A STUDY OF THAILAND'S DESTINATION IMAGE ATTRIBUTES BY INTERNATIONAL TOURISTS

by

CHITLADA PINTHONG

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

Master of Arts in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

May, 2008

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ACCEPTANCE

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

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ABSTRACT

This research studied Thailand's image as a tourist destination from the perspective of international tourists. Tourism is perceived as the industry that can generate a huge amount of income for Thailand. Tourists from different countries travel to Thailand for several reasons. It is crucial for marketers and practitioners to understand how tourists perceive Thailand as a destination.

The study focused on only International tourists who traveled to Thailand. The overall objective of this study was to examine the relation among demographic factors, tourists' perception of destination attributes and Thailand's overall image. In order to understand the relationship between the different variables, relevant theories and concepts were reviewed and synthesized to form the theoretical and conceptual frameworks.

The methodology used in this research was survey research. The research instrument was divided into three main sections. The first section was covered the perception of destination attributes related to Thailand's image. The second section was intended to measure the overall image of Thailand as a destination. The final section was designed to gather demographic information. There were 400 questionnaires distributed at Bangkok International Airport.

Inferential statistics the t-test, ANOVA and the Pearson test were used to test various hypothesis sets in this study. The results of this study evidenced that the top three perceived destination attributes were beautiful traditional architecture and buildings, beautiful scenery/ natural attraction and interesting sightseeing/ cultural / historical attractions. The results of the hypotheses testing showed significant differences in the perception of international tourists when segmented by tourists'

demographic variables. In addition, the international tourist's overall image of Thailand was positive. The study concluded with suggestions for further research.

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CHAPTER 1

GENERALITIES OF THE STUDY

1.1 Introduction of the Study

The tourism industry has become more and more important among Asian countries. The reasons for its prosperity include the increase in leisure time, income, wealth and technological progress which strengthens the motivation of people to travel. The tourism industry plays an important role in Thailand's economy. Thailand also remains the star of the Asian tourism brands but competition is high from countries such as Malaysia, Singapore, Indo-China and Hong Kong. Therefore, understanding the perceived image of a destination from tourists' perspective is essential for formulating marketing and long-term tourism development strategies.

As Thailand enters the 21st century, the tourism industry plays a major role in economic and social development of the kingdom. Known round the world for the enduring hospitality of its people, its ancient culture and Thai cuisine, a record numbers of tourists continue to take advantage of the myriad tourist destinations and products Thailand has to offer. Also, Thailand is ranked 8th among top overall country brands in the first country brands index award. Thailand is one of two countries in Asia ranked in the top ten and Thailand is listed in the top ten in five categories, namely: 4th in the best country brand for night life, 5th in the rising star country brands, 7th in the best country brand for beach, 8th in the most improved country brands and 9th in the best country brand for families. Research by other publications, such as, Lonely Planet that is popular with young people show that

Thailand is already the top-rated destintion in terms of value and food. It has also been rated as having the most exciting outdoor market (TAT 2006).

The year 2006 is expected to be another boom year for the tourism industry with the government projecting more visitors than ever before. The natural and cultural attractions of Thailand along with the government policy of promoting long-stay tourism will continue to maintain the country as a key tourist destination. To earn more foreign exchange and to accelerate the cash flow within the country and distribute income to the regions by encouraging more domestic traveling by Thais, TAT's marketing campaign for 2006 focuses on the themes of quality, sustainability and competitiveness, with a marketing image for the country as "Happiness on Earth" (TAT, 2005).

The campaign which started last year is launched as a long-term program until 2008 when the country has set an ambitious target to receive 20 million international tourists. Also, the TAT would continue to focus more on high-spending markets and promote tourism during the rainy season. As well, it will cooperate more with neighboring countries to offer combined destinations and create world events to attract Mice (meetings, incentives, convention, and exhibitions) visitors. The significant supporting factor for tourism in 2006 is opening of the Suvarnabhumi International Airport, which will be instrumental in making Thailand a regional travel hub. The pacts are designed to give a significant boost to the country's tourism promotion efforts at a time when the tourism industry worldwide is being affected by various factors such as oil price hikes, terrorism threats and SARS (www.bangkokpost.com, accessed on 16/07/05).

The tsunami which hit the coasts of several Asian countries in December 2004 has far-flung effects. The physical damage was extensive including infrastructure, restaurants, hotels, natural resources, etc. Damage centered on three districts which are Phuket, Phang-nga and Krabi in the country's south-west.

Although, most hotels and other infrastructure are operating normally, the majority of local residents in Phuket are affected by the loss of tourists during the high season and Thailand's overall arrival numbers dropped after tsunami. As the following figures show, international passenger movements at Phuket airport plunged by 88% in January 2005, and domestic passenger movements by 44%. For the first six months of 2005, the figures dropped by 65% and 14% respectively (www.bangkokpost.net/tourismreview2005/07.html, accessed on 1/11/2006).

Today, the tourism situation is back to normal. Thailand's two primary organizations responsible for taking the product to the marketplace, Thai Airways International Plc. and the Toursim Authority of Thailand (TAT), have invested heavily in marketing efforts to bring visitors back.

Also, with strong tactical marketing plans, a well-functioning warning system and a well-defined disaster prevention and mitigation plan with clear action steps and precautionary measures in place aimed at attracting local residents and restoring tourists' confidence, Thailand hosts a tsunami and disaster warning center for the Indian Ocean. In April 2005, the Government has developed a regional tsunami warning system in Phuket and other provinces will

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follow later in the year. People can feel safer because government agencies are monitoring the situation.

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In 2007, TAT focused on brand building, in which the new marketing slogan "Thailand Unforgettable", is expected to be utilised for at least three years. This is a key component of the strategy which will also include strong efforts to maintain market share, boost tourism revenue earnings, and enhance Thailand's competitive edge. Under the new slogan, the marketing activities will seek to accentuate Thailand's key strength as a destination: sun sand sea, modern and traditional and shopping, dining and golfing (TAT, 2006).

TAT has plotted its 2007 annual plan, with the target of increasing the number of wealthy foreign tourists arrivals as this lucrative group could help the country to become the tourism leader in the Asian region. TAT has forecasted revenues to reach 547 billion baht from 15 million international visitors and 377.8 billion baht from 82 million domestic tourists (http://www.tatgovernor.com/govcorner.aspx?id=612, accessed on 23/09/2006).

On the international marketing sector, the most important consideration is the creation of a clear, appropriate and potentially long-term brand image, solving the growing problem of zero-cost tours, boosting tourism during the low season, expanding land transportation, and other strategies will be designed to build Thailand's image as a gateway to the "Greater Makong Subregion". This aims to increase tourism revenue and make better use of technology, both as means of marketing as well as a medium of getting updated customer feedback. Also, the basic strategy of domestic marketing operation follow the governments' policy

guideline which emphasizes the promotion of greater travel among Thai citizens. The TAT launched the "Tourism has become a part of life" campaign, intended to show that travelling within the country is no longer just a means of recreation but a lifetime neccesity (TAT, 2006).

1.2 Statement of Problem

Tourism is perceived as the industry that can efficiently generate a huge amount of income for Thailand. This requires a small investment by using the existing natural, cultural and historical resources to attract tourists and to raise income for the local Thai economy. Tourist destinations can be viewed as one of the products of the tourism industry.

It is now four years since the tsunami struck and tourism in areas which were devastated are returning back to normal. But there has been increasing political instability over the past two years and growing insurgent activities in the Muslim-majority southern provinces have undermined Thailand's image as a peaceful and safe country. Studies conducted before the tsunami, political uncertainty, and the southern insurgency have almost always concluded that Thailand has a positive destination image (Rittichainuwat et. al. 2001; Chanprechakul, 2003). But does the same positive image still hold despite the events of recent years?

This research is aimed at investigating the perception of international tourists toward Thailand's image as a tourist destination in terms of destination attributes: Cultural/ Natural attractions, Transportation, Safe travel destination, Shopping & Food, Accommodation & Restaurant, Social and Environmental issues and Sports, Recreation and Adventure activities.

1.3 Research Objectives

The purpose of this study is to investigate Thailand's image as a tourist destination. The specific objectives of the study are given as follows:

1.3.1 To investigate the perception of Thailand's destination attributes by international tourists.

1.3.2 To find out the difference between tourists' demographic characteristics and perception of Thailand's destination attributes.

1.3.3 To study the relationship between tourists' perception of Thailand's destination attributes and overall image.

1.4 Research Questions

This research aims to answer the following questions:

1. Is there a difference in tourist's perception of destination attributes when segmented by tourists's demographic characteristics?
2. Is there a relationship between tourist's perception of destination attributes and overall destination image of Thailand?

1.5 Scope of the Research

The research mainly focuses on examining the demographic factors that influence tourists' perception of destination attributes. It also studies the relationship between perception of destination attributes and Thailand's overall destination image. Only international tourists arriving in Thailand after January 1, 2006 are taken as respondents in this study. This research is a descriptive study

using a questionnaire to collect data from respondents who were selected using convenience sampling.

1.6 Limitations of the Research

1. This research is specifically intended to examine Thailand's destination image.
2. This research is conducted over a specific period of time. Thus, the findings cannot be generalized for any other time.
3. This research is conducted on international tourists only, therefore findings of this research may not be generalized for respondents residing in Thailand.

1.7 Significance of the Study

The importance of studying destination images of Thailand lies in the relationship between demographic and tourist's perception. This study has been designed to identify and analyze the overall evaluation tourist's image.

Research about the image of Thailand as a tourist destination has always drawn interest among government bodies, hotels and travel agencies in the tourism industry. The results of this study will help Thailand's tourism bureau and Thailand's tourism industry to initiate informed marketing strategy to position itself as a choice destination and to develop an effective position for Thailand, a better understanding of tourists' perception when traveling to Thailand, and develop image- building strategies that could help Thailand as a quality tourist destination and increase its effectiveness. The study will also help Thailand to

promote its tourism products and services according to the needs and preferences of tourists who are visiting Thailand as a tourism destination.

1.8 Definition of Terms

Attribute perception: is the knowledge about the place's objective attribute (Genereux et al., 1983)

Demographics: are factors such as age, sex, education, even the size of the population can influence leisure and recreation participation (Trigg, 1996).

Image: is the sum of beliefs, impressions, ideas and perceptions that people hold of objectives, behaviors and events (Crompton, 1979).

Impersonal sources: consist of mass communication directed to a large audience by channels such as television, radio, newspapers, magazines, books, brochures or print materials (Schiffman and Kanuk, 1991).

Interpersonal sources: include formal communication which occurs between an individual and professional (travel agents, tour operators, pertinent institutes in the destination, etc.) and informal interpersonal communication which occurs among individuals (Schiffman and Kanuk, 1991).

Perception: is the particular interpretation one gives to objects or ideas observed or otherwise brought to the consumer's attention through the senses (Walters, 1989).

Tourism: is the activity that occurs when tourists travel to place outside their usual environment for at least 24 hours and not more than one year for leisure, business and other purposes (World Tourism Organization, 1999).

Tourist: person who travels for reasons other than employment or personal business. The United Nations defines a tourist as one who spends more than one night but less than a year away from home for pleasure or business, except diplomats, military personnel, and enrolled students (Mill, 1990).

Tourist attractions: include not only the historical sites, amusement parks, and spectacular scenery but also the services and facilities which cater to the everyday needs of tourists. Also included would be the social institutions that from the basis for the very existence of human habitation (Cannell, 1976).

Travel: The actions and activities of people which take them to a place or place outside of their home communities for any purpose except daily commuting to and from work (McIntosh and Goeldner, 1990).

Tourism Authority of Thailand: Tourism Authority of Thailand (TAT) act as the principal agent that responsible for promoting and publicizing national tourism, the TAT expresses full determination and intention to support and carry into effect all aspects of Thailand government's tourism policy (Tourism Authority of Thailand Annual Report, 2005).

CHAPTER 2

LITERRATURE REVIEW

Introduction

This chapter represents the theories relevant to this research that will be used to assist and support the results of the study. There are four main areas discussed: general concept of image; destination image which includes destination image formation and factors influencing destination image formation; an analytical framework of destination image and Thailand as a tourist destination.

2.1 General Concept of Image

Image has emerged as an imperative marketing concept in the tourism industry. It influences both tourism related attitudes and behaviors, by confirming/ reinforcing existing, creating new and changing them (Seaton, 1989). Despite its importance in understanding and predicting tourist behavior, the concept of image has not been understood in a unified way. The Oxford English Dictionary (2002) has defined image as "a mental representation of something, not by direct perception, but by memory or imagination; a mental picture or impression; a concept of impression created in the minds of the public".

Pearce (1988:pp.162) commented that "image is one of those terms that will not go away, a term with vague and shifting meaning". Hunt (1975) described image as perceptions that people held by potential tourists about an area. Crompton (1979) proposed image as the sum of beliefs, impressions, ideas and perceptions that people hold of objectives, behaviors and events. Echtner and Ritchie (1991) argued that image is the individual traits or qualities, which also include the total impression an entity makes on the minds of others. Collectively,

include the total impression an entity makes on the minds of others. Collectively, it seems that most of such literature describes a totality of impressions, beliefs, ideas, expectations and feelings accumulated towards a place over time.

Definitions from marketing, point out the attributes that underlie image and relate image to consumer behavior (Pearce, 1988). In consumer behavior and marketing, a flow of research emerged focusing on store images after the work of Martineau (1958) who suggested that all stores have personality in consumer minds and described image as the personality the stores present to consumers through their functional or physical properties (size, location, etc.) and psychological properties such as atmosphere, service, and attitudes of employees (Kasulis and Lusch, 1981). These early works and subsequent embracement of the image concept by academicians have led to image theory which suggests that a psychological distorted representation of objective reality which exists and resides in the mind of the individual (Myers, 1968).

Lindquist (1974-75) and Kasulis and Lusch (1986) described in the retail store image literature that image is defined as consumer's perceptions of both objective (functional) and subjective (psychological) attributes of a store. These definitions explained that images are formed as a result of perceptual and cognitive evaluations.

In psychology, image refers to a visual representation whereas in behavioral geography the concept of image is more holistic and includes all of the associated impressions, knowledge, emotions, values and beliefs (Pearce, 1988).

In the context of tourism, Baloglu (1999) argued that image has two distinct but interrelated components- affective (feelings) and cognitive (beliefs).

Affective image deals with the emotional response of individuals to a place or product, on the other hand, cognitive image represents knowledge of place or product feature (O'Neill and Jasper, 1992). Image also contains the ideas or concepts held individually or collectively about a tourism destination (Alhemound and Armstrong, 1996).

Oxenfeldt (1974) and Dichter (1985) viewed image as an overall or total impression which is formed as a result of the evaluation of individual attributes which may contain both cognitive and emotion content. In this definition, they recognized not only cognitive and affective images, but also the formation of overall image from evaluations of an object. This view is supported by Mazursky and Jacoby (1986) who defined image as set of cognitions and affects that represent an entity to an individual.

Similarly, Baloglu and Brinberg (1997), Baloglu and McCleary (1999) and Walmsley and Young (1998) considered image as a concept formed by the consumer's reasoned and emotional interpretation as the consequence of two closely interrelated components which are perspective/cognitive evaluations that refer to the individual's own knowledge and beliefs about the object, and affective appraisals relating to an individual's feeling towards the object. From the theoretical point of view, there is general agreement that the cognitive component is an antecedent of the affective component and that the evaluative responses of consumer stem from their knowledge of the objects (Krakover, 1993). In addition, the combination of these two factors produces an overall, or compound, image relating to the positive, or negative, evaluation of the product or brand.

Several authors have equated image with attitude or an attitudinal construct. Image is defined as an overall attitudinal construct comprising perceptions of an object's attributes (Steenkamp and Wedel, 1991).However, Brokaw (1990), Kotler et al. (1993), Um and Crompton (1990) and Um (1993) do not agree with this proposition and advised that image is an antecedent to perception and that perception may be affected by several other constructs besides image. Fisk (1961) also supported a conceptual model in consumer behavior that perception is a function of a cognitive process which includes image, preferences, plans, expectations, aspirations and norms.

Dobni and Zinkhan (1990) examined consumer behavior literature on product and brand image over the last 35 years. Image has been given various labels and defined as being synonymous with perception, personality, symbolic utility, psychological meaning, and attitude in their study. The authors explained that image is, to a great extent, a perceptual phenomenon which is formed through consumers' reasoned and emotional interpretation. The authors also concluded that not only do functional and physical features of the product affect an image, but also the characteristics of the perceiver. Their conclusion emphasized the formation of image and influences, which guide this perception. Their study revealed the following important insights and information:

1) Image is a concept held by a consumer;

2) Image has cognitive and affective components;

3) Image is not inherent in the functional and physical attributes of the product. Rather, it is a function of the interaction between marketing activities and characteristics of the perceiver;

4) Specifically, product attributes, marketing mix personal values, previous experience, and a number of context variables are believed to be among the factors that contribute to the development of image;

5) Although there is no agreement on the most appropriate tool for measuring image (qualitative vs. quantitative), the trend is more toward using quantitative techniques.

2.2 Destination Image

The study of destination image is a relatively recent addition to the field of tourism research. Numerous tourism scholars have worked to conceptualize or define destination image. Destination image can be referred to as a function of brand and the tourists' and seller's perceptions of the attributes of activities or attractions available within a destination area (Gartner, 1989). Lawson and Baud-Bovy (1977) defined a destination image as the expression of all knowledge, impressions, prejudices and emotional thoughts an individual or group has of a particular object or place. Crompton (1979) stated vacation destination images as being the sum of beliefs, ideas and impressions that a person has of a destination. A destination's image is a composite of various products (attractions) and attributes woven into a total impression (Gartner, 1993). Tuan (1975) also explained that an image of environment or place is something formed in the human mind in absence of physical environmental. It is a mental presentation of an object or place, which is not physically before the observer (Fridgen, 1987).

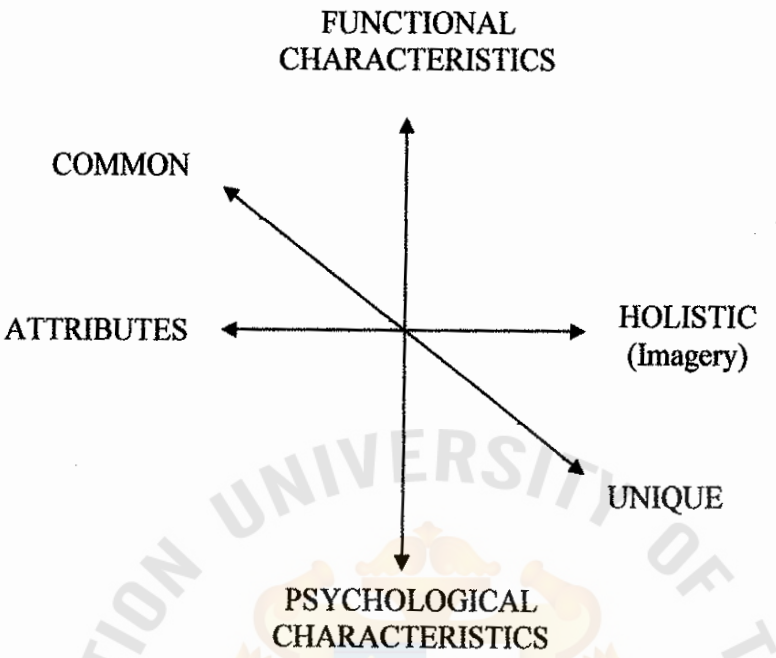
The important role of destination image is in understanding travel behavior and in designing effective tourism marketing strategies. Destination images influence a tourist's travel decision-making, cognition and behavior at a

destination as well as satisfaction levels and recollection of the experience (Jenkins, 1999). Images are of significant importance because they transpose representation of an area into the potential tourist's mind and give him/her a pre-test of the destination (Fakeye and Crompton, 1991). Also, tourist destination images are important because they influence the decision-making behavior of potential tourist (Crompton, 1979) and the levels of satisfaction regarding the tourist experience (Chon, 1992). Mayo (1975) stated that the image of a destination area is a critical factor in a tourist's destination choice process. However, whether an image is a true representation of what any given region has to offer the tourist is less important than the mere existence of the image in the mind of the person.

Nilman and Pizam (1995) suggested that destination image consists of three components: the product (e.g., quality of attraction, cost); the behavior and attitude of, for example, destination hosts; and the environment (e.g., weather, scenery, facilities).

Besides, Echtner and Ritchie (1993) developed a conceptual framework for destination image proposing that destination image consists of two factors which are attribute-based and holistic. Each of the factors contains functional (or tangible) and psychological characteristics. One additional dimension of destination image as indicated in Figure 2.1 shows that destination image can range from common or more functional and psychological traits to unique features, events, feeling or auras. In other words, on one extreme of the continuum, the destination image can be composed of the impressions of a main group of traits on which all destinations are commonly rated and compared.

Figure 2.1: The components of destination image



Source: Echtner and Ritchie, 2003, "The Meaning and Measurement of Destination Image", The Journal of Tourism Studies Vol. 14 (May), No. 1

The majority of studies analyze destination image in terms of lists of attributes, not holistic impressions, with the expectation of a few studies (Um and Crompton, 1990). However, destination image could also be analyzed in terms of observables and functional characteristics, such as price, scenery, infrastructure, attractions, accommodation and facilities. Also, some destinations could be analyzed in terms of more abstract, psychological characteristics such as friendliness, safety, atmosphere, quality of service and fame (Echtner and Ritchie, 1991).

Images also are considered to be a mixture of both positive and negative perception; they represent reality before tourists make their final decisions about travel destinations. Only when the positive image exceeds the weight of the negative image will the potential traveler make the destination choice decision

(McLellan and Foushee, 1983). Destination with strong, positive images is more likely to be considered and chosen in travel decision process (Woodside and Lysonski, 1989). In addition, Chon (1992) found that a positive image and positive travel experience will result in a moderately positive evaluation of destination, whereas a negative image and a positive experience will result in a highly positive evaluation of a destination. The most negative evaluation will result from a positive image and negative experience.

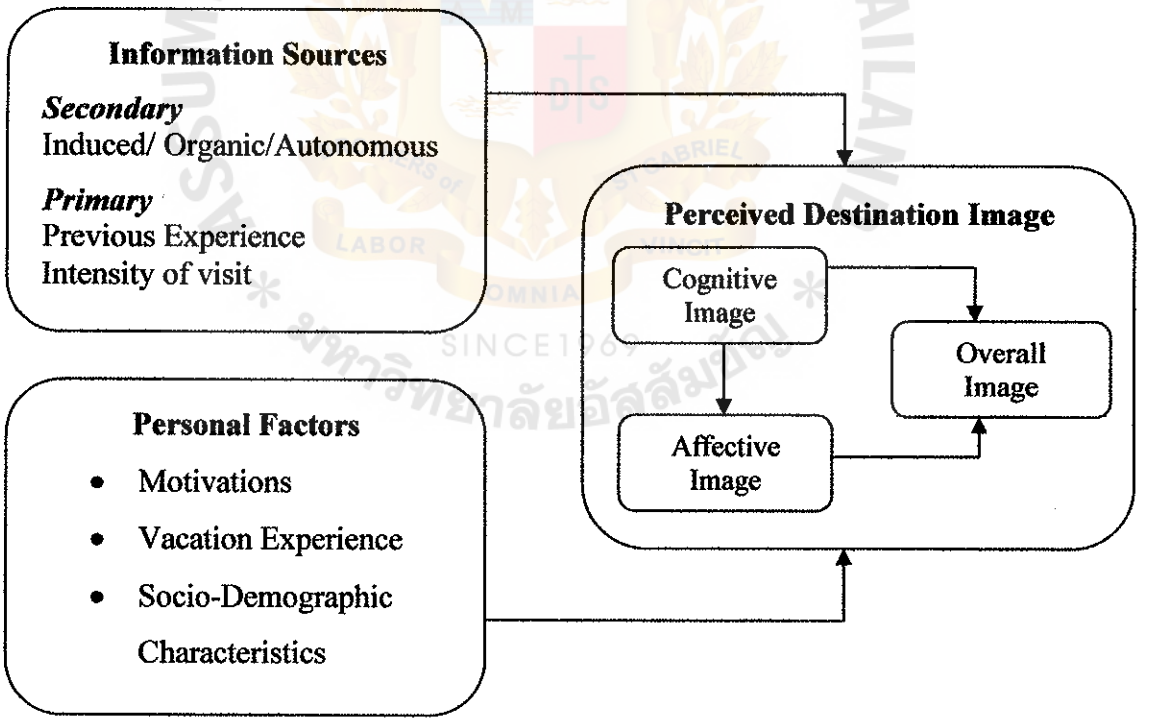
However, it is important to note that images tend to be stable over time. In fact, Fakeye and Crompton (1991) argued, "An image, whether positive or negative, may continue long after the factors that made it have changed" (p.181). Destination image also differs based on previous experience, degree of familiarity with the destination, cultural background, geographic origin, and expectation of the destination.

Destination Image Formation

A model of a tourist's image formation has been described by Baloglu and McCleary (1999) as they have aimed at analyzing which forces influence an individual's image of a given destination and the formation and the structure of this image. In the absence of existing empirical evidence, analyzing the determinants of a destination's perceived post-visit image, this work proposes an empirical study aimed at developing and validating a model for defining such factors. The general framework presented in Figure 2.2 served as a framework in developing the proposed path model in Figure 2.3. The model was developed in a way that differentiates between first-time and repeat tourists for several reasons.

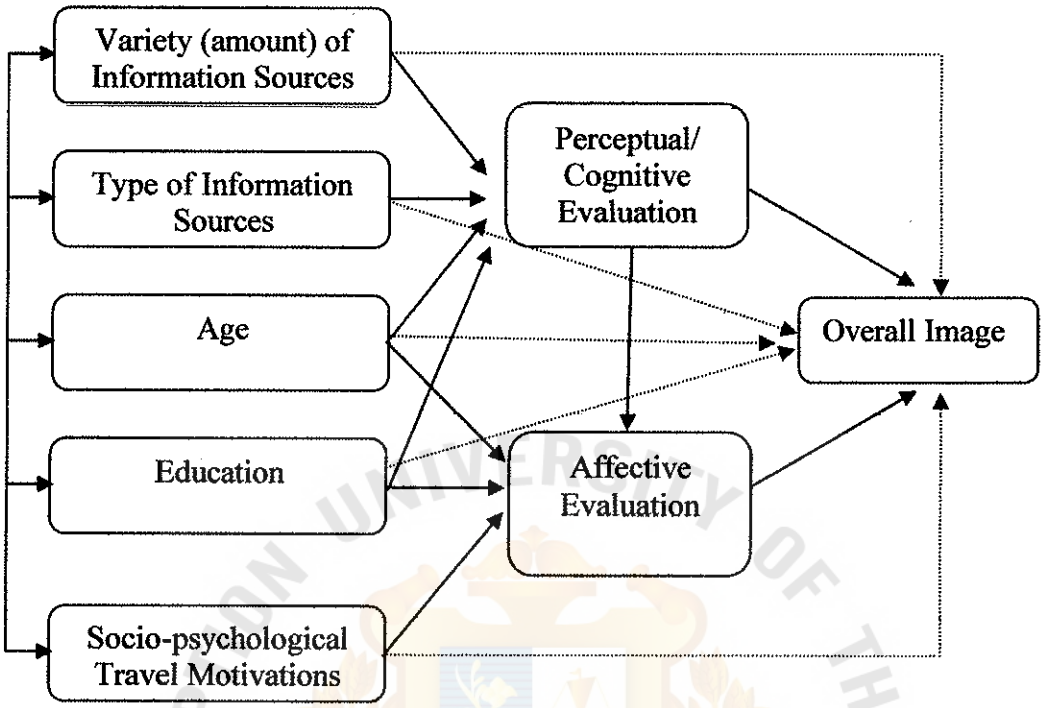
Firstly, certain differences may exist between the images perceived by each group of individuals that have an effect on the results. Secondly, the relationship between secondary information sources and perceived image can only be analyzed in the case of first-timers since repeat tourists could have difficulty recalling the resources of information used before visiting the place for the first time. Thirdly, there may be differences between the two groups in terms of their level of knowledge of the destination and their motivations, depending on whether they had previously visited the place or not. Lastly, it enabled a validation of the proposed model to be made using independent sample.

Figure 2.2: Model of the formation of destination image



Source: Beerli and Martin, 2004 "Factors Influencing Destination Image" Annual of Tourism Research, Vol. 31, No.3, pp. 657-681

Figure 2.3: Path models of the determinant of tourism destination image.



Direct paths (effects) from exogenous variables to overall image

Indirect paths (effects) from exogenous variables to overall image

Source: Baloglu and McCleary, 1999 "A Model of Destination Image Formation" Annual of Tourism Research, Vol. 26, No.4, pp. 868-897

Factors Influencing Destination Image Formation

Information Sources

Information sources know as stimulus factors (Baloglu and McCleary 1999) or image forming agents (Gartner 1993) which influence the forming of perceptions and evaluations. Several researchers have suggested different frameworks for understanding the process of image information and there are variety sources of information that contribute to the development of destination image. Gunn (1972) who is one of the researchers to conceptualize the image formation process classified this process into three levels to give an organic,

induced and modified induced image. Organic images are formed from sources indirectly associated with tourism interest such as newspaper, books and movies, induced images derive from the conscious effort of marketers to develop, promote and advertise their place such as brochures, publicity and advertisements and modified induced images which are the result of personal experience of the destination. Stage theory implies that the image held by potential visitors, non-visitors and return will differ.

Selby and Morgan (1996) expanded another dimension to image information which they called the projected and organic images. Official tourist organizations are responsible for the projected image while the organic image may be obtained from non-tourist sources. Thus, the projected images include commercial sources such as guidebooks and advertisements and organic sources include popular culture, the media, literature and education.

The destination choice model, information sources are a force which influences the formation of perceptions or cognitive evaluations but not the affective component of image (Woodside and Lysonski, 1989). Similarly, in Um and Crompton's (1990) and Um's (1993) model of pleasure destination choice, the perceptual or cognitive evaluation are formed by external factors which include various information sources such as symbolic stimuli (promotional efforts of a destination through media) and social stimuli (friends and relative's recommendations or word-of-mouth). The role of information sources in this formation is also emphasized in Fakeye and Crompton's (1991) model. With the desire to travel, tourists may get involved in an active information search and resort to images of alternative choice which may be the same as or substantially different from their organic images.

Gartner (1993) noted that the type and number of external stimuli (information sources) received influence the formation of cognitive component of image but not the affective counterpart. The information sources can be classified as (a) overt induced that is found in conventional advertising in the mass media from information delivered by the wholesalers and tour operators or the pertinent institutes in the destination; (b) covert induced which using celebrities in the destination's promotion activities or destination reports or articles; (c) autonomous sources which are mass-media broadcasting news, documentaries, films, television programs, popular culture, etc; (d) unsolicited organic involves with people such as friends and relatives who give information about the places base on their experience or knowledge; and (e) a visit to the place.

An individual's perception of tourism destination and his/ her awareness depends on the sources of information available. People will develop a naïve or factual image of tourism destinations based on information derived from formal sources (travel agents or brochures) or informal sources (friends) (Goodall, 1990).

Schiffman and Kanuk (1991) classified two information sources which is interpersonal and impersonal (or mass) communication. Interpersonal sources include formal communication which occurs between an individual and professional (travel agents, tour operators, etc.) and informal interpersonal communication which occurs among individuals (word-of –mouth). On the other hand, impersonal sources consist of mass communication directed to a large audience by channels such as television, radio, newspapers, magazines or print materials.

Phelps (1986) also categorizes information sources into primary and secondary images. The primary image is formed by personal experience or visits that will influence the perceived image depending on the number of visits and length of stay or on the degree of involvement during the destination. In contrast, secondary image will be formed as result of formal sources such as guide books and brochures and informal sources such as conversation with friends.

Chon (1989) suggested that at the point when an individual is motivated to travel, a primary image of a destination has been constructed. An individual who is motivated to travel selects certain destinations as possible choices and it is these initial images which Chon describes as primary image. According to Chon, the construction of primary images of destinations is based on certain "push" and "pull" factors associated with destinations.

Laskey, Seaton and Nicholls (1994) mentioned that pictorial advertising in tourism indicate that visual stimuli are more readily recalled and affect attitudes towards products. Additionally, visual reinforcements of text are known to produce superior learning and to be more persuasive (Stewart, Hecker and Graham, 1987). According to Brown and Singhal (1993), motion pictures are important element of popular culture that can provide substantial information about a place in a short period of time as cable television and video will increase rapidly on individual and societal beliefs instead of films and television programs. However, Butler (1990) argued that movies, videos and television will become more important than print media in shaping images of and visitation to, places, due to expanding accessibility and high credibility of these information sources.

Socio-demographic Factors

Most image formation and destination selection models have incorporated socio-demographic variables as conventional consumer characteristics influencing perceptions or image of objects, products and tourism destinations (Friedmann and Lessig, 1986; Woodside and Lysonski 1989; Stabler, 1990 and Um and Crompton, 1990). An individual's personal characteristics or internal factors affect the formation of an image since Um and Crompton (1990) believed that the destination attributes are formed by individuals being exposed to external stimuli but the nature of those beliefs will vary depending on the internal factors of the individuals. From the perspective of consumer behavior, personal factors refer to internal determinants, in other words, socio-demographic characteristics of the individuals (gender, age, level of education, income, family, lifestyle, social class, etc.) These personal factors affect one's cognitive organization of perception, thus also influencing the perceptions of the environment and resulting image. The consumer behavior model of Fisk (1961) and Sheth (1983) also proposed the socio-demographic characteristics of consumers as determinants of consumer image by including them as antecedents to cognitive processes.

Fridgen (1984) suggested that images of a tourist vary depending on age. Burgess (1978) suggested that besides information sources, other image influences such as sex, age, educational and socio-economic status of individual would be used as independent variables to predict images of places. Especially, Burgess emphasized the role of education level of people on image before actual visitation to the place and stated that educational status may affect the images of those who gathered information from media and other secondary sources.

Several authors noted that motivations influence the image forming process and the choice of destination. In the travel and tourism, motivations for travel are acknowledged as a core of concept in understanding travel behavior and the destination choice process (Uysal and Hagan, 1993 and Weaver et al, 1994) because they are stimulative and compelling force behind all behavior (Iso-Ahola, 1982). Motivations are defined as socio-psychological forces which predispose an individual to travel and participate in a tourism activity (Crandall, 1980; Beard and Raghep, 1983 and Iso-Ahola, 1982). Stabler (1990) also represented such socio-psychological travel motivations as physical, status, social contact, cultural, intellectual, escape and relaxation as the most essential construct affecting on the destination.

Gartner (1993) suggested that motivations are related to the affective component. Also, affective images refer to the feeling aroused by a place; people with different motives may assess a destination in similar ways if its perception satisfied their needs. Dann (1996) also supported the idea that motivations influence affective component of image rather than perceptual or cognitive component. Besides, Gartner (1993) pointed out that the affective dimension influences both directly and indirectly overall image.

Experience may also influence the post-visit perceived image of the destination. Schreyer, Lime and Williams (1984) noted that present situations are described to compare with past experiences due to the connection between information coming from the past experiences and the subjective interpretation of leisure trip. In the tourism field, past experience might be more important information which got from external sources since individuals tend to place more weight on the former because the criteria for decisions are strengthened in past

experience while the need to receive information becomes weaker (Mazursky, 1989). Although no empirical evidence was found how tourists' levels of past experience influence the perceived image, this variable has attracted great interest among researchers as it is a good indicator of their needs, motivations and satisfaction which may be of great use in segmenting the market.

Perceptual/Affective Components

Perceptual evaluation refers to beliefs and knowledge about an object whereas affective refers to feeling about the object (Baloglu and Brinberg 1997). People develop both cognitive and affective responses and attachments to environments and places (Proshonsky, Fabian and Kaminoff, 1983). Holbrook (1978) believed that there are two components are treated under the label of beliefs vs. affect in marketing and consumer behavior.

Many finding in environmental psychology also support the notion that setting perceptual/ cognitive and affective image (Burgess, 1978; Hanyu, 1993; Lynch, 1960; Russel and Pratt, 1980; Russel, Lewicka and Niit, 1989). The perceptual/ cognitive component is the knowledge about the place's attributes whereas the affective counterpart is knowledge about its affective quality (Genereux, Ward and Russel, 1983). Russel (1980) argued that an affective component occurs only as the final result of the cognitive process. Information about an environment is first interpreted and made meaningful cognitively, then used to classify the internal and emotional state. It means interpretation of information rather than information itself produces an affective state. Tuan (1975) also added that an image of environment is something that formed in the human mind in absence of physical environment. Cognitive models are different from affective models because they presented knowledge of environmental feature

(O'Neill and Jasper, 1992). Also, they conclude that more research needs to be done to investigate the links between environmental features.

Overall Destination Image

Stern and Krakover (1993) showed that the perceptual/ cognitive and affective evaluations have a direct influence on the overall image. The distinction and direction of relationship between perceptual/ cognitive and affective components has been stressed in various consumer and travel decision-making model. Mayo and Jarvis (1981) conceptualized a model of the travel decision-making process with special emphasis on attitudes or images toward travel destinations. In this model, they believed travelers as a function of beliefs and ideas. Then, the beliefs and felling dimensions together influence overall attitude or image. The casual linkages indicated that beliefs influence overall or composite attitude both directly and indirectly through affect.

Mazursky and Jacoby's (1986) model of store image formation explained that after consumers evaluate and integrate perceptions of store attributes, they ultimately form an overall image which is the end product of this formation process.

Woodside and Lysonski's (1989) model of traveler destination choice showed that perception or cognitive evaluations of a destination leads to affective evaluations which are feeling of travelers about the destination. These cognitive and affective associations together influence the travelers' relative attitude toward destination. The authors content that perceptual and cognitive evaluation has a one way directional influence on the affective evaluation of the destination because

some minimal knowledge is required to activate affective associations regarding a specific destination.

Moreover, Gartner (1989) pointed that people's perceptions of various attributes within a destination will interact to form a composite or overall image. Ahmed (1991) described that an important issue in destination image is to delineate (cognitive responses) and affective response. Hