents a unique perspective. All of the above models portray having relationship with a Tourist, Destination and Destination attributes. All these models will be integrated in the theoretical model of this study after scrutinizing the overlapping aspects of each model.

From the above literature review after comprehensive study on the major models and attributes associated with a Destination, the following Destination attributes have been selected for measuring the perception, Importance and Image of a Destination. The attributes chosen are as the following:

1. **Natural Scenery**
2. **History & Culture**
3. **Shopping**
4. **Entertainment & Nightlife**
5. **Value for Money**
6. **Travel Infrastructure**

CHAPTER – 3
RESEARCH FRAMEWORK

CHAPTER – 3

RESEARCH FRAME WORK

3.1 Conceptual Frame work:

The Conceptual Framework in this study determines the extent to which the major Independent variables namely, The Perception of Indian Tourists on Thailand's Destination attributes influence the Dependent Variable namely, The Overall Evaluation of Thailand.

INDEPENDENT VARIABLE

- NATURAL SCENERY
- (a) HISTORY & (b) CULTURE
- SHOPPING
- (a) ENTERTAINMENT & (b) NIGHTLIFE
- VALUE FOR MONEY
- TOURISM INFRASTRUCTURE

DEPENDENT VARIABLE

OVERALL EVALUATION OF THAILAND

Thailand's Destination attributes
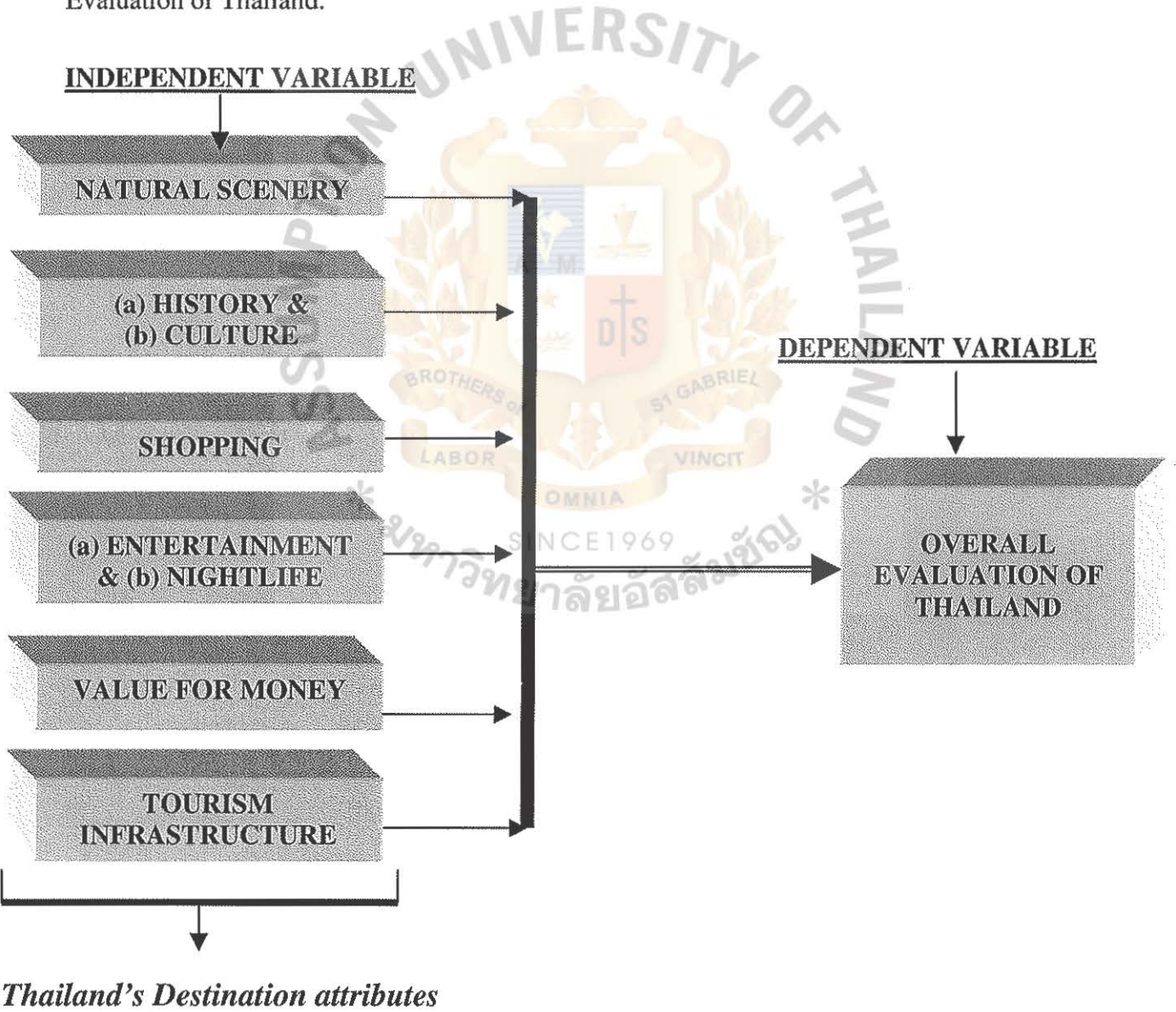
3.1 RESEARCH VARIABLES

Concepts that have been operationally defined become variables. Variables can be defined as "relational units of analysis that can assume any one of a number of designated sets of values" *(Black and Champion 1976:34)* or "Properties that take on different values – a symbol to which numerals or values are assigned: (Kerlinger 1973:29-30).

Variables can be classified as follows:

- ♦ According to their relationships with eachother,
- ♦ According to Research Design or
- ♦ According to their Level of Measurement".

However in this case **"Variables are classified according to their Relationships"** and these variables may be further classified into:

- ♦ Independent Variable
- ♦ Dependent Variable.

3.1.1 INDEPENDENT VARIABLES:

Independent variables are so called because they are "independent" of the outcome itself; instead they are presumed to affect or influence the outcome. In this research the perception of Indian Tourists on Thailand's Destination Attributes are analyzed, where Six Destination attributes namely, **Natural Scenery, History & Culture, Shopping, Entertainment & Nightlife, Value for Money, and Travel Infrastructure** are considered as Independent variables for analysis.

(Source: Travel, Tourism & Hospitality research, a handbook for managers and researchers, 2nd ed., edited by J.R Brent Ritchie & Charles R. Goeldner, 1994)

Perception of Tourists on Destination Attributes of Thailand:

The Process by which people select, organize, and interpret information to form a meaningful picture of the world. (Source: *"Principles of Marketing", by Philip Kotler, Gary Armstrong, 7th Edition, 1996).*

According to Asworth and Voogd (1990a:79) images are projected through a set of cultural codes. These are then transmitted through a variety of Channels, which in itself implies some interference, distortion or less of information. These messages are received by individuals from external sources and decoded and used in the construction of images

According of Haynes (1980) people do not have identical images of the world around them because information about the places they visit is subjected to mental processing. This processing is based on the information signals which the real world sends out and is received through our senses (sight, hearing, smell, taste and touch). This part of the process is known as perception.

In this Study the Perception of Indian Tourists on the Destination Attributes of Thailand are taken into consideration.

3.1.1 (A) Natural Attractions: *(Attribute: Natural Scenery)*

Natural Scenery, wildlife and natural habitants are the mainspring that drives many people to travel. The categories that first come to the mind are the beaches, mountains, landscapes, parks, Flora, fauna coasts and islands etc. Nature attracts many recreationalists and create tourist appeal to the destination. This may otherwise be called as Environmental tourism which draws tourists to remote areas. But emphasis here in on natural environmental attractions, rather than ethnic ones. Travel for the purpose of getting back to nature and to appreciate people – Land relationships fall in this category.

3.1.1 (B) Historical & Cultural attractions: *(Attribute: History & Culture)*

(i) *History:* Historic attractions are otherwise called as Historical Tourism. The main attractions here are historic and prehistoric sites, archeological sites such as ancient monuments that appeal those inspired to learn more about the contemporary and long-vanished civilizations.

(ii) *Culture:* Cultural attractions, otherwise called as Cultural tourism is one in which the mail aim would be to experience, participate in a vanishing lifestyle that lies within human memory. The picturesque setting or "local colors" in the area are the main attractions. These include cuisine, clothing, music, dance and cultural events and festivals.

3.1. 1 (C) Commercial Attractions: *(Attribute: Shopping/Value for money)*

Commercial attractions, such as shopping, fairs & exhibitions can otherwise be called as commercial tourism.

(i) Shopping is an important part of any tourist's activities. Shopping leads as the number one activity while traveling for both domestic and international travelers. The travel Industry Association (TIA) reports that shopping activity is an activity engaged in by travelers followed by recreation. Shopping for products may be in any form starting from gifts, souvenirs, books to handicrafts and so on.

Shopping providers are either retail outlets such as malls, supermarkets and other departmental stores or Specialty stores including manufacturer outlets.

(ii) Value for money refers to the amount spent in the process of experiencing a Destination's attribute, when measured or compared either equals or exceeds the level of expectations. In other words, Value is gained when it coincides with the delivered benefit package. *(Source: Philip Kotler, 7th ed.)*

3.1.1 (D) Entertainment Attraction: *(Attribute: Entertainment & nightlife)*

One of the most powerful tourism magnet is entertainment. Love entertainment is often 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. Today the travelling public wants to have fun, to be entertained, to enjoy fantasy, and escape from the realities of everyday life. The growing influence of entertainment and the marriage of gaming, live entertainment, themed resorts and theme parks are creating new careers in entertainment management.

The development of super entertainment complexes is a trend in the tourism industry. Some of the major attractions under the entertainment industry are pubs, night clubs, night shows, live entertainment and theatres.

3.1.1 (e) The Built Environmental Attraction: *(Attributes: Travel Infrastructure)*

The built environment includes the infrastructure and the superstructure. The components developed within or upon the natural environment. One of the base elements consists of underground and surface developmental constructions such as water supply systems, sewage disposal systems, electrical lines roads, communication networks and many other commercial facilities.

The **(i) Tourism infrastructure** consists of facilities constructed primarily to support visitation and visitor activities. Primary examples are airports, railroads, drives, parking lots, parks, marinas and dock facilities, resorts, motels, restaurants, shopping centers, places of entertainment, museums, stores, and similar structures. For the most part the operating sectors of the industry are part of the built environment and provide much of the superstructure or facilitate access to the physical supply.

It also Involves Visitor or **(ii) Tourist Activities (Travel Program)** related to Guided Tours, Education seminars, Exhibitions and fairs, International Cultural gatherings and programs etc. *(P.L. Pearce, The Ulysses Factor: Evaluating Visitors in Tourist Settings and Fundamentals of Tourist Motivation," in D.G Pearce and R.W. Butler)*

3.1.3 DEPENDENT VARIABLES

Are Variables that are dependent on the Independent variables. They are presumed to be the effect of the Independent variables. In this Research there exists only one **Dependent Variable namely, The Overall Evaluation of Thailand**

The Overall Evaluation:

The outcome of perception process is the formation of a mental image of the place, meaning that people develop images, which are an individual's representation of reality.

The significance of this process of image construction is that people base decisions and their actions on what they think reality is and so visitors can be influenced to visit destination by images portrayed through marketing and advertising of individual destinations. To convert motivations into a holiday trip requires the identification of the Tourist's preferences and knowledge of holiday opportunities. Mental Images are the basis of the evaluation or selection process.

(Source: Walmesley and Jenkins 1992).

RESEARCH CATEGORY	NATURE OF THE MANAGEMENT SITUATION	TYPE OF INFORMATIONAL DATA REQUIRED	METHODOLOGIES/ INSTRUMENTS FOR DATA COLLECTION	TECHNIQUES FOR EXTRACTING INFORMATION FROM THE DATA	NATURE OF RESEARCH OUTPUT
Evaluation Research	Need to know the extent to which completed and continuing programs are performing as projected and to identify the major variables influencing the observed performance levels.	Data related to the evaluation criteria chosen to represent the objective of a particular activity or program	Measures of User Satisfaction levels, Measures of the evolution of performance on the evaluation criteria over time.	Methods of evaluating past realization with respect to relatively ill-defined and often changing objectives and conditions	Identification of Program Strengths and Weaknesses on the overall basis and within different user groups; Understanding factors influencing program success with a view towards recommendations for improvement.

Table: 3.1: Implications of the classification Framework concerning Research Methods and Data Collection Frameworks.

(Source: J. R. B. Ritchie and C. Goeldner, eds. *Travel Tourism and Hospitality Research* (New York: Wiley, 1987), pp. 17).

3.2 RESEARCH HYPOTHESES STATEMENTS

♦ **Hypothesis**

A Hypothesis is a proposition that is stated in a testable form and that predicts a particular relation between two or more variables. It is a tentative statement about things that the investigator wishes to support or to refute. Hypotheses are important, indispensable and powerful tools of scientific research. Hypothesis can express relationships between variables in three different ways: Univariate, Bivariate and Multivariate. This research study a involves the relationship between two variables and hence it is **"Bivariate."**

♦ **Null Hypothesis: (H0):**

Is the hypothesis of "no relationship" or "no difference" - it is the one actually tested statistically. It is set up for possible rejection and is an arbitrary convention, hypothesizing that any relation or difference in the findings is due to chance or sampling error.

♦ **Research Hypothesis: (Ha):**

Otherwise called, Alternative Hypothesis states the expectations of the investigator in positive terms. The probability that one dependent variable has multiple causes (Independent variables) is always greateer than the probability that it is caused by a single independent variable;(*Isaac and Michael 1971:142*). (*Source: Travel, Tourism & Hospitality research, a handbook for managers and researchers, 2nd ed., edited by J.R Brent Ritchie & Charles R. Goeldner, 1994*)

♦ **The Hypotheses for this study has been set as follows:**

We use the following variables to measure the values of Destination Factors/attributes and its impact on the Image of Thailand. In this process we use these variables in order to justify the relationship each variable has over the other.

Hypothesis 1:

H01: There is **no relationship** between **Natural Scenery** and the *Overall Evaluation of Thailand.*

H1a: There **is a relationship** between **Natural Scenery** and the *Overall Evaluation of Thailand.*

Hypothesis 2:

H02: There is **no relationship** between **(a) History and (b) Culture** and the *Overall Evaluation of Thailand .*

H2a: There **is a relationship** between **(a) History and (b) Culture** and the *Overall Evaluation of Thailand .*

Hypothesis 3:

H03: There is **no relationship** between **Shopping** and the *Overall Evaluation of Thailand .*

H3a: There is a relationship between **Shopping** and the *Overall Evaluation of Thailand .*

Hypothesis 4:

H04: There is **no relationship** between **(a) Entertainment and (b) Nightlife** and the *Overall Evaluation of Thailand* ..

H4a: There **is a relationship** between **(a) Entertainment and (b) Nightlife** and the *Overall Evaluation of Thailand.*

Hypothesis 5:

H05: There is **no relationship** between **Value for Money** and the *Overall Evaluation of Thailand* ..

H5a: There is **no relationship** between **Value for Money** and the *Overall Evaluation of Thailand*

Hypothesis 6:

H06: There is **no relationship** between **Travel Infrastructure** and the *Overall Evaluation of Thailand.*

H6a: There **is a relationship** between **Travel Infrastructure** and the *Overall Evaluation of Thailand.*

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3.3 THE OPERATIONAL DEFINITIONS

Table 3.2: Operational Definition of Influencing Variables

Conceptual label	Concept Definition	Measurement Scale	Level of measurement	Q. No
Independent Variable: **1. Perception of Indian Tourists on Thailand's Destination attributes:** • Natural Scenery • History & Culture • Shopping • Entertainment & Nightlife • Value for Money • Tourism Infrastructure	Rating Scales indicating Perception of Destination attributes of Thailand as a Tourist Destination.	Semantic Differential Scale 1= Very Weak to 3= Very Strong	Ordinal	Q. 5
Dependent Variable: **2. Overall Evaluation of Thailand**	Overall Evaluation of Visit	Semantic Differential Scale (1= Strongly Not Satisfied -7= Strongly Satisfied)	Ordinal	Q. 1

3.4 Conclusion:

The above chapter deals with formulating the Research framework, which is a combined relationship between the Independent and the Dependent Variables. The Independent Variables for This research study are the Perception of Indian Tourists on the Destination Attributes of Thailand, whereas the Dependent variable consists of the Overall evaluation of Thailand.

Based on the derived Research Framework, Six Null Hypotheses and Six Alternative Hypotheses statements have been determined in order to test the relationship between these 2 variables and their influence on each other.

CHAPTER – 4
RESEARCH METHODOLOGY

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RESEARCH METHODOLOGY

The Research Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this chapter we study the various steps that are adopted in studying the research problem, constituting areas namely: method of research used, respondents and sampling procedures, research instrument/questionnaire, collection of data/gathering procedures and statistical treatments.

4.1 Method of Research Used

4.1(a) Method of Research:

A survey of Indian Tourists is undertaken to evaluate the Image of Thailand in the minds of Indian Tourists who have already visited the country.

4.1 (b) Sampling frame:

The respondents are selected from group of Indian Tourists visiting Thailand. The population statistics have been derived from the number of Indian Tourist arrivals to Thailand during time period January to December 2001.

4.1 (c) Research Approach used:

Descriptive approach has been used in conducting this research. Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of this research is description of the state of affairs as it exists at present. This includes studying the present image of Thailand perceived in the minds of Indian Tourists in the current context.

4.1 (d) Research Analysis:

Data is collected and reported in tables organized to give a suitable overall picture glance. They are presented in a framework, which convey data characteristics for sub-groups or different cells in the framework. Statistical tools such as the Mean, Standard Deviations and other measures of normalcy are used to analyze the data.

4.2 Target Respondents & Sampling Procedures

4. 2(a) Target Population

The target population consists of Indian tourists who have already visited Thailand.

4. 2 (b) Sampling procedure

- ◆ **"Non-probability sampling"** Technique is used for selecting the samples - a procedure wherein each member does not have a known nonzero chance of being included. Allowing the researcher to choose the sample 'at random' (i.e. wherever they are found).

- ◆ **Element selection technique** involves *restricted Sampling* wherein, **Quota Sampling approach** has be used. "Quota sampling is a form of non-probability sampling wherein the actual selection of the items for the sample is left to the researcher's discretion." *(C. R. Kothari 2nd ed. 1990).*

- ◆ The researcher has separated the respondents into many groups constituting **3 areas wherein the population of Indian Tourists were the maximum.** The percentages for each quota were set as follows:

    - **Airport** - **60%**
    - **Hotels** - **30%**
    - **Travel Agencies** - **10%**

The above areas have been relatively chosen as quota depending upon the availability of Indian tourist's traffic. The International Airport (Bangkok) as been chosen as the first and top area for the survey due to the constant (daily) arrival and departure of flights from and to India. A few major hotels such as **The Royal Benja, Bel Aire Princess, Amari Atrium, Amari Boulivard, Hotel Indra, Pasand and Woodlands** were chosen due to availability of Indian tourists lodging in the above selected hotels. Travel agencies such as **Oriental travels and S.P travels** were chosen as one of the quotas.

4. 2 (c) Sample Size

However while deciding the sample size, a total of **382 respondents** have been selected from a **weekly arrival population of Indian passengers**. Due to the **"infinite population"** of Indian tourist arrivals, a the following theoretical table has been utilized to derive the sample size:

Table 4-1: Theoretical Sample Sizes for Different Sizes of Population and a 95% Level of Certainty

Population	Required sample for tolerable error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	**382**	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

(Source: Anderson, G., Fundamentals of Education Research, 1996, pp. 202.)

Table: 4.2 INTERNATIONAL TOURIST ARRIVALS BY NATIONALITY
JANUARY - DECEMBER

Country of Nationality	2000 Number	% Share	1999 Number	% Share	%Change 00/99
East Asia	**5,545,856**	**57.90**	**5,000,701**	**57.80**	**+ 10.90**
ASEAN	*2,056,389*	*21.47*	*1,864,278*	*21.55*	*+ 10.30*
Brunei	4,776	0.05	2,405	0.03	+ 98.59
Indonesia	156,764	1.64	133,252	1.54	+ 17.64
Laos	70,985	0.74	68,809	0.80	+ 3.16
Malaysia	1,111,687	11.61	1,009,821	11.67	+ 10.09
Philippines	103,013	1.08	86,835	1.00	+ 18.63
Singapore	563,679	5.88	528,889	6.11	+ 6.58
Vietnam	45,485	0.47	34,267	0.40	+ 32.74
China	753,781	7.87	813,596	9.40	- 7.35
Hong Kong	243,952	2.55	244,474	2.83	- 0.21
Japan	1,202,164	12.55	1,059,872	12.25	+ 13.43
Korea	451,347	4.71	342,867	3.96	+ 31.64
Taiwan	706,482	7.38	528,291	6.11	+ 33.73
Others	131,741	1.38	147,323	1.70	- 10.58
Europe	**2,301,807**	**24.03**	**2,116,806**	**24.47**	**+ 8.74**
Austria	52,240	0.55	59,098	0.68	- 11.60
Belgium	52,256	0.55	52,231	0.60	+ 0.05
Denmark	79,040	0.83	79,094	0.91	- 0.07
Finland	51,109	0.53	45,933	0.53	+ 11.27
France	256,948	2.68	255,247	2.95	+ 0.67
Germany	390,030	4.07	389,466	4.50	+ 0.14
Italy	133,247	1.39	126,572	1.46	+ 5.27
Netherlands	126,848	1.32	118,780	1.37	+ 6.79
Norway	53,902	0.56	48,630	0.56	+ 10.84
Russian	46,417	0.48	36,622	0.42	+ 26.75
Spain	33,558	0.35	28,940	0.33	+ 15.96
Sweden	150,515	1.57	119,935	1.39	+ 25.50
Switzerland	105,591	1.10	108,499	1.25	- 2.68
United Kingdom	619,659	6.47	515,162	5.95	+ 20.28
East Europe	54,332	0.57	46,234	0.53	+ 17.52
Others	96,115	1.00	86,363	1.00	+ 11.29
The Americas	**663,276**	**6.92**	**595,381**	**6.88**	**+ 11.40**
Argentina	5,535	0.06	5,319	0.06	+ 4.06
Brazil	5,822	0.06	5,299	0.06	+ 9.87
Canada	112,540	1.17	105,857	1.22	+ 6.31
U.S.A.	518,053	5.41	461,671	5.34	+ 12.21
Others	21,326	0.22	17,235	0.20	+ 23.74
South Asia	**352,007**	**3.67**	**291,797**	**3.37**	**+ 20.63**
Bangladesh	25,681	0.27	22,243	0.26	+ 15.46
India	224,104	2.34	181,033	2.09	+ 23.79
Nepal	16,389	0.17	14,957	0.17	+ 9.57
Pakistan	49,407	0.52	39,466	0.46	+ 25.19
Sri Lanka	28,668	0.30	26,263	0.30	+ 9.16
Others	7,758	0.08	7,835	0.09	- 0.98
Oceania	**378,782**	**3.95**	**344,879**	**3.99**	**+ 9.83**
Australia	314,531	3.28	283,498	3.28	+ 10.95
New Zealand	62,585	0.65	59,158	0.68	+ 5.79
Others	1,666	0.02	2,223	0.03	- 25.06
Middle East	**182,408**	**1.90**	**154,760**	**1.79**	**+ 17.87**
Egypt	6,281	0.07	5,139	0.06	+ 22.22
Israel	75,798	0.79	65,794	0.76	+ 15.21
Kuwait	18,599	0.19	14,924	0.17	+ 24.62
Saudi Arabia	6,150	0.06	5,048	0.06	+ 21.83
U.A.E.	20,798	0.22	17,455	0.20	+ 19.15
Others	54,782	0.57	46,400	0.54	+ 18.06
Africa	**84,487**	**0.88**	**76,008**	**0.88**	**+ 11.16**
South Africa	35,381	0.37	31,833	0.37	+ 11.15
Others	49,106	0.51	44,175	0.51	+ 11.16
Sub Total	**9,508,623**	**99.27**	**8,580,332**	**99.18**	**+ 10.82**
Overseas Thai	70,203	0.73	70,928	0.82	- 1.02
Grand Total	**9,578,826**	**100.00**	**8,651,260**	**100.00**	**+ 10.72**

Source of Data: Immigration Bureau, Police Department

Since the total number of Indian tourist arrival population calculated from **January 2000 to December 2000** results in the value of **224,104** a sample of **382** respondents have been chosen as the sample size from the population with a **5%** tolerable error.

4. 2 (d) Location/Place of Survey:

The data is collected in **Bangkok** in locations such as **Hotels, Travel agencies and Airport.**

4.2 (e) Time Frame for data collection:

The time frame used to collect data from respondents was from **1st June 2001, to 30th June 2001.**

4.2 (f) Research Instrument and Questionnaire

The study instrument used in this research consisted of a **self-administrative questionnaire** comprising of demographics, previous experience, and image representation factors. Six perceptual image attributes have been selected while designing the questionnaire which include, **Natural Scenery, History & Culture, Shopping, Entertainment & Nightlife, Value for money, Travel infrastructure and Sports & Adventure.**

4.3 Measurement & Scaling Techniques:

Scaling Describes the procedures of **assigning numbers to various degrees of opinion, attitude and other concepts.** This can be done in two ways:

♦ **Making a judgement** about some characteristic of an individual and then placing him directly on a scale that has been defined in terms of that characteristic.

♦ **Constructing questionnaires** in such a way that the score of individual's responses assigns him a place on a scale.

It may be stated here that a scale is a continuum, consisting of the highest point (in terms of some characteristic e.g., preference, favorableness, etc.) and the lowest point along with several intermediate points between these two extreme points.

These scale-point positions are so related to each other that when the first point happens to be the highest point, the second point indicates a higher degree in terms of a given characteristic as compared to the third point and the third point indicates a higher degree as compared to the fourth and so on. Numbers for measuring the distinctions of degree in the attitudes/opinions are, thus, assigned to individuals corresponding to their scale-positions.

All this is better understood when we talk about scaling technique(s). Hence the term 'scaling' is applied to the procedures for attempting to determine quantitative measures of subjective abstract concepts.

Scaling has been defined as a "procedure for the assignment of numbers (or other symbols) to a property of objects in order to impart some of the characteristics of numbers to the properties in question."
(Bernard S. Philips, Social Research Strategy and Tactics, 2ⁿᵈ ed., p. 205).

4.3. (a) Summated Scales (Likert Type Scales):

Likert type Scaling techniques were used by constructing self administered questionnaires which include the **3 point scale & 5 point scale ranging from 1 (Most Important) to 3/5 (Least Important)** in analyzing level of importance of factors while making a trip.

4.3 (b) Semantic Differential Scale:

Otherwise called the SD scale was developed with an attempt to measure psychological meanings of an object to an Individual or group. It consists of a set of bipolar rating scales of 7 points by which one or more respondents rate one or more concepts on each scale

A **7-point semantic differential scale** was used in **Question No. 1** to measure overall evaluation of visit which ranged from **1 (Strongly not satisfied) to 7 (Strongly Satisfied)**. **S.D** Rating scale was also used to measure destination valuation, in **Question No. 5** which ranged from **1 (very weak) to 7 (very strong)**. Respondents according to their perception on the Destination attributes of Thailand were asked to rate the country as a tourist destination. The 7-point scale was developed by **Charles E. Osgood, in the year 1957.** An overall Image measurement scale has been used in the questionnaire where respondents were asked to rate their overall image of the country as a tourist destination on the 7-point scale.

4.3 (c) An Itemized rating scale:

Also known as numerical scales have been utilized in **Question. No. 6**, which presents a series of attributes or statements from which a respondent selects <u>one</u> as best **reflecting his/her evaluation**.

4.3 (d) Ranking Scales or otherwise called as comparative scales are used to

make relative judgements against other similar objects. The respondents under this method compare two or more objects and make choices among them. Ranking scales have been used in **Question Nos. 2 and 3,** where respondents **rank their choice of attributes** depending on the **level of Importance (1=Most Important to 3/5=Least Important).**

4.4 Data Collection

Primary and Secondary data were collected for the study of this research. Primary data was collected with the help of Self-Administrated Structured Questionnaires. Each respondent was asked to fill the questionnaire in order to derive first hand information regarding the research study.

Secondary data collections have been made through various sources such as academic textbooks, journals, and websites via Libraries, bookstores and by the use of Internet. The respective sources and references from where the data is compiled have been furnished at the end of each defined statement and in the section of Appendices.

4.5 Data Analysis Technique

In this research, we use Bivariate Analysis wherein, "Spearman's Rank Correlation Coefficient" is used as a statistic tool to test all the hypotheses statements. Since the study involves Nonparametric statistics where the relationship or correlation between two ordinal variables namely the Independent and the Dependent Variables are tested. In this case the correlation is a measure of association between the two sets of ranks of the observations and not on the numerical values of the data. It was developed by a famous statistician Charles Spearman in the early 1900s and as such is also known as Spearman's rank correlation coefficient.

There are correlations that are applied to two ordinal kinds of variables. These are typically nonparametric correlations. These correlation coefficients are distribution free and are usually applied to the ranks of the two variables. Spearman's rank correlation measures monotonicity: Whether one variable changes in the same direction as the other variable, when changes from one case to the next is considered. If both variables change in the same direction, a concordance is found. If one variable changes in one direction while the other variable changes in the opposite direction, a discordance is found. *(C. R. Kothari 2nd ed. 1990)*.

When asymmetric correlations are used, there is a presumed independent variable (iv) and a presumed dependent variable(dv). The notation is such that if K = the coefficient, then $K_{DV|IV}$ reveals the assumed direction of the relationship from the independent variable to the dependent variable.

Spearman's Rank Correlation Coefficient "r" or otherwise called Rho (p), is calculated as under:

$$\text{Spearman's 'r'} = 1 - \left\{ \frac{6\Sigma di^2}{n(n^2 - 1)} \right\}$$

Where,

d = Difference between ranks for each pair of observations,

Σdi = Total Squared Differences of observations.

N = The number of paired observations.

(C. R. Kothari 2nd ed. 1990).

In this research, the results for testing hypotheses statements are obtained by using the SPSS program. Where the determined correlation coefficient results to be '0', it therefore refers to a situation where no relationship exists between the two Variables. In other words, changes in one variable cannot be explained by the changes occurring in the second variable.

However, in most tourism and hospitality related research, corrections between 0 .26 to 0 .5 are generally considered to be quite high, with strong or very strong correlations rarely found. The variation in one characteristic can be predicted if we know the value of correlation, since we can calculate the coefficient of determination or r^2. The coefficient of determination can be roughly interpreted as the proportion of variance in a variable that can be explained by the values of the other variable. The coefficient is calculated by squaring the correlation coefficient.

We analyze each hypothesis by comparing the **Level of Significance of each Destination Attribute and the overall Evaluation of Visit** computed using the 2 tailed significant tests having a significant value lesser or greater than 0.025. The results of the correlation coefficients obtained can either result in positive of negative values. If the result computed shows that the significant value is less that 0.025, it can

be concluded that there exists a relationship between the two variables and hence are moving in the same direction i.e. if one is higher, then so is the other. Hence we Reject the Null Hypothesis and accept the alternate.

However, if the significant value is larger than 0.025, then, it can be concluded that there is no relationship or association between the two independent and dependent variables relating to the stated hypothesis and both the variables are moving in opposite directions. In this case we accept the Null Hypothesis and Reject the alternate.

The Level of Significance can also be interpreted as "the level of confidence at 95%" (1 - .05 = .95). (*Note: Since the significant value is two tailed, the value 0.05 is divided and hence the value 0.025 is determined*). However while using SPSS, the output is exhibited with a table and a foot note which depicts whether the correlation is significant at either **0.01 or 0.05** (at either 99% or 95% Significance level) with a double (**) or single (*) astrix indicated along side with the result.

On the other hand, if the Correlation is significant, the covariance of the correlation coefficient of both the variables can be computed in order to verify the degree of association they have between each other. However, results from correlation coefficients can portray **a Positive or Negative relationship** between each other.

Table 4.3: Summary of hypotheses testing method

	HYPOTHESES	TEST STATISTIC
1	There is no relationship between **Natural Scenery** and the *Overall Evaluation of Thailand*	Spearman's Correlation Coefficient (Bivariate)
2	There is no relationship **(a) History and (b) Culture** and the *Overall Evaluation of Thailand*	Spearman's Correlation Coefficient (Bivariate)
3	There is no relationship **Shopping** and the *Overall Evaluation of Thailand* in perspective of Indian Tourists.	Spearman's Correlation Coefficient (Bivariate)
4	There is no relationship between **(a) Entertainment and (b)** Nightlife and the *Overall Evaluation of Thailand*	Spearman's Correlation Coefficient (Bivariate)
5	There is no relationship between **Value for Money** and the *Overall Evaluation of Thailand*	Spearman's Correlation Coefficient (Bivariate)
6	There is no relationship between **Travel Infrastructure** and the *Overall evaluation of Thailand*	Spearman's Correlation Coefficient (Bivariate)

4.6. Conclusion:

The chapter provides a detailed description of the different types of Research methods that are used in this Study. It also provides adequate information from secondary sources that can help identify the Target population and Sampling procedures. Measurement Techniques for developing questionnaire design as well as the type of Data Analysis used to compute the Research Hypothesis has been discussed in detail.

CHAPTER – 5

DATA ANALYSIS

CHAPTER – 5

DATA ANALYSIS

In this chapter the data, after collection is processed and analyzed in accordance with the outline laid down in the research plan. This is essential for ensuring that the collected data is relevant for making contemplated comparisons and analysis. The term analysis refers to the computation of certain measures along with searching for patterns of relationships that exist among variables.

Thus "in the process of analysis, relationships or differences supporting or conflicting with the set hypotheses should be subjected to statistical tests of significance to determine with what validity data can be said to indicate any conclusions." *(G. B. Giles, Marketing, p.44)*

Statistical tools used in this research helps in designing research, analyzing its data and drawing conclusions therefrom. Raw data is first classified and tabulated, wherein statistical measures are used to summarize the collected/classified data. After which the process of generalization from the sample to the population is made.

Two major areas of statistics have been evaluated in this research, namely:

♦ **Descriptive statistics:** *Descriptive statistics* concern the development of certain indices from the raw data which includes summarizing the data into characteristics of respondents, Independent, and Dependent variables.

♦ **Inferential statistics:** *Inferential statistics* are concerned with the process of generalization. Wherein testing of Hypotheses is done from hypotheses one to hypotheses six. The findings are based on the results of partial correlation analysis computed with the help of the SPSS software.

However This chapter includes:

- Descriptive statistics summarizing the data of the characteristics of the respondents, Independent and Dependent variables.

- Reliability test shows the strength of the scale used in this study.

- Hypotheses testing start from hypotheses one to hypotheses six. The findings are based on the results of SPSS analysis, using Spearman's correlation Coefficient for Bivariate analysis.

5.1 Descriptive Statistics

Descriptive statistics is a branch of statistics that provides researchers with summary measures for the data in their samples to provide summary measure of the data contained in all the element of a sample (Kinnear, 1991). In doing so the measures of central tendency and measures of dispersion are usually concerned. To summarize the research, descriptive statistics is divided into 2 parts:

I.   **Respondent characteristics include all personal information which are;**
      (a) Gender & (b) Age

II.   **Independent and Dependent Variables include measures of central tendency and measures of dispersion of all the following variables namely:**

INDEPENDENT VARIABLES

- Perception of Indian Tourists about Thailand's Destination Attributes which includes Six Factors as under:

  1. Natural Scenery
  2. (a) History and (b) Culture
  3. Shopping
  4. (a) Entertainment and (b) Nightlife
  5. Value for Money
  6. Travel Infrastructure

DEPENDENT VARIABLE

- Overall Evaluation of Thailand among Indian Tourists who have already visited the country.

I. Respondent Characteristics

In this section Respondent's Characteristics or otherwise called as Demography of personal information are analyzed. Demography is the study of human population in terms of Age, Gender, Race, Income, Occupation and other Statistics. Demographic characteristics are of major importance in any Market Research Study because they involve people, and people make up markets. (Source: Kotler 1996)

Personal Information of Respondents are also of great importance in Tourism Research in order to analyze the characteristics of each Individual Tourist and Group them into homogenous Categories. By understanding each group or segment, effective marketing strategies may be adopted in order to serve each subsequent group of respondents.

5.1.1 (a) Gender of respondents

Gender	Frequency	Percent	Valid Percent	Cumulative %
Female	173	45.3%	45.35	45.3
Male	209	54.7%	54.7%	100.0
Total	382	100.0%	100.0%	

Table: 5.1(a) : Classification based on Gender of Respondents

5.1.1 (a) Gender of Respondents.

Figure:5.1 (a) Classification Based on Gender of Respondents

Inferences:

The above table and following graph represents the percentage of attribute "Gender" from the total number of 382 respondents. Where, **54.7%** of the total respondents are **Males** and **45.3%** of the total respondents are **Females.**

5.1.1 (b) : <u>Age of Respondents</u>

AGE	Frequency	Percent	Valid Percent	Cumulative %
18-30 years	170	**44.5%**	44.5	44.5
30-50 years	159	**41.6%**	41.6	86.1
Above 50 years	53	**13.9%**	13.9	100.0
Total	382	**100.0%**	100.0	

Table: 5.1.1 (b) : Classification based on Age of Respondents

Figure: 5.1(b) Classification based on Age Group of Respondents
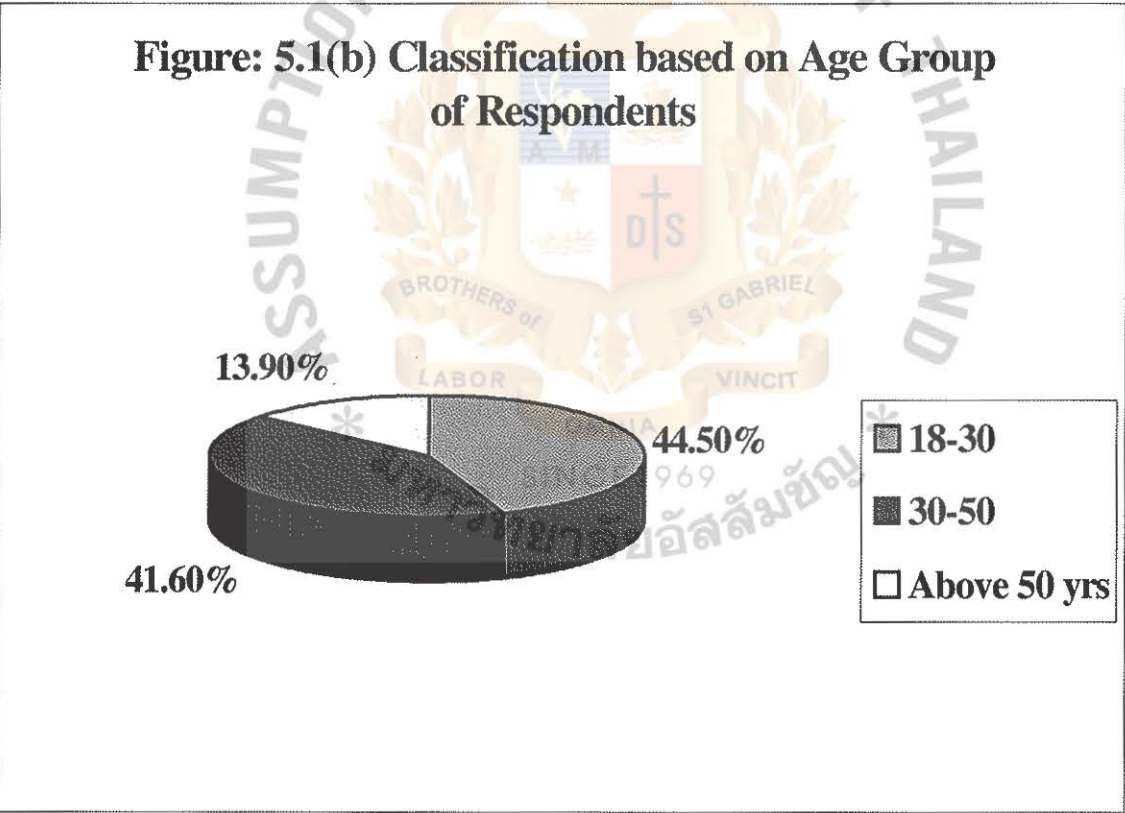
Inferences:

From above table and figure 5.1(b), it is evident that majority of Indian Tourists belong to the age group between **18 – 30 years with a total of 44%,** followed by the age group **30 – 50 years at 42%** and tourists above **50 years at 14%** respectively.

II.   Independent and Dependent Variables

Variables can be defined as "relational units of analysis that can assume any one of a number of designated sets of values" *(Black and Champion 1976:34)* or "Properties that take on different values – a symbol to which numerals or values are assigned: (Kerlinger 1973:29-30). Variables can be classified as follows:

- ◆ According to their relationships with eachother,
- ◆ According to Research Design or
- ◆ According to their Level of Measurement".

However in this case "**Variables are classified according to their Relationships**" and these variables may be further classified as:

- **Independent variables:** are so called because they are "independent" of the outcome itself; instead they are presumed to affect or influence the outcome. In this research, the **Perception of Indian Tourists on the Destination attributes of Thailand are chosen** as the Independent variables; where the entire six "Destination attributes" namely, Natural Scenery, History & Culture, Shopping, Entertainment & Nightlife, Value for Money, and Travel Infrastructure are statistically tested.

- **Dependent Variables:** Are Variables that are dependent on the Independent variables. They are presumed to be the effect of the Independent variables. In this Research there exists only one **Dependent Variable namely, The Overall Evaluation of Thailand** which is also tested with the help of Statistical tools.

5.1.2 Statistical Measures: The main **statistical measures** that are used to summarize data relating to independent and dependent variables in this survey are stated as follows:

a) **Measures of central tendency:** Three statistical tools are used namely, the arithmetic average or *mean, median and mode*.

b) **Measures of Dispersion: which are solely** measured by *Standard Deviation*.

c) **Measures of Asymmetry:** which are represented with the help of *Skewness* and *Kurtosis*.

a) **Measures of Central Tendency:** Measures of Central tendency (or statistical averages) tell us the point where items have a tendency to cluster. Such a measure is considered most representative figure for the entire mass of data. It is also called as "Statistical Average". Mean, Median and Mode are the most popular averages.

- **Mean** $(\overline{X})$: also knows as arithmetic average is the most common measure of Central Tendency and may be defined as the value which we get by dividing the total values of various given items in a series by the total number of items. The following formula describes the above:

$$\overline{X} = \frac{\sum X_i}{n} = \frac{X_1 + X_2 \ldots X_n}{n}$$

$\overline{X}$ = Mean

$\sum$ = Summation

X_i = Value of the i th item where, i = 1, 2, ….n.

n = Total number of items

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- **Median (*M*):** is the value of the middle item of seies when it is arranged in ascending or descending order of magnitude. It divides the series into two halves. Median is a positional average and is used only in the context of qualitative phenomena.

$$(M) = \text{Value of} \left[\frac{n+1}{2} \right] \text{th item.}$$

- **Mode:** Is the commonly or frequently occurring value in a series. The mode in a distribution is that item around which there is maximum concentration. It is the size of item which has the maximum frequency. Like median, mode is a positional average and is not affected by the values of extreme items.

b) **Measures of Dispersion:** Averages can represent a series only as best as a single figure can, but it cannot reveal the entire phenomenon under study. Specially it fails to give any idea about the scatter of values of items of a variable in the series around the true value of average. In order to measure this scatter, statistical devices called measures of dispersion are calculated.

- **Standard Deviation:** Is the most widely used measure of dispersion of a series and is commonly denoted by the symbol " σ" (pronounced as sigma). Standard Deviation is defined as the square root of the average of squares of deviations, when such deviations for the values of Individual items in a series are obtained from the arithmetic average.

$$(\sigma) = \sqrt{\frac{\sum (X_i - X)^2}{n}}$$

c) **Measures of Asymmetry:** When the distribution is in a series it happens to be perfectly symmetrical, we then have a normal distribution of a normal curve. The normal curve is bell shaped.

- **Skewness:** When the normal curve is distorted, an asymmetrical distribution is indicated and reflects that there is skewness. If the curve is distorted on the right, it is positive and if distorted on the left, it is negative skewness. Thus, skewness is a measure of asymmetry and shows the manner in which the items are clustered around the average.

- **Kurtosis:** Is the measure of flat-toppedness of a curve. A bell shaped curve is kurtic in the center, however if the curve is relatively more peaked than the normal curve it is called Platykurtic. Kurtosis describes the humpedness of the curve and points to the nature of items in the middle of the series.

Table 5.2, in the following page represents all the statistical measures mentioned above for the relative data collected for the research.

Inferences:

Table 5.2, is a representation of all the consolidated results (using the above statistical tools for analysis) by computing the Two variables namely, the dependent variable denoted by the **"Overall evaluation of visit".** The independent variable denoted by **"Perception of Indian Tourists on the Destination attributes of Thailand"** (Natural Scenery, History and Culture, Shopping, Entertainment and Nightlife, Value for money and Travel Infrastructure) respectively.

Statistics	Q.1 Overall Evaluation of Visit	Q.5(a) Natural Scenery	Q.5(b) History & Culture	Q.5(c) Shopping	Q.5(d) Entertainment & Nightlife	Q.5(e) Value for Money	Q.5(f) Travel Infrastructure
N	382	382	382	382	382	382	382
Mean	5.97	5.95	5.82	5.99	5.23	5.63	5.30
Median	6.00	6.00	6.00	7.00	6.00	6.00	6.00
Mode	7	7	7	7	7	7	6
Std. Deviation	1.39	1.47	1.37	1.36	1.76	1.71	2.54
Skewness	-1.828	-1.733	-1.579	-1.603	-.894	-1.289	8.319
Std. Error of Skewness	.125	.125	.125	.125	.125	.125	.125
Kurtosis	3.806	2.600	2.400	2.472	-.013	.855	127.168
Std. Error of Kurtosis	.249	.249	.249	.249	.249	.249	.249
Sum	2280	2272	2225	2289	1998	2152	2025

Table: 5.2: Summarized statistical Measures of Dependent and Independent Variables.

5.2 Inferential Statistics:

Inferential statistics is a branch of statistics that allows researchers to make judgements about the whole population based upon the results generated by samples (Kinnear, 1991). It's based on the assumption of taking random sample from specified populations of interest. Inferential statistics forms the basis of generalizing results from a probability sample to its corresponding population. Sample statistics are used to infer population parameters. Additionally, inferential statistics enable a researcher to perform the much needed statistical test of hypothesis (Davis and Cosenza, 1993). Inferential statistics are mainly concerned with :

Measures of Relationship: In order to compute the relation between two variables in a data and to study the cause and effect relationship between them can be analyzed with the help of *Spearman's coefficient of correlation.*

Inferential statistics are also known as sampling statistics and are mainly concerned with two major types of problems, namely:

♦ The estimation of **Population parameters**
♦ Testing of **Statistical Hypothesis**

5.2 (a) Testing the level of significance

The test of significance is made at a pre-selected probability level, indicated by alpha (α). It helps us to decide whether we can reject the null hypothesis and infer that the difference is significantly greater than a chance difference. If the difference is too large to attribute to chance, we reject the null hypothesis; if not, we do accept it. The purpose of hypothesis testing is to determine which one of the two hypotheses is accepted (Zikmund, 1997). In this research the level of significance is set at 5% and the consecutive Level of confidence is set at 95%.

5.2 (b) Hypothesis testing

In this research, we use **Bivariate Analysis** wherein, **"Spearman's Rank Correlation Coefficient"** is used as a statistic tool to test all the hypotheses statements. Since the study involves Nonparametric statistics where the relationship or correlation between two ordinal variables namely the Independent and the Dependent Variables are tested. In this case the correlation is a measure of association between the two sets of ranks of the observations and not on the numerical values of the data. It was developed by a famous statistician Charles Spearman in the early 1900s and as such is also known as Spearman's rank correlation coefficient.

There are correlations that are applied to two ordinal kinds of variables. These are typically nonparametric correlations. These correlation coefficients are distribution free and are usually applied to the ranks of the two variables. Spearman's rank correlation measures monotonicity: Whether one variable changes in the same direction as the other variable, when changes from one case to the next is considered. If both variables change in the same direction, a concordance is found. If one variable changes in one direction while the other variable changes in the opposite direction, a discordance is found. *(C. R. Kothari 2nd ed. 1990).*

When asymmetric correlations are used, there is a presumed independent variable (iv) and a presumed dependent variable(dv). The notation is such that if K = the coefficient, then $K_{DV|IV}$ reveals the assumed direction of the relationship from the independent variable to the dependent variable.

Spearman's Rank Correlation Coefficient "r" or otherwise called Rho (p), is calculated as under:

$$\text{Spearman's 'r'} = 1 - \frac{6 \sum_{i=1}^{n} d_i^2}{n(n^2 - 1)}$$

Where,

d_i = The Difference between ranks for each pair of observations,

Σd_i^2 = Total Squared Differences of observations.

N = The number of paired observations.

(C. R. Kothari 2nd ed. 1990).

In this research, the results for testing hypotheses statements are obtained by using the SPSS program. Where the determined correlation coefficient results to be '0', it therefore refers to a situation where no relationship exists between the two Variables. In other words, changes in one variable cannot be explained by the changes occurring in the second variable.

However, in most tourism and hospitality related research, corrections between 0 .26 to 0 .5 are generally considered to be quite high, with strong or very strong correlations rarely found. The variation in one characteristic can be predicted if we know the value of correlation, since we can calculate the coefficient of determination or r^2. The coefficient of determination can be roughly interpreted as the proportion of variance in a variable that can be explained by the values of the other variable. The coefficient is calculated by squaring the correlation coefficient.

We analyze each hypothesis by comparing the **Level of Significance of each Destination Attribute and the overall Evaluation of Visit** computed using the 2 tailed significant tests having a significant value lesser or greater than 0.025. The results of the correlation coefficients obtained can either result in positive of negative values. If the result computed shows that the significant value is less that 0.025, it can be concluded that there exists a relationship between the two variables and hence are moving in the same direction i.e. if one is higher, then so is the other. Hence we Reject the Null Hypothesis and accept the alternate.

However, if the significant value is larger than 0.025, then, it can be concluded that there is no relationship or association between the two independent and dependent

variables relating to the stated hypothesis and both the variables are moving in opposite directions. In this case we accept the Null Hypothesis and Reject the alternate.

The Level of Significance can also be interpreted as "the level of confidence at 95%" (1 - .05 = .95). (*Note: Since the significant value is two tailed, the value 0.05 is divided and hence the value 0.025 is determined*). However while using SPSS, the output is exhibited with a table and a foot note which depicts whether the correlation is significant at either **0.01 or 0.05** (at either 99% or 95% Significance level) with a double (**) or single (*) astrix indicated along side with the result.

On the other hand, if the Correlation is significant, the covariance of the correlation coefficient of both the variables can be computed in order to verify the degree of association they have between each other. However, results from correlation coefficients can portray **a Positive or Negative relationship** between each other.

5.2 (c) <u>Reliability test</u>

The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how the items measuring a concept hang well together as a set. Cronbach's alpha is a reliability coefficient that reflects how well the items in a set are positively correlated to one another (Sekaran, 1992). If the grouped construct shows the alpha value greater than 0.8, it's significantly reliable. If the alpha value is between 0.6-0.8, it is still reliable. However, if the alpha value is less than 0.6, the entire construct is not collectively reliable.

Table 5.3: Reliability Test of Index Scale

DETERMINANT Q.5	DESTINATION ATTRIBUTES	ITEM-TOTAL CORRELATION	CRONBACH'S α
Perception of Indian Tourists on Destination Attributes.	(a) Natural Scenery	.4013	.6155
	(b) History & Culture	.4484	
	(c) Shopping	.4863	
	(d) Entertainment & Nightlife	.3397	
	(e) Value for Money	.2763	
	(f) Travel Infrastructure	.2829	

Inferences:

From the results of index scale reliability test represented in Table 5.2(c), Cronbach's alpha value for the determining the independent variables for the "Perception of Indian Tourists", is 0.6155 which is greater than 0.6 and the calculated Standard Item alpha is at 0.6586, which further justifies that the measurement scales used in this Research Study are **relatively reliable.**

5.3 Output of Hypothesis testing

Hypothesis 1

H01: There is **no relationship** between **Natural Scenery** and the *Overall Evaluation of Thailand*

H1a: There **is a relationship** between **Natural Scenery** and the *Overall Evaluation of Thailand* in perspective of Indian Tourists.

Table 5.4: Summary of testing hypothesis 1

Spearman's rho's Correlations (Non-parametric)

Q.1 Overall Evaluation of Visit			Q.5(a) Natural Scenary			Result
Sig. (2-tailed	Correlation Coefficient		Sig. (2-tailed)	Correlation Coefficient		
0.019	1.000	120*	0.019	1.000	120*	*Reject Ho*

* Correlation is significant at the .05 level (2-tailed).

We analyze each hypothesis by comparing the **Level of Significance of each Destination Attribute and the Overall Evaluation of Visit** computed using the 2 tailed significant tests having a significant value lesser or greater than 0.025.

The result computed from testing the above hypothesis using **Natural Scenery as a destination attribute along with the Overall evaluation of Visit** in table 5.4, the level of significance being **0.019**, is a significant value lesser than 0.025. Therefore, It can be concluded that **there exists a relationship between the two variables, Natural scenery and The Overall Evaluation of Thailand** and hence are moving in the same direction i.e. if one is higher, then so is the other. Hence we **Reject the Null Hypothesis** and **Accept the alternate Hypothesis.** The results of the correlation coefficients obtained i.e. **0.120*,** results in a **positive relationship** between the two attributes.

Using SPSS, the output is exhibited with a table and a foot note which depicts whether the correlation is significant at either **0.01 or 0.05** (at either 99% or 95% Significance level) with a double (**) or single (*) astrix indicated along side with the result.

Hypothesis: 2

H02: There is **no relationship** between **(a) History and (b) Culture** and the *Overall Evaluation of Thailand* in perspective of Indian Tourists.

H2a: There **is a relationship** between **(a) History and (b) Culture** and the *Overall Evaluation of Thailand* in perspective of Indian Tourists.

Table 5.5: Summary of testing hypothesis 2

Spearman's rho's Correlations (Non-parametric)

Q.1 Overall Evaluation of Visit			Q.5(b) History & Culture			Result
Sig. (2-tailed	Correlation Coefficient		Sig. (2-tailed)	Correlation Coefficient		
0.234	1.000	0.061	0.234	1.000	0.061	*Accept Ho*

We analyze each hypothesis by comparing the **Level of Significance of each Destination Attribute and the overall Evaluation of Visit** computed using the 2 tailed significant tests having a significant value lesser or greater than 0.025. The result computed from testing the above hypothesis using **History and Culture as a destination attribute along with the Overall evaluation of Visit** in table 5.5, the level of significance being **0.234**, is significantly greater than 0.025.

Therefore, it can be concluded that **there is no relationship or association between** the two independent and dependent variables relating to the stated hypothesis (i.e. **The Perception of Indian Tourists on the destination attribute history and Culture and the Overall Evaluation of Thailand**) and both the variables are moving in opposite directions.

In this case we **Accept the Null Hypothesis and Reject the alternate.**

Hypothesis 3:

H03: There is **no relationship** between **Shopping** and the *Overall Evaluation of Thailand* in perspective of Indian Tourists.

H3a: There **is a relationship** between the *Perception of Thailand's Destination Attribute* **Shopping** and the *Overall Evaluation of Thailand* in perspective of Indian Tourists.

Table 5.6: Summary of testing hypothesis 3

Spearman's rho's Correlations (Non-parametric)

Q.1 Overall Evaluation of Visit		Q.5(c) Shopping			Result
Sig. (2-tailed)	Correlation Coefficient		Sig.(2-tailed)	Correlation Coefficient	
0.000	1.000	0.193**	0.000	1.000	0.193**	Reject Ho

** Correlation is significant at the .01 level (2-tailed).

We analyze each hypothesis by comparing the **Level of Significance of each Destination Attribute and the Overall Evaluation of Visit** computed using the 2 tailed significant tests having a significant value lesser or greater than 0.025.

The result computed from testing the above hypothesis using **Shopping** as a destination attribute along with the Overall evaluation of Visit in table 5.6, the level of significance being **0.000, (.000 is so small that the number itself is cut off)** indeed a significant value lesser than 0.025. Therefore, It can be concluded that **there exists a Strong relationship between the two variables Shopping and The Overall Evaluation of Thailand** and hence are moving in the same direction i.e. if one is higher, then so is the other. Hence we **Reject the Null Hypothesis** and **Accept the alternate Hypothesis.** The results of the correlation coefficients obtained i.e. **0.193**,** results in a **Strong positive relationship** between the two attributes.

Using SPSS, the output is exhibited with a table and a foot note which depicts whether the correlation is significant at either **0.01 or 0.05** (at either 99% or 95% Significance level) with a double (**) or single (*) astrix indicated along side with the result.

Hypothesis 4:

H04:   There is **no relationship** between **(a) Entertainment and (b) Nightlife** and the *Overall Evaluation of Thailand* in perspective of Indian Tourists.

H4a: There **is a relationship** between **(a) Entertainment and (b) Nightlife** and the *Overall Evaluation of Thailand* in perspective of Indian Tourists

Table 5.7: Summary of testing hypothesis 4

Spearman's rho's Correlations (Non-parametric)

Q.1 Overall Evaluation of Visit			Q.5(d) Entertainment & Nightlife			Result
Sig. (2-tailed)	Correlation Coefficient		Sig.(2-tailed)	Correlation Coefficient		
0.184	1.000	-0.068	0.184	1.000	-0.068	*Accept Ho*

We analyze each hypothesis by comparing the **Level of Significance of each Destination Attribute and the overall Evaluation of Visit** computed using the 2 tailed significant tests having a significant value lesser or greater than 0.025. The result computed from testing the above hypothesis using **Entertainment and Nightlife as a destination attribute along with the Overall evaluation of Visit** in table 5.7, the level of significance being **0.184**, is significantly greater than 0.025.

Therefore, it can be concluded that there is no relationship or association between the two independent and dependent variables relating to the stated hypothesis (i.e. The **Perception of Indian Tourists on the destination attribute Entertainment and Nightlife and the Overall Evaluation of Thailand**) and both the variables are moving in opposite directions.

In this case we **Accept the Null Hypothesis and Reject the alternate.**

Hypothesis 5:

H05: There is **no relationship** between **Value for Money** and the *Overall Evaluation of Thailand* in perspective of Indian Tourists.

H5a: There is **no relationship** between **Value for Money** and the *Overall Evaluation of Thailand* in perspective of Indian Tourists

Table 5.8: Summary of testing hypothesis 5
Spearman's rho's Correlations (Non-parametric)

Q.1 Overall Evaluation of Visit			Q.5(e) Value for Money			Result
Sig. (2-tailed)	Correlation Coefficient		Sig.(2-tailed)	Correlation Coefficient		
0.008	1.000	0.136**	0.008	1.000	0.136**	*Reject Ho*

** Correlation is significant at the .01 level (2-tailed).

We analyze each hypothesis by comparing the **Level of Significance of each Destination Attribute and the Overall Evaluation of Visit** computed using the 2 tailed significant tests having a significant value lesser or greater than 0.025.

The result computed from testing the above hypothesis using **Value for Money** as a destination attribute along with the Overall evaluation of Visit in table 5.8, the level of significance being **0.008**, indeed a significant value lesser than 0.025. Therefore, It can be concluded that **there exists a Strong relationship between the two variables Value for Money and The Overall Evaluation of Thailand** and hence are moving in the same direction i.e. if one is higher, then so is the other. Hence we **Reject the Null Hypothesis** and **Accept the alternate Hypothesis.** The results of the correlation coefficients obtained i.e. **0.193****, results in a **Strong positive relationship** between the two attributes.

Using SPSS, the output is exhibited with a table and a foot note which depicts whether the correlation is significant at either **0.01 or 0.05** (at either 99% or 95% Significance level) with a double (**) or single (*) astrix indicated along side with the result.

Hypothesis 6:

H06:   There is **no relationship** between **Travel Infrastructure** and the *Overall Evaluation of Thailand* in perspective of Indian Tourists.

H6a: There **is a relationship** between **Travel Infrastructure** and the *Overall Evaluation of Thailand* in perspective of Indian Tourists.

Table 5.9: Summary of testing hypothesis 6

Spearman's rho's Correlations (Non-parametric)

Q.1 Overall Evaluation of Visit			Q.5(d) Travel Infrastructure			Result
Sig. (2-tailed)	Correlation Coefficient		Sig.(2-tailed)	Correlation Coefficient		
0.305	1.000	0.053	0.305	1.000	0.053	*Accept Ho*

We analyze each hypothesis by comparing the **Level of Significance of each Destination Attribute and the overall Evaluation of Visit** computed using the 2 tailed significant tests having a significant value lesser or greater than 0.025. The result computed from testing the above hypothesis using **Travel Infrastructure** as a destination attribute along with the **Overall evaluation of Visit** in table 5.9, the level of significance being **0.305**, is significantly greater than 0.025.

Therefore, it can be concluded that there is no relationship or association between the two independent and dependent variables relating to the stated hypothesis (i.e. **The Perception of Indian Tourists on the destination attribute Travel Infrastructure and the Overall Evaluation of Thailand**) and both the variables are moving in opposite directions.

In this case we **Accept the Null Hypothesis and Reject the alternate.**

Research Analysis (Results)

Table 5.12: Summary of Result from Hypotheses Testing

Hypothesis	Statistic Test	Level of Significance	Correlation Coefficient	Result
H1a: There is a relationship between **Natural Scenery** and the *Overall Evaluation of Thailand*	Spearman's rho's Correlations (Bivariate)	**0.019**	0.120*	**Reject Ho**
H2o: There is no relationship between **(a)History and (b)Culture** and the *Overall Evaluation of Thailand*	Spearman's rho's Correlations (Bivariate)	**0.234**	0.061	**Accept Ho**
H3a: There is a relationship between **Shopping** and the *Overall Evaluation of Thailand*	Spearman's rho's Correlations (Bivariate)	**0.000**	0.193**	**Reject Ho**
H4o: There is no relationship **between (a)Entertainment and (b) Nightlife** and the *Overall Evaluation of Thailand*	Spearman's rho's Correlations (Bivariate)	**0.184**	-0.068	**Accept Ho**
H5a: There is a relationship Between **Value for Money** and the *Overall evaluation of Thailand*	Spearman's rho's Correlations (Bivariate)	**0.008**	0.136**	**Reject Ho**
H6o: There is no relationship between **Travel Infrastructure** and the *Overall Evaluation of Thailand*	Spearman's rho's Correlations (Bivariate)	**0.305**	0.053	**Accept Ho**

5.4 Conclusions:

From the above results of this chapter we can infer that, The measurement Scales used in this study for the purpose of data collection and analysis are relatively reliable. 6 Hypothesis Statements are tested, wherein conclusions drawn from the results show that in only 3 cases or Hypothesis Statements we **Reject** the Null hypothesis and in all other cases we **Accept** the Null hypothesis.

CHAPTER – 6

RESEARCH RESULTS

CHAPTER 6

RESEARCH RESULTS

In this chapter, summaries of research results from the data analysis in the previous chapter are discussed. The chapter comprises of three main sections, **Section One** comprising of conclusions drawn for each result obtained after analyzing the Research problem and Hypothesis. The second half provides general conclusions for results from other data analysis will also be discussed. **Section Two** presents Recommendations furnished pertaining to the present Tourism Industry and strategies that can be applied in aspects such as Image Projection and Image Transmission. Further issues pertaining to Tourism in Thailand is presented in **Section Three** where Implications for Future Research is advised.

6.1: Conclusions drawn against the Research

Conclusions are drawn against three major aspects namely,

1. Research Problem
2. Research Objectives.
3. Research Questions.

6.1.1 Conclusions against the Research Problem

As this research study focuses on investigating the relationship between various Destination attributes and Image evaluation when the Perception of Indian Tourists comes into consideration; the statement of problem:

"What will be the outcome of the relationship between the Perception of Destination Attributes of Thailand and the Overall Image of Thailand when Indian Tourists are taken into consideration"

In this research, six Destination attributes (six hypothesis statements) are tested, to examine whether the Perception of Indian Tourists has any association with the relationship between **Destination factors/attributes and the Image of Thailand as a Tourist Destination** .The attributes are listed below:

1. Natural Scenery   (Hypothesis 1)
2. History and Culture   (Hypothesis 2)
3. Shopping   (Hypothesis 3)
4. Entertainment and Nightlife   (Hypothesis 4)
5. Value for Money   (Hypothesis 5)
6. Travel Infrastructure   (Hypothesis 6)

From analyzing the collected data, it can be concluded that there exists a relationship between the 3 Destination attributes and the Overall evaluation of Thailand as a tourist destination. The 3 Destination attributes (from the listed 6 attributes) that have an impact on the Overall evaluation of Thailand are:

- Natural Scenery   (Hypothesis 1)
- Shopping   (Hypothesis 3)
- Value for Money   (Hypothesis 6)

In all three cases it has been observed that there is a relationship between the perception of Indian Tourists on the Destination attributes of Thailand and their Overall evaluation of Thailand as a Tourist Destination. Which reflects that, their perception about Thailand regarding the above attributes has definitely had an impact on their satisfaction levels in each case. Which could have a consecutive impact on the Destination's Image (For more details Please refer Chapter – 2, *How tourists choose their holiday - an analytical framework,* Pg. 24 and *Factors influencing the information of consumer's tourist image, Page 26.)*

6.1.2: Conclusions drawn against the Research Objectives:

Objective 1:

To evaluate the *Perception of Thailand's Destination Attributes* among **Indian Tourists who have already visited the country.**

Conclusion:

In the process of evaluating the Perception on the Destination Attributes of Thailand and its Overall Evaluation, it has been noted that Indian Tourists have a Factual Image (An individual is aware of only part of the total holiday opportunity set. From information available regarding this perceived opportunity set (Destination Attributes) the potential holiday-maker constructs a naive image of each destination) about the Destination attributes of Thailand. *(Source: Brian Goodall 1988)*

The above can be inferred by the tests conducted on the Measurement of relationship between the Perception on the **Destination Attributes of Thailand and its Overall Evaluation.**

The results proved that **three Destination Attributes** among the six namely,

- Natural Scenery
- Shopping
- Value for Money

Are considered as Image - related issues under the Perception of Indian Tourists who have already visited Thailand. The other Destination Attributes namely:

- a) History & b) Culture
- a) Entertainment and b) Nightlife and
- Travel Infrastructure

Which may be considered, as the remaining opportunity set of the Destination, were not weighed as representative attributes respectively.

Objective 2: To identify Destination factors/attributes that are considered *as the First choice* to Indian Tourists visiting Thailand.

Conclusion:

The results pertaining to the above objective are based on Question 6 in the questionnaire, where the respondents we asked to choose one factor which they thought would make Thailand most attractive to other people when they planned an overseas trip.

The results proved that **Shopping** was considered as the first choice for the Indian Tourists' with a corresponding percentage of selection at **35%**, followed by History & Culture at 18%, Natural Scenery at 17%, Tourism Infrastructure at 13%, Value for money at 9% and Entertainment and Nightlife at 8% respectively.
(For further information regarding Questionnaire and detailed analysis please refer Appendices)

6.1.3: Conclusions drawn against the Research Questions:

Research Questions for this study are based on the questions that have been presented in the questionnaire for the purpose of data collection. Eight questions pertaining to the research were presented. Conclusions and results for the Demographics of respondents related to Gender and Age have been already presented in the pervious chapter. Results obtained from respondents regarding their comments about Thailand have been examined and produced as a part of recommendations in the following sections of this chapter.

However, conclusions pertaining to each of the Eight questions including the results from cross tabulations between the Demographics of respondents along with the remaining attributes are also discussed. (*Please refer appendices for more details*)

6.1.3 Research Question 1: What is the respondent's Overall evaluation of Visit in Thailand?

Conclusion:

Respondents were asked to rate their overall evaluation of visit in a scale starting from 7 = Strongly Satisfied to 1 = Strongly not satisfied. From the collected data and analysis it is found that **49%** of the total number of 382 respondents **are strongly satisfied**, followed by **21.5%** who **are more than satisfied, 19.4%** of respondents who are **satisfied, 5%** who are neither satisfied or dissatisfied (neutral), 1.6 % are not satisfied, 0.5% are Less than satisfied and 2.9% of the respondents are strongly not satisfied with their **overall visit to Thailand.** *(For more details please refer to appendix)*

From a crosstabulation with age it is ascertained that From the Above table and figure it is evident that majority of the respondents of all age group namely, **18years to 50years and above** are **"Strongly Satisfied"** with their Visit to Thailand. *(For more details please refer to appendix)*

From the results obtained we can conclude that a major portion of the respondents interviewed are satisfied with their visit which on the other hand may provide a favorable Image to Thailand as a Tourist Destination. This in turn induces feedback effects on motivations, preferences, expectations and perceptions. Feedback may be in the form of word of mouth by tourists who have already visited the country.

This could help promote Thailand in the following ways, namely:

- Increasing the target market's awareness of the Destination.
- Encouraging new Tourists to enter the Destination,
- Reminding and motivating previous tourists to return to the Destination.
- Further improving the Destination's Image.

(supporting literature sources: By How tourists choose their holiday Destination - an analytical framework. By Brian.G PP. 4 *& Richard R. Perude and Barry E. Pitegoff in* "Travel, Tourism, and Hospitality Research – a handbook for Managers and Researchers", 1994 Second Edition. Pp. 566)

6.1.3 **Research Question 2:** Ranking the Level of Importance when the respondent plans His/Her trip for each Destination Attributes –

   a. Value for Money
   b. Travel Infrastructure
   c. Activities (Travel Program

*Conclusion***:**

Respondents were asked to rank each of the 3 attributes depending upon the level of Importance while planning their trip (Ranks Starting from1 = Most Important, 2 = Neutral, 3 = Least Important, in the measurement scale)

From the results it is reflected that about **62.6 %** of the total respondents felt that **Value for Money** is considered **Most Important** when they planned their trip, followed by **Travel Infrastructure** at **19.4%** and **Activities (Travel Program)** at **18%**.

From the above we can conclude that among the 3 Destination attributes given, **"Value for Money"** has been considered most important when tourists make their decisions in selecting their Holiday Destinations.

Further when we analyze Question 5 from the questionnaire, where tourists according to their perception were asked to rate six Destination Attributes of Thailand as a Tourist Destination namely, Natural Scenery, History and Culture, Shopping, Entertainment and Nightlife, Value for Money and Travel Infrastructure. On a Measurement scale from 1 = Very Weak to 7 = Very Strong. The results showed that **45.5% of the response belonged to Scale 7, i.e. Very Strong.**

Hence by combining both results we can conclude that majority group of tourists who find **"Value for Money"** as an important factor in choosing their holiday destination, have had a satisfactory experience and in turn have a favorable Image about Thailand when the destination attribute **"Value for money" is considered in their choice of decision making.** *(supporting literature sources: How tourists choose their holiday Destination - an analytical framework. By Brian.G PP. 4)*

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6.1.3. Research Question 3: Ranking the Level of Importance when the respondent plans His/Her trip for each Destination Attributes –

a) Natural Scenery   b)History and Culture   c) Shopping

d) Sports and adventure   e) Entertainment and Nightlife.

Conclusion:

Respondents were asked to rank each of the 5 attributes depending upon the level of Importance while planning their trip (Ranks Starting from 1 = Most Important, 2 = Important, 3 = Neutral, 4 = Fairly Important, 5 = Least Important in the measurement scale). From the results obtained it is reflected that about **48.4%** of the total respondents felt that **"Natural Scenery"** is considered **Most Important** when they plan their trip, followed by **Shopping** at **21.7%** and **History and Culture** at **17.3%**.

From the above we can conclude that among the **5 Destination attributes** given, **"Natural Scenery"** has been considered most important among a majority of Indian tourists when they make their decisions in selecting their Holiday Destinations. Further when we analyze Question 5 from the questionnaire, where tourists according to their perception were asked to rate six Destination Attributes of Thailand as a Tourist Destination namely, Natural Scenery, History and Culture, Shopping, Entertainment and Nightlife, Value for Money and Travel Infrastructure. On a Measurement scale from 1 = Very Weak to 7 = Very Strong. The results reflected that **49% of the respondents perceived Natural Scenery in Thailand to be very strong** (Rated: Scale 7 = Very Strong)

Hence by combining both results we can conclude that majority group of tourists who find **"Natural Scenery"** as an important factor in choosing their holiday destination, have had a satisfactory experience and in turn have a favorable Image about Thailand when the destination attribute "Natural Scenery" is considered in their choice of decision making. *(supporting literature sources: How tourists choose their holiday Destination - an analytical framework. By Brian.G PP. 4)*

6.1.3 **Research Question 4:** The first word or picture coming to the respondents' mind when thinking about Thailand.

Conclusion:

The results to this question depict the ways in which Thailand is perceived in the minds of Indian Tourists. The use of "Word association test" has been utilized as a technique to collect data. Each word or picture perceived is categorized into the six destination attributes portrayed above. These tests help to extract information regarding words, which have maximum association with the stimuli. (C. R. Kothari 1985). The respondent is asked to mention the first word or picture that comes to mind when asked in relation to a Stimulus (Thailand).

Results obtained were grouped into Six different Destination attributes of Thailand being, Natural Scenery, History and Culture, Shopping, Entertainment and Nightlife, Value for money and Tourism Infrastructure. With the help of the word association test, results obtained depicted that **52.1%** of the Indian tourists perceived words or pictures associated with **"History & Culture"** when they thought of Thailand, followed by **Tourism Infrastructure at 16%, Natural Scenery** at **15.7%**, Shopping at **9.2%**, **Entertainment and Nightlife** at **6.8%** and **Value for Money** at **1.3%** respectively.

This reflects that majority of the respondents envisioned words or pictures associated with **"History and Culture"** of Thailand. Further when we related this aspect in connection to Question 6 in the questionnaire which asks the respondent to choose **one** factor which they thought would make Thailand most attractive to others; about **17.5%** of the respondents chose **"History and Culture"** scoring the second highest, after **Shopping** at **35.6%** respectively. This test which is frequently used in advertising research, can also be utilized to project Thailand in terms of "History and Culture", which would prove appealing and would also result in favorable construction of Image.

6.1.3. Question 5: Respondents were asked to indicate their perception on the following Destination attributes regarding Thailand as a Tourist Destination. By giving ratings to each of the 6 factors given below.

Conclusion:

The above question depicts the rating scores given to each Destination Attribute indicating the perception of Indian Tourists about Thailand as a Tourist Destination. Ratings were assigned in 7 point rating scales. Where each scale was assigned the values: **1 = Very Weak, 2 = Weak, 3 = Fairly Weak, 4 = Neutral, 5 = Fairly strong, 6 = Strong and 7 = Very Strong**. Percentage Scores are obtained from computing total ratings of each Destination Attribute.

The computation (the average rating of 6 attributes) results show that about **80%** of the respondents perceived all the 6 given attributes between scale 5 to scale 7 (Fairly strong to very strong). The first 3 Destination attributes with the highest perceived rating **(Scale 7 = very strong)** resulted in **"Shopping"** with a total of **50.5%,** followed by **Natural Scenery at 49%** and **Value for Money at 45.5%.**

The remaining attributes are History and Culture at 37.4%, Entertainment and Nightlife at 30.4%, and Travel Infrastructure at 23% respectively.
(Please refer appendix for more details regarding other scale results)

From the above results it can be concluded that the three destination attributes namely, **Shopping, Natural Scenery and Value for money**, which also appear to have a relationship with the Overall evaluation of Thailand as a tourist destination, further helps us to analyze the attributes which could be highlighted as **strong factors in Advertising and Promoting Thailand as a tourist Destination.**

6.1.3. Question 6: Respondents were asked to select <u>one</u> factor (From the above 6 Destination attributes mentioned above) which they thought would make Thailand most attractive to other people when they plan an oversea trip.

Conclusion:

Results from the computations showed that about **35.6%** of the respondents chose "**Shopping**", followed by "**History and Culture** at **17.5%** and "**Natural Scenery**" at **16.8%** respectively. However, the attribute "Entertainment and Nightlife" is considered as an attraction by only 8% of the respondents.

All the three attributes namely, **Shopping, History and Culture and Natural Scenery** mentioned above have relatively positive results when considering other research questions as well. Marketing Destination attractions in Thailand could include promoting these three attributes in particular along with "**Value for Money**" in order to create more awareness among the target group of Indian Tourists, which could also, help in creating a positive and favorable image to Thailand as a tourist Destination.

6.1.3. Question 7: Any extra comments about Thailand?

Conclusion:

Comments presented by respondents were grouped into categories which best suited each given comment. Eight categories have been selected where the data is analyzed accordingly. The eight categories consist of No comments, Communication (Language) Barrier, Pollution, Traffic, Tourism Infrastructure, Hospitality of people, Excessive sexual exposure and lastly Positive Expressions.

Results obtained after analyzing the relevant data, it has been reflected that **38.4%** of the total number of respondents gave **"No Comments"**, 17.5% of the respondents commented about "Communication (Language) Barrier", 13.5% presented positive comments regarding "Hospitality of People", 12.3% of the respondents gave negative comments related to "Excessive sexual exposures", Comments on Traffic, Tourism Infrastructure and Pollution were 5.6%, 5.7% and 2.3%.

However many respondents made comments about Thailand in single words, all relating to **"Positive expressions"** of Thailand. Some of these words included were Amazing, Exciting, Fantastic, Paradise, Incredible, Beautiful, Wonderful, and so on.

Recommendations on each of these comments have been provided in the following section.

6.2   Recommendations:

In all three cases it has been observed that there is a relationship between the **perception of Indian Tourists on the Destination attributes of Thailand** and **their Overall evaluation of Thailand as a Tourist Destination**. Which reflects that, their perception about Thailand regarding the following attributes: *Shopping, Value for Money and Natural Scenery*, has definitely had an impact on their satisfaction levels in each case. As concluded from the previous sections of the research, there exists a relationship between the **Overall evaluation of visit and Destination Attributes of Thailand.** Recommendations contributed are pertinent to the three attributes mentioned above.

1. Shopping:

Consolidating overall results obtained we can conclude that **"Shopping"** is reflected as one of the major attractions of Thailand among the majority of Indian Tourist groups. From data evaluated shopping is considered the second Most Important attribute for Indian tourists while choosing their holiday destinations, it also resulted with the highest percentage of rating as a "Very Strong" destination attribute and was found the most attractive attribute of Thailand for future promotion. The following recommendations may be contributed based on analysis as well as comments provided by respondents in the questionnaire.

Thailand can promote "Shopping" intensively along with "History & Culture" wherein Trade fairs, Exhibitions, Sales, Seasonal Festivals and popular "Specialty" products (Gems & Jewelry, Textiles, Handicrafts etc.) can be advertised to attract a large number of Indian Tourists. Event promotion could be adopted in order to suit each category of Indian Tourist market. However a few comments can help increase its effectiveness:

- Passengers traveling En-route to Thailand could be provided with a special "Shopping Catalogues". Wherein guidelines are outlined in terms of availability in different aspects of purchase such as - "Popular product categories"; their "Locations for purchase (Description with Maps)" and "Relevant Product Prices" (Depending upon the Size of the Budget the tourists is willing to spend).

This would help tourists in making decisions more quickly and provide detailed guidelines with varied preferences. This method can also prove to be time saving and beneficial to Indian Tourists who are short of time in their course of visit to Thailand.

- Important promotion materials such as **Brochures, Price lists, Banners, Instruction manuals, Maps, Directions etc.** should be communicated in English. Communication both verbal and written is considered to be one of the major barriers in touring Thailand. Efforts have to be made in order to ensure that Travelers, both Indian and International can make the best use of all the available resources and make their visit more beneficial and satisfactory.

- Another aspect that could be considered for **Intensive Shoppers** is to eliminate or provide concession on restrictions such as "Excess Baggage" or limit on carriages, which could increase the level of shopping. In such cases the Thai government could take initiatives by negotiating with Airline authorities *(Indian Airlines)* which on the other hand could prompt other International airlines to follow suit.

2. Value for Money:

From evaluating the research results, we can infer that Value for money having followed the attribute Shopping has a direct relationship with the Perception of Indian Tourists as a Destination attribute of Thailand and the level of Satisfaction.

When the attribute "Value for Money" is taken into consideration, it has proved to be rated (at 45.5%) as a very strong attribute when Indian tourists perceive Thailand as a Tourist Destination. It has also been considered as one of the "Most Important" attribute when tourists planned their trip at a percentage level of 62.6%.

When we relate the above to Chapter 1, Reasons for carrying out the Research – Why Indian Tourists?, it supports the fact that Thailand fulfils the wildest Dreams of an average Indian, thus tempting him to spend Maximum Dollar per capita than any other whilst in Thailand.

An average **Indian Tourist aims at stretching his dollar to the maximum**, and immensely enjoys it in Thailand than in any other country-because Thailand offers him value for money in many aspects. As a country Thailand alone offers the entire Indian tourist group ultimate destination for entertainment and excitement.

(See Chapter 1, Page 13, Source: *Personal Interview with an authorized Travel agent from Delhi - India).*

Therefore, while promoting Thailand as a Shopping Paradise for Indian Tourists, Thailand could also use **"Value for money"** as an aspect in projecting a favorable Image. "Travel Budget" is an important factor while any tourist plans his/her trip. Since results prove that a large percentage of Indian Tourists consider Thailand to provide "Value for money" in many aspects. Thailand Should promote it as one of the factors to attract new visitors and new target groups.

3. Natural Scenery:

Research results pertaining to the study have given sufficient evidence that "Natural Scenery" in Thailand has been perceived to be a persuasive attribute in attracting many Indian Tourists. However, when Nature and environmental resources are taken into consideration, strategies for Sustainable Development as well as Ecotourism should be given critical importance.

The development of Ecotourism requires great sensitivity towards precious and fragile natural resources. Natural habitats have been diminishing at alarming rates and equally alarming reports are regularly published on diminishing water resources, deforestation, increases in pollution, the destruction of corral reefs and many more.

On one hand, there is the need to preserve and protect the ecosystems that are so necessary to sustain life in the natural environment. On the other hand, Tourism strategies to motivate and attract more visitors to travel and visit Thailand for development, job creation and economic growth is as important as the need to protect and preserve the natural environment.

However these two different streams should not be seen as two conflicting activities, but rather as complementary developments. Conservation and development could better be understood as two positions on a scale that ranges from the complete protection of ecosystems on one hand, to a state of total transformation through human actions, activities and exploitations, on the other hand.

Between these two extremes, it is often possible to "conserve" while simultaneously allowing "development" to take place. If a natural resource is being used in a practical yet wise manner, for example, providing sensitively designed tourist facilities in game parks and nature reserves and using the resulting income from tourism to manage these protected areas, conservation and development would become complementary forces. Evidence shows that it is possible to avoid disaster and to create a win-win approach that will

benefit both the environment and the economy. What is needed is a commitment to a new way of doing things – a new ethical code that seeks to protect the environment through responsible development. This philosophy lies at the heart of what is called "sustainable development".

Eco-tourism is a field of human activity where conservation and development can wisely and effectively be blended to achieve a mutual goal to the benefit of people and communities
(*Source: The World Tourism Organization, Journal on: Sustainable Development and Management of Ecotourism, August 2001.*)

3. **Other Recommendations based on Comments given by Respondents:**

-   **Language and Communication:**
    From analyzing comments provided by the respondents 17% of the respondents experienced problems with language and communication and recommend that the Thai government should encourage English Literacy among people and promote the usage of English language on Signboards, Announcements, etc.

-   **Entertainment and Nightlife**
    However, when nightlife and amusements related to pleasure travel are taken into consideration, about **12.3%** of the respondents have given comments about the **negative aspects** of such entertainment. Some Indian tourists perceive Thailand as a place for Entertainment and Nightlife and Tourists refrain from bringing children along due to excessive sexual exposure (*Comments made by tourists, please refer appendix for more details*). Entertainment and nightlife is an important factor in attracting a large number of International tourists to Thailand, but the tourism Industry should concentrate on reducing the negative impacts of such attractions and promote other attractions more intensively.

Recommendations for Entertainment may include conducting more Cultural and Historical based Performances (Dances, Art, Music etc), Entertainment could also be projected by creating more awareness for Amusement Parks, Theme Parks, Safaris and Sanctuaries.

Unlike the west, Indians still consider ethical issues important and embrace them as a part of their culture and lifestyle. Experiences conflicting with ethical or moral issues may result in negative Images about the destination. Corrective measures have to be taken in order to improvise on these aspects. 13.5% of the respondents admire and compliment the hospitality of Thai people and their culture. Recommendations provided by respondents suggest this factor as a Strong attribute for attracting more Tourists

- **Tourism Infrastructure**

Comments on Traffic, Tourism Infrastructure and Pollution were 5.6%, 5.7% and 2.3%. Comments were both positive and suggestive. Positive Compliments included the efforts of the government in restoring historic sites and developing better infrastructure. Recommendations included improving traffic conditions in important locations, preventing pollution and adopting Sustainable development in the environment.

- **Positive Expressions:**

However many respondents made comments about Thailand in single words, all relating to "Positive expressions" of Thailand. Some of these words included were Amazing, Exciting, Enchanting, Fantastic, Paradise, Incredible, Beautiful, Wonderful, and so on. Reflecting their level of satisfaction.

All the above recommendations provided suggest how the government of Thailand could **improvise on conditions and Images of Thailand perceived in the minds of tourists which either need to be corrected or projected into new forms.** However, the main focus should be on change. Since the markets, preferences of Tourists and their expectations are constantly changing. Hence Marketing Strategies used to project destination attractions should be revised time and again in order to ensure the one and only aim – "A Satisfied Visitor". Which in turn would not only motivate other would-be-travelers to visit Thailand but would also prompt a satisfied visitor to make continual visits encore.

6.3. Scope for Further Research

Market Research is a continuous process and Tourism Research involves a continuous search for potential target areas bringing about a perfect match between the demand and supply factors of the Tourist Destination .

In this research, studies are based on a framework of Tourist Attraction research and Destination Valuation of Thailand. Implications derived from visitor satisfaction provide substantial results from which Image projects can be justified. However further research could be carried in the following areas:

- Exploring other Destination attributes, such as Sub-Regional cultures and Local Products as a part of evaluation.

- Evaluation of Tourism Advertising and its Impact on Destination Image.

- Evaluating the effectiveness of Travel and Trade promotion techniques.

- Importance of Sustainable Development in environmental attributes.

6.4   Conclusion:

Thailand with various destination attractions has enormous scope in attracting a large number of Tourists not only from India but from different parts of the globe as well. However each of these attributes have to be promoted in a way that :

-        It increases the awareness of travelers about the Destination attributes.

-        Improves the Image of the Destination,

-        Increase Tourist Visitations.

When Tourists eventually visit Thailand and derive satisfaction from their visit, their experience would lead to promoting the Destination by word of mouth, which is considered to be one of the most effective sources of Information (Reported by numerous Destination attraction studies) when tourists make their travel decisions. Trip Satisfaction is therefore a key element in measuring Image evaluations of a country. It contributes to both the return visitors and positive word-of-mouth publicity.

On the whole Thailand should broaden its measures of success in Tourism promotion and advertising by focussing on both potential and actual customers. Promotion should not end at influencing target consumers (consumers prior to leaving home) alone, but on the other hand promotional efforts should be aimed at influencing the consumer while en route to Destination area as well as after arriving at the destination area.

The images projected on brochures, billboards and television reveal the relationships between countries between genders and between races and cultures. They are powerful images, which reinforce particular ways of seeing the world and can restrict and channel people, countries, cultures and genders into certain mind-sets.

Therefore: "__To project the right Image to the right Target audience__", it is essential for Thailand to study each market in particular, assessing the needs and demands of each (origin) destination and relatively project a suitable Image based on its much demanded attraction.

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APPENDIX

ASSUMPTIION UNIVERSITY (ABAC)
DESTINATION VALUATION OF THAILAND

Dear Tourist,

We are students of "Master of Business Administration" in Assumption University, Thailand. We are doing a research supported by the Thai government on tourism industry. We would appreciate very much if you may help us by sharing your opinion on the following questions for about 10 minutes.

1. What is your overall evaluation of your visit in Thailand this time? (1=strongly not satisfied…..7= strongly satisfied)

    ………………

2. Rank the level of importance when you plan your trip regarding the following factors. (1=most important….3= least important)

    a) Value for Money   ………..
    b) Travel Infrastructure   ………..
    c) Activities (Travel program) ………..

3. Rank the level of importance when you plan your trip regarding the following items. (1=most important….5= least important)

    a) Natural Scenery   ………..
    b) History & Culture   ………..
    c) Shopping   ………..
    d) Sports & Adventure   ………..
    e) Entertainment & Nightlife ………..

4. Please write down the first word or picture coming to your mind when thinking about Thailand.

    ……………………………………………………………

5. **(RATING)** Indicate your perception on the following factors regarding Thailand as a Tourist Destination. By giving ratings to each of the 6 factors given below.
   (Starting from 1=very weak.....7=very strong)

FACTORS	THAILAND
1. Natural Scenery	
2. History and Culture	
3. Shopping	
4. Entertainment & Nightlife	
5. Value for Money	
6. Tourism infrastructure	

6. Select **one** factor which you think would make Thailand most attractive to other people when they plan an oversea trip. (Select one from above 6 factors in question 5)
   ....

7. Any extra comments about tourism in Thailand?
   ....

8. Your personal information
   Gender: ☐ Male   ☐ Female
   Age: ☐ 18 - 30 yrs.   ☐ 30- 50 yrs.   ☐ Above 50 yrs.

******THANK YOU******

Image of Thailand as a Tourist Destination – A perspective of Indian Tourists.

Appendix

COMPUTATION OF RESULTS TO QUESTIONS FROM THE QUESTIONNAIRE

Q1. Overall Evaluation of Visit of 382 Respondents

Overall Evaluation of Visit	Frequency	Percent
Strongly not satisfied	11	2.9%
Less than Satisfied	2	0.5%
Not satisfied	6	1.6%
nuetral	19	5%
Satisfied	74	19.4%
more than satisfied	82	21.5%
Strongly Satisfied	187	49%
Total	382	100%

Table 1: Classification based on Overall Evaluation of Visit

Inferences:

From the above Table and following figure, it is evident that about **49%** of the total number of 382 respondents **are strongly satisfied**, followed by **21.5%** who **are more than satisfied** and **19.4%** of respondents who are **satisfied** with their **overall visit to Thailand.**

Fig: Overall Evaluation of Visit

Overall Evaluation of Visit of 382 Respondents

▨	Strongly not satisfie
▦	Less than Satisfied
☐	Not satisfied
☐	nuetral
■	Satisfied
▥	more than satisfied
▨	Strongly Satisfied

0.50%
1.6%
2.90%
5%
19.4%
49%
21.5%
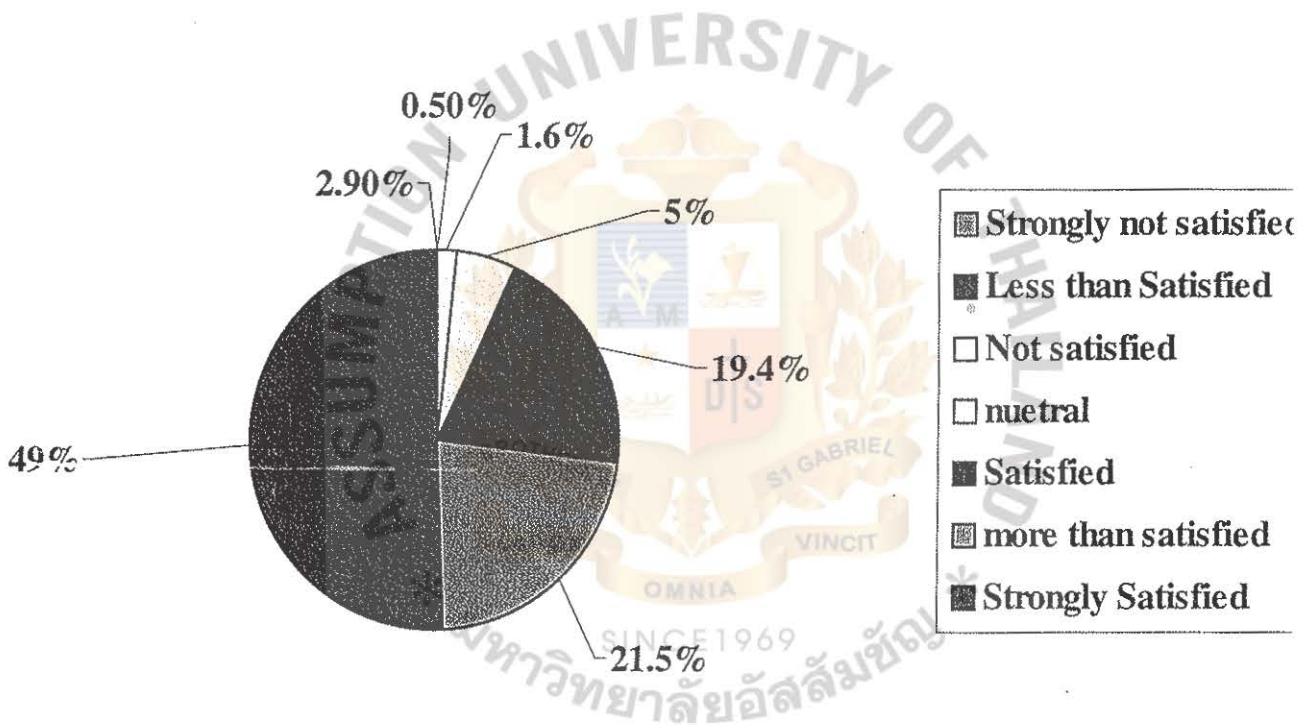
1.(a) Overall evaluation of visit of 382 Respondents categorized by age.

OVERALL EVALUATION OF VISIT	AGE			
	18-30	30-50	Above 50 yrs	Total
Strongly not satisfied	4.1%	1.9%	1.9%	2.9%
Less than Satisfied	1.2%	-	-	0.5%
Not satisfied	2.4%	-	3.8%	1.6%
neutral	7.6%	1.3%	7.5%	5%
Satisfied	24.1%	15.1%	17%	19.4%
more than satisfied	16.%	23.9%	30.2%	21.5%
Strongly Satisfied	44.1%	57.2%	39.6%	49.%
Total	100%	100%	100%	100%

Table 1(a) : Crosstabulation of "Overall evaluation of Visit" and Categories of "Age."

Inferences:

From the Above table and figure it is evident that majority of the respondents of all age group namely, **18years to 50years and above** are "**Strongly Satisfied**" with their Visit to Thailand.

Figure 1 (a) : Crosstabulation of "Overall evaluation of Visit" and Categories of "Age."

Overall Evaluation of Visit Categorized by Age
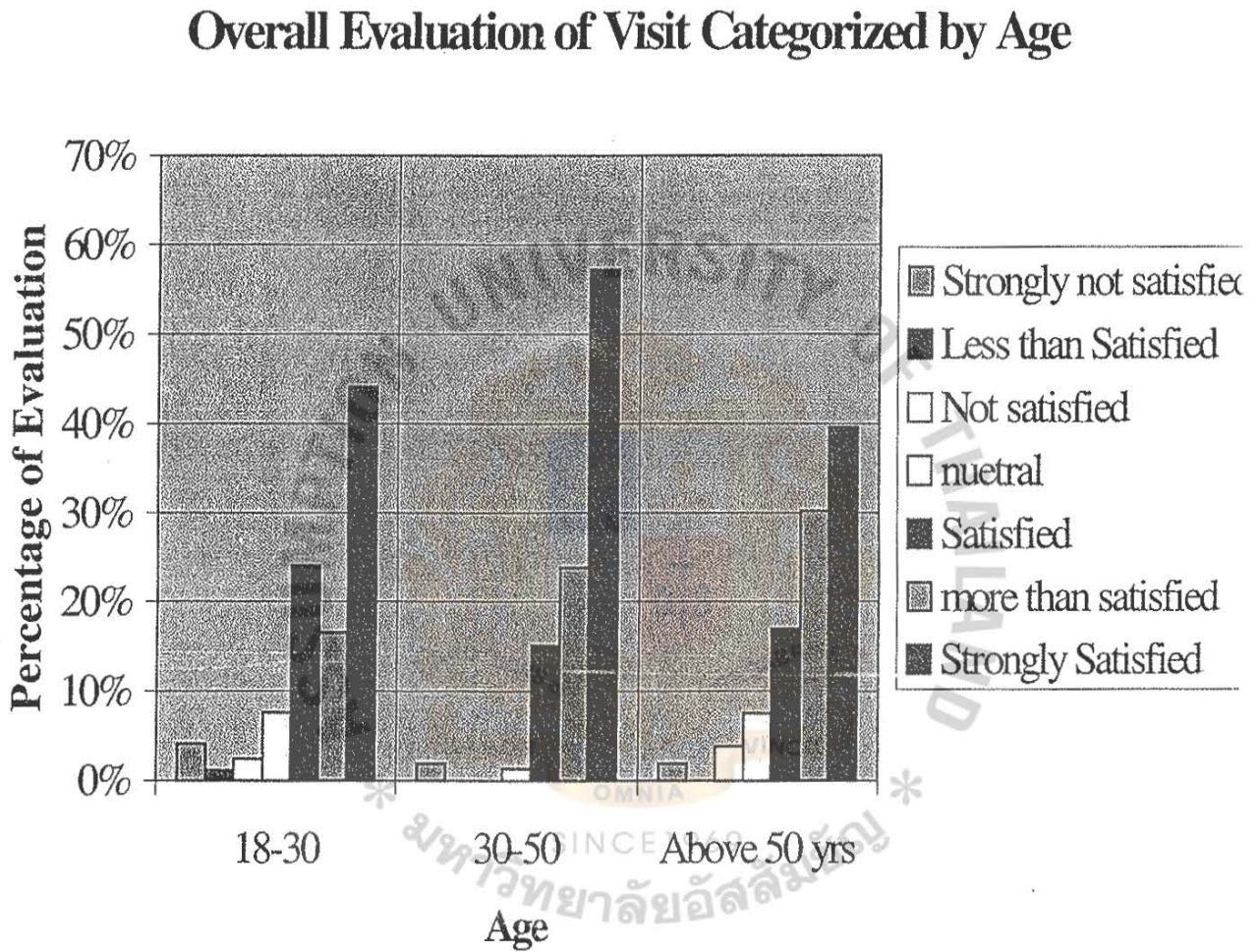
Q.2 Rank the level of importance when you plan your trip regarding the following factors. (1=most important....3= least important)

	Value for Money	%	Travel Infra.	%	Activities	%
Most Important	239	62.6%	74	19.4%	69	18.0%
Important	59	15.4%	218	57.0%	111	29.1%
Least Important	84	22.0%	90	23.6%	202	52.9%
Total	382	100.0%	382	100.0%	382	100.0%

Table 2: Classification of Destination Attributes based on Level of Importance.

Inferences:

From the above table and following graph, the following inferences can be made: Respondents were asked to rank each of the 3 attributes depending upon the level of Importance while planning their trip (Ranks Starting from1 = Most Important, 2 = Neutral, 3 = Least Important, in the measurement scale)

From the results it is reflected that about **62.6 %** of the total respondents felt that **Value for Money** is considered **Most Important** when they planned their trip, followed by **Travel Infrastructure** at **19.4%** and **Activities (Travel Program)** at **18%** and so on.

Figure 2: Classification of Destination Attributes based on Level of Importance.
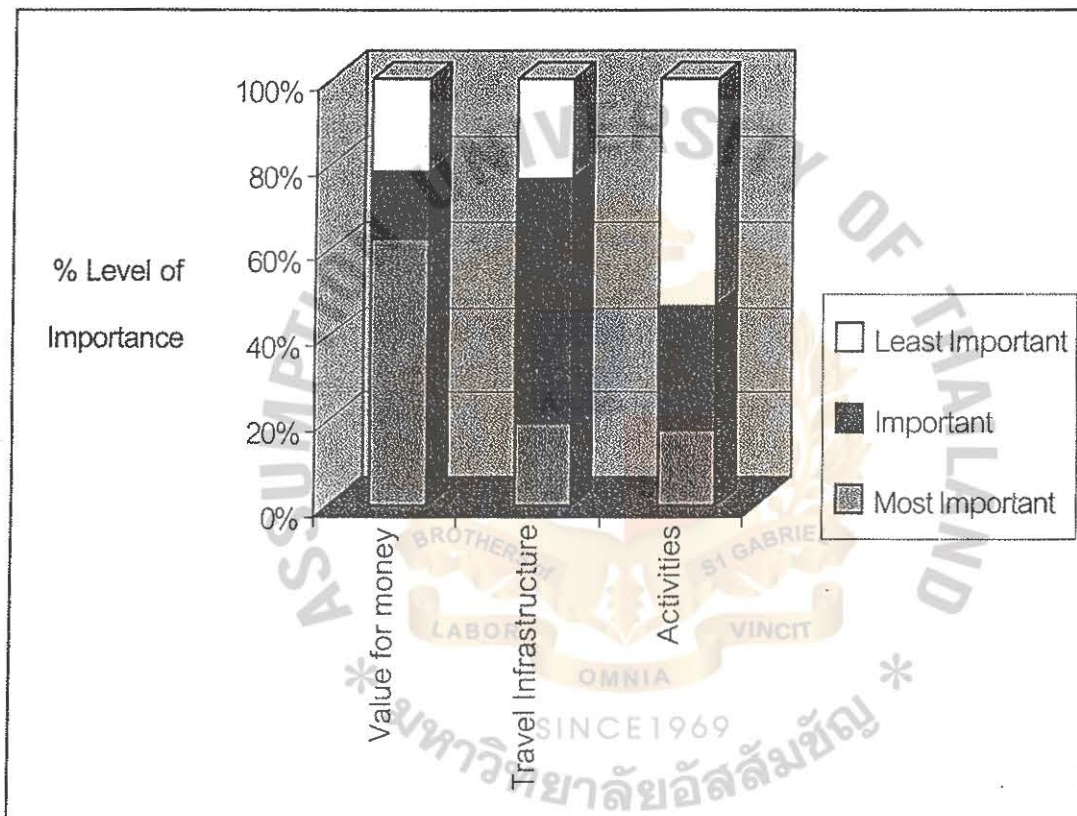
Q.3 Rank the level of importance when you plan your trip regarding
the following items. (1=most important....5= least important)

	NS	%	HC	%	SH	%	SA	%	EN	%
Most Important	185	48.4%	66	17.3%	83	21.7%	24	6.2%	24	6.3%
Important	85	22.3%	138	36.1%	69	18.1%	39	10.2%	51	13.4%
Neutral	56	14.7%	91	23.9%	138	36.0%	61	16.0%	38	9.9%
Fairly Important	27	7.0%	62	16.2%	49	12.9%	171	44.8%	73	19.1%
Least Important	29	7.6%	25	6.5%	43	11.3%	87	22.8%	196	51.3%
Total	382	100.0%	382	100.0%	382	100.0%	382	100.0%	382	100.0%

Table 3: Classification of Destination Attributes based on Level of Importance.

Inferences:

Respondents were asked to rank each of the 5 attributes depending upon the level of
Importance while planning their trip (Ranks Starting from 1 = Most Important, 2 =
Important, 3 = Neutral, 4 = Fairly Important, 5 = Least Important in the measurement
scale). From the results obtained it is reflected that about **48.4%** of the total
respondents felt that **"Natural Scenery"** is considered **Most Important** when they
plan their trip, followed by **Shopping** at **21.7%** and **History and Culture** at **17.3%**.

From the above we can conclude that among the **5 Destination attributes** given,
"Natural Scenery" has been considered most important among a majority of Indian
tourists when they make their decisions in selecting their Holiday Destinations.

Figure 3: Classification of Destination Attributes based on Level of Importance.
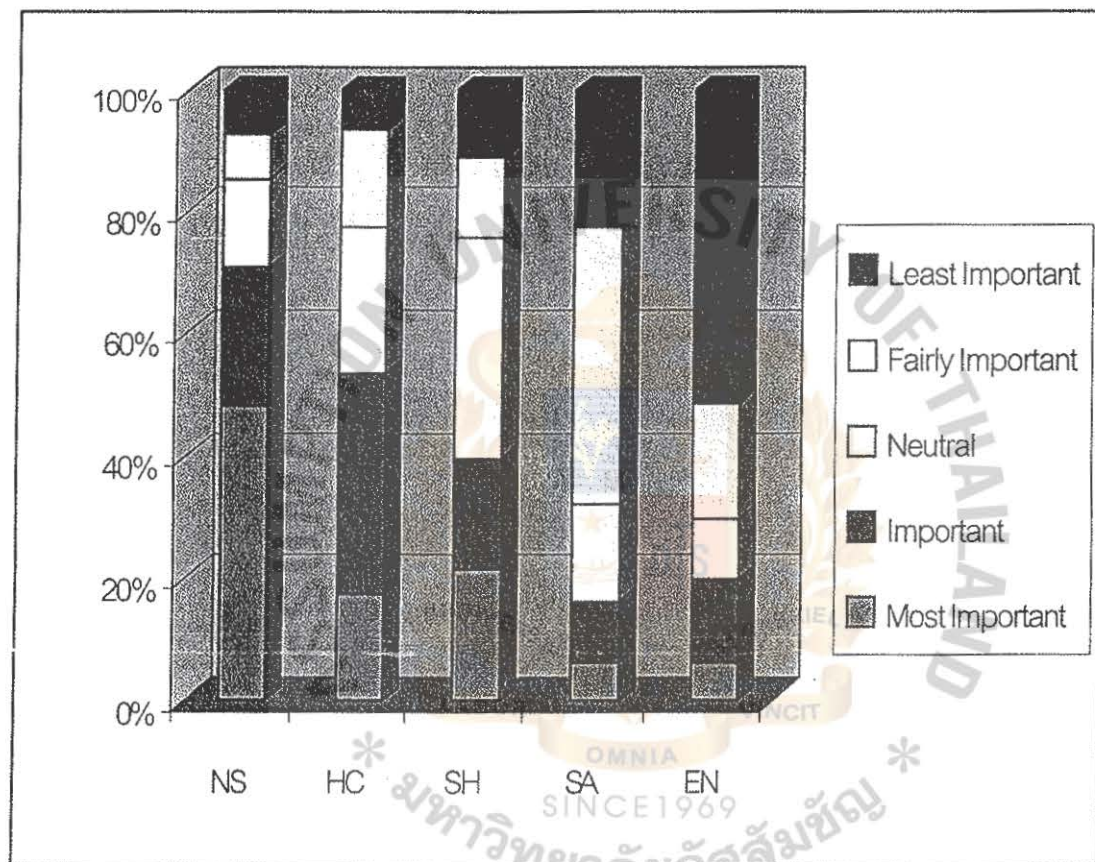
Q.4. Please write down the first word or picture coming to your mind when thinking about Thailand.

Destination Attributes	Frequency	Percent
Natural Scenery	60	15.7%
History & Culture	199	52.1%
Shopping	35	9.2%
Entertainment & Nightlife	26	6.8%
Value for money	1	0.3%
Tourism Infrastructure	61	16%
Total	**382**	**100%**

Table 4: Classification based on First word or picture perceived about Thailand.

Inferences:

The above table and figure depicts the ways in which Thailand is perceived in the minds of Indian Tourists. Each word or picture perceived is categorized into the six destination attributes portrayed above. Thus from the results ascertained we can conclude that **52.1%** of the Indian tourists perceive words or pictures associated with **"History & Culture"** when they think of Thailand, followed by Tourism Infrastructure at 16%, Natural Scenery at 15.7%, Shopping at 9.2%, Entertainment and Nightlife at 6.8% and Value for Money at 1.3% respectively.

Figure 4: First word or picture perceived about Thailand.

First Word or Picture coming to mind when Thinking about Thailand

0.3% 16% 15.7%

6.8%

9.2%

52.1%

- Natural Scenery
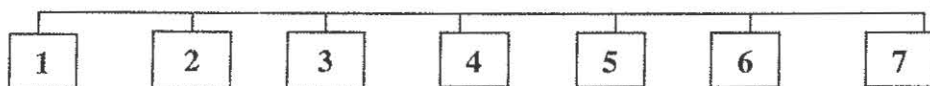- History & Culture
- Shopping
- Entertainment & Nightlife
- Value for money
- Tourism Infrastructure
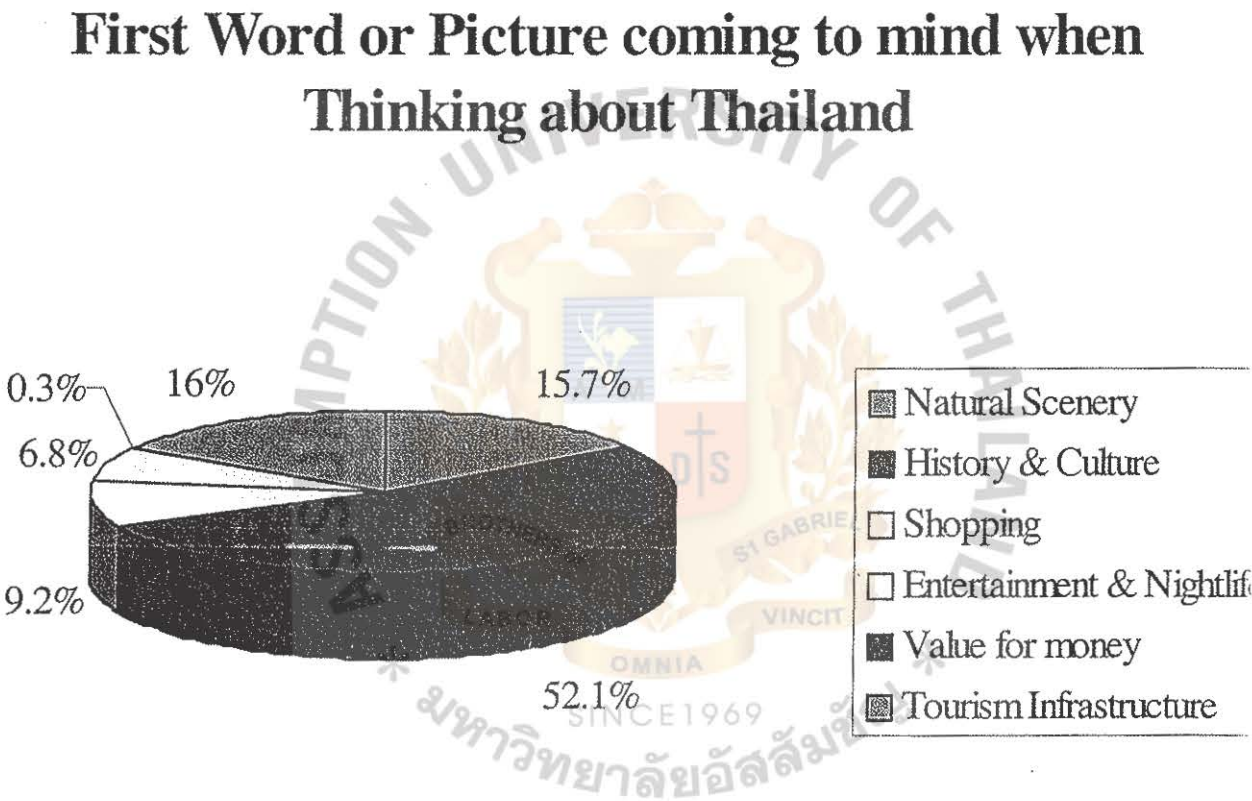
Q.5. **(RATING)** Indicate your perception on the following factors regarding Thailand as a Tourist Destination. By giving ratings to each of the 6 factors given below. (Starting from 1=very weak.....7=very strong)

	Very Weak	Weak	Failry Weak	Neutral	Fairly Strong	Strong	Very Strong	Total
Natural Scenary	2.6%	2.4%	3.7%	4.5%	11.8%	26.2%	49.0%	100%
History & Culture	1.8%	2.6%	3.1%	6.0%	13.9%	35.1%	37.4%	100%
Shopping	1.6%	1.8%	2.9%	5.5%	16.5%	21.2%	50.5%	100%
Entertainment & Nightlife	6.5%	2.1%	5.5%	20.6%	11.0%	24.3%	30.4%	100%
Value for Money	5.2%	2.1%	5.2%	7.9%	16.2%	17.8%	45.5%	100%
Travel Infrastructure	5.0%	3.4%	7.9%	10.5%	20.2%	30.1%	23.0%	100%
Average Rating of attributes in %	3.2%	1.9%	3.8%	7.5%	12.3%	21.0%	50.0%	100%

Table 5: Classification based on Ratings of Perception on Six Destination Attributes of Thailand.

Inferences:

The above Table and graph portray the rating scores given to each Destination Attribute indicating the perception of Indian Tourists about Thailand as a Tourist Destination. Ratings ranged from **1 = Very Weak to 7 = Very Strong**. Scores are obtained from computing total ratings of each Destination Attribute.

1	2	3	4	5	6	7

Wherein the Destination Attribute with the highest score is considered to have a high Rating. From the above, **Shopping has the highest total score of 2289**, followed by Natural Scenery with 2272, History & Culture with 2225 and so on.

Figure 5: Classification based on Ratings the Perception on Six Destination Attributes of Thailand.
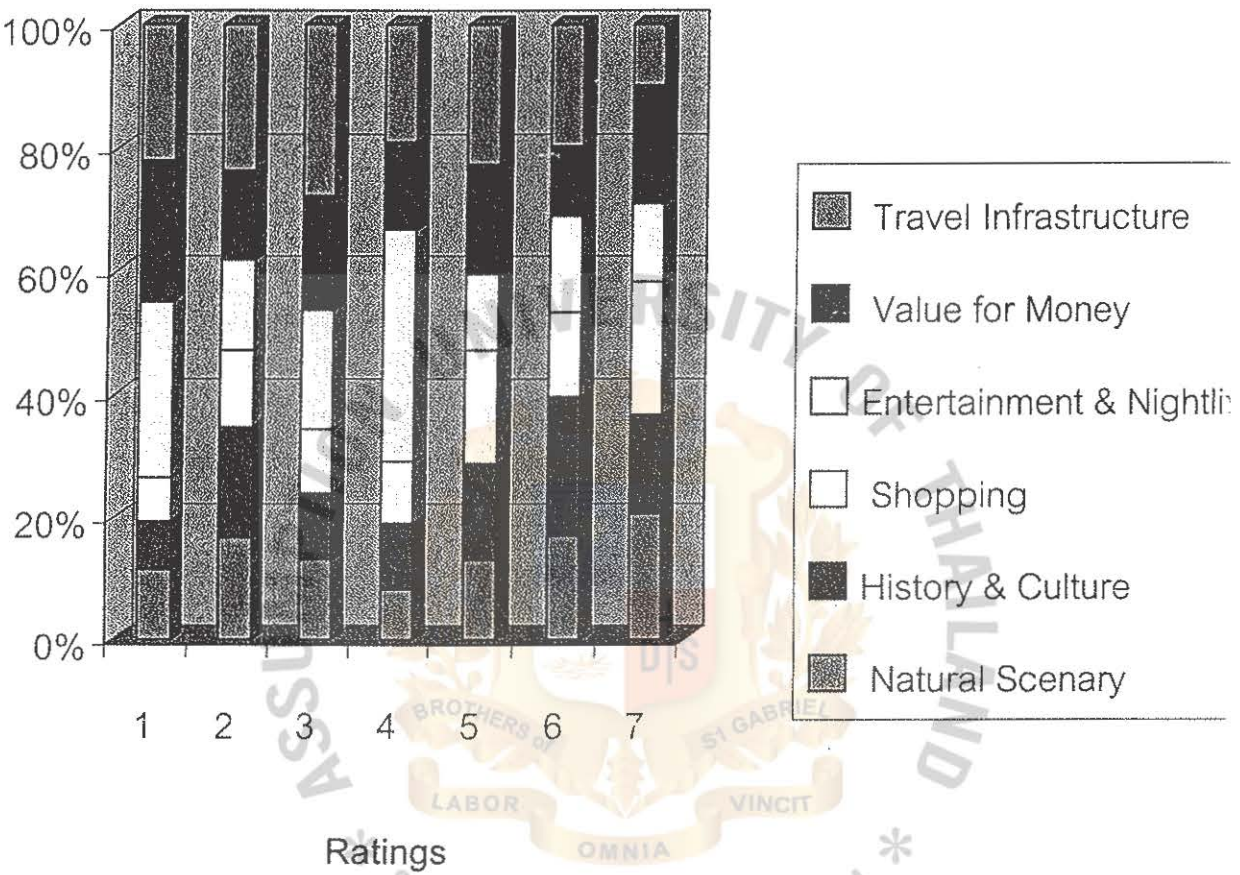
Q.6 Select **one** factor which you think would make Thailand most attractive to other people when they plan an oversea trip. (Select one from above 6 factors in Question 5)

Attribute	Frequency	Percent	Valid Percent
Natural Scenery	64	**16.8%**	16.8%
History & Culture	67	**17.5%**	17.5%
Shopping	136	**35.6%**	35.6%
Entertainment & Nightlife	31	**8.1%**	8.1%
Value for Money	35	**9.2%**	9.2%
Tourism Infrastructure	48	**12.6%**	12.6%
Total	**382**	**100%**	**100%**

Table: 6 Classification based on One Factor according to Respondent that would make Thailand most Attractive to others while planning an overseas trip.

Inferences:

From the above table and following figure it is evident that 35.6% of the total number of 382 respondents feel that **"Shopping"** as a Destination attribute would make Thailand most attractive to other tourists while planning an overseas trip, followed by "History & Culture" at 17.5%, "Natural Scenery" at 16.8% and so on.
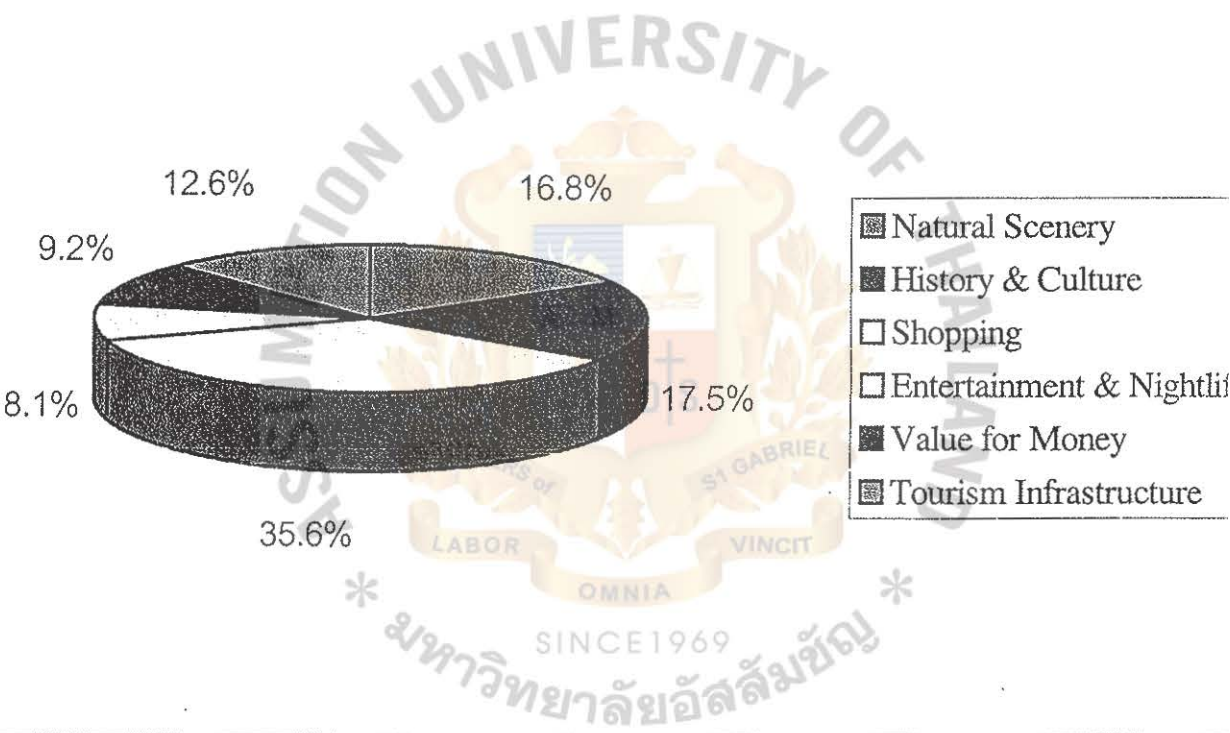
Figure 6: Classification based on One Factor according to Respondent that would make Thailand most Attractive to others while planning an overseas trip.

One Factor that would help Promote Thailand

12.6%

16.8%

9.2%

8.1%

17.5%

35.6%

- Natural Scenery
- History & Culture
- Shopping
- Entertainment & Nightlif
- Value for Money
- Tourism Infrastructure

Q 7. Any extra Comments about Thailand?

COMMENTS	Percentage
No Comments	38.4%
Communication Barrier	17.5%
Pollution	2.3%
Traffic	5.6%
Tourism Infrastructure	5.7%
Hospitality	13.5%
Excessive Sexual Exposure	12.3%
Positive Expressions	4.7%

Table 7: Classification based on comments given by respondents

Inferences:

Comments presented by respondents were grouped into categories which best suited each given comment. Eight categories have been selected where the data is analyzed accordingly. The eight categories consist of No comments, Communication (Language) Barrier, Pollution, Traffic, Tourism Infrastructure, Hospitality of people, Excessive sexual exposure and lastly Positive Expressions.

Results obtained after analyzing the relevant data, it has been reflected that 38.4% of the total number of respondents gave "No Comments", 17.5% of the respondents commented about "Communication (Language) Barrier", 13.5% presented positive comments regarding "Hospitality of People", 12.3% of the respondents gave negative comments related to "Excessive sexual exposures", Comments on Traffic, Tourism Infrastructure and Pollution were 5.6%, 5.7% and 2.3%.

Figure 7: Classifications based on Comments from Respondents
About Thailand
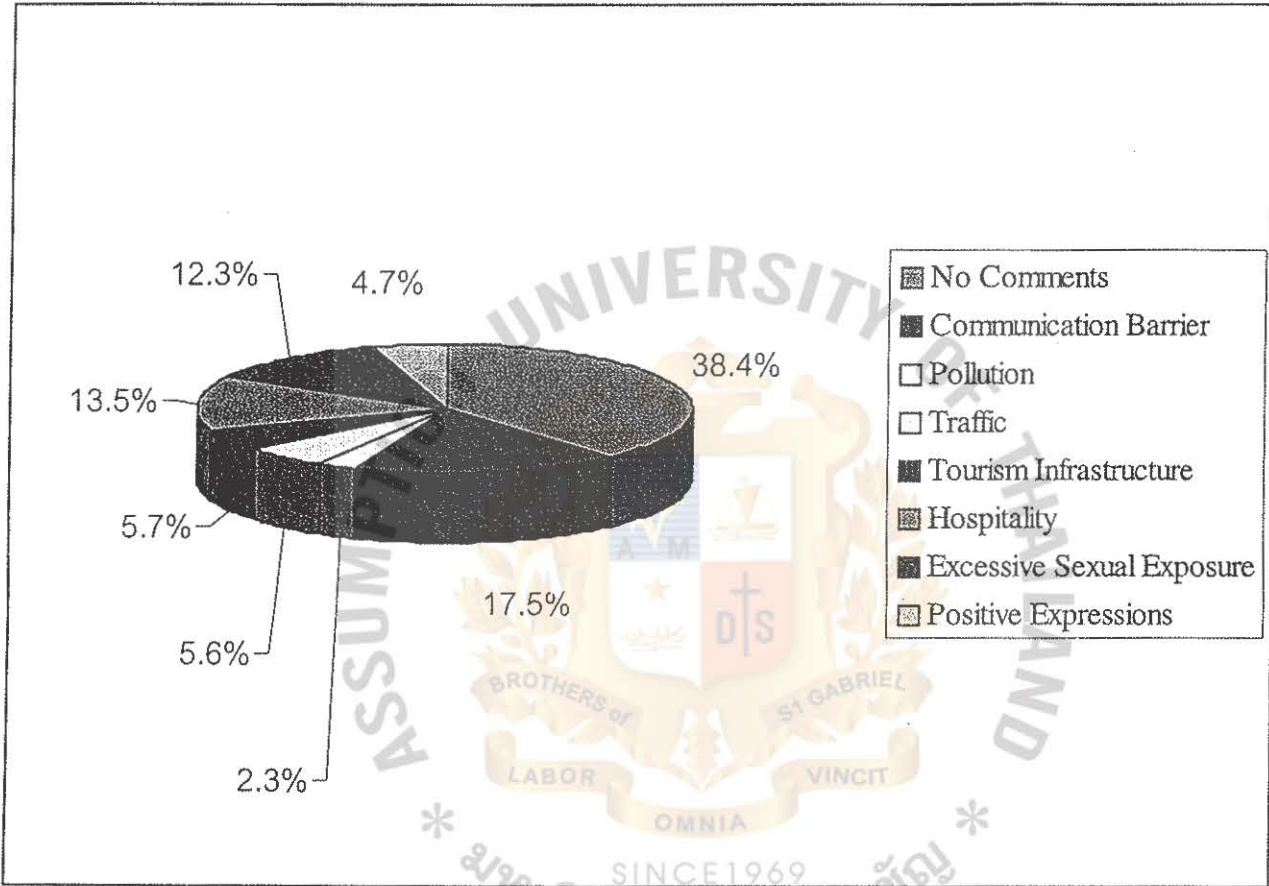
****** Method 2 (covariance matrix) will be used for this analysis ******

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

1. SCENERY   Q.5(a) Natural Scenary
2. HISTORY   Q.5(b) History & Culture
3. SHOPPING   Q.5(c) Shopping
4. NIGHTLIF   Q.5(d) Entertainment & Nightlife
5. VALUE   Q.5(e) Value for Money
6. TRAVINFR   Q.5(f) Travel Infrastructure

Correlation Matrix

	SCENERY	HISTORY	SHOPPING	NIGHTLIF	VALUE
SCENERY	1.0000				
HISTORY	.5075	1.0000			
SHOPPING	.3548	.4105	1.0000		
NIGHTLIF	.1384	.1975	.3104	1.0000	
VALUE	.1526	.1682	.3871	.1270	1.0000
TRAVINFR	.1904	.1905	.1241	.2725	.1180

	TRAVINFR
TRAVINFR	1.0000

N of Cases =   382.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	5.6550	5.2309	5.9921	.7613	1.1455	.1067

Inter-item

Correlations	Mean	Minimum	Maximum	Range	Max/Min	Variance
	.2433	.1180	.5075	.3895	4.2994	.0146

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
SCENERY	27.9822	29.1341	.4013	.2916	.5557
HISTORY	28.1052	29.0997	.4484	.3266	.5436
SHOPPING	27.9377	28.7237	.4863	.3350	.5323
NIGHTLIF	28.6990	28.2057	.3397	.1544	.5744
VALUE	28.2963	29.5776	.2763	.1550	.5987
TRAVINFR	28.6288	24.1296	.2829	.1092	.6343

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients   6 items

Alpha = .6155   Standardized item alpha = .6586

SPSS OUTPUT RESULTS FOR HYPOTHESES TESTING

1. Correlation Between Q1 & Q5(a)
Natural Scenery

Correlations (Non-parametric)

			Q.1 Overall Evaluation of Visit	Q.5(a) Natural Scenary
Spearman's rho	Q.1 Overall Evaluation of Visit	Correlation Coefficient	1.000	.120*
		Sig. (2-tailed)	.	.019
		N	382	382
	Q.5(a) Natural Scenary	Correlation Coefficient	.120*	1.000
		Sig. (2-tailed)	.019	.
		N	382	382

* Correlation is significant at the .05 level (2-tailed).

Correlation Between Q1 & Q5(b)
2. History & Culture

Nonparametric Correlations

			Q.1 Overall Evaluation of Visit	Q.5(b) History & Culture
Spearman's rho	Q.1 Overall Evaluation of Visit	Correlation Coefficient	1.000	.061
		Sig. (2-tailed)	.	.234
		N	382	382
	Q.5(b) History & Culture	Correlation Coefficient	.061	1.000
		Sig. (2-tailed)	.234	.
		N	382	382

Correlation between Q1 &Q5(c)
3. Shopping

Nonparametric Correlations

			Q.1 Overall Evaluation of Visit	Q.5(c) Shopping
Spearman's rho	Q.1 Overall Evaluation of Visit	Correlation Coefficient	1.000	.193**
		Sig. (2-tailed)	.	**.000**
		N	382	382
	Q.5(c) Shopping	Correlation Coefficient	.193**	1.000
		Sig. (2-tailed)	**.000**	.
		N	**382**	**382**

** Correlation is significant at the .01 level (2-tailed).

Correlation Between Q1 & Q5(d)
4. Entertainment and Nightlife

NonParametric Correlations

Correlations

			Q.1 Overall Evaluation of Visit	Q.5(d) Entertainment & Nightlife
Spearman's rho	Q.1 Overall Evaluation of Visit	Correlation Coefficient	1.000	**-.068**
		Sig. (2-tailed)	.	**.184**
		N	382	382
	Q.5(d) Entertainment & Nightlife	Correlation Coefficient	**-.068**	1.000
		Sig. (2-tailed)	**.184**	.
		N	382	382

Correlation Between Q1 &Q5(e)
5. Value for Money

Nonparametric Correlations

			Q.1 Overall Evaluation of Visit	Q.5(e) Value for Money
Spearman's rho	Q.1 Overall Evaluation of Visit	Correlation Coefficient	1.000	.136**
		Sig. (2-tailed)	.	.008
		N	382	382
	Q.5(e) Value for Money	Correlation Coefficient	.136**	1.000
		Sig. (2-tailed)	.008	.
		N	382	382

** Correlation is significant at the .01 level (2-tailed).

Correlation Between Q1 & Q5(f)
6. Travel Infrastructure

Nonparametric Correlations

			Q.1 Overall Evaluation of Visit	Q.5(f) Travel Infrastructure
Spearman's rho	Q.1 Overall Evaluation of Visit	Correlation Coefficient	1.000	.053
		Sig. (2-tailed)	.	.305
		N	382	382
	Q.5(f) Travel Infrastructure	Correlation Coefficient	.053	1.000
		Sig. (2-tailed)	.305	.
		N	382	382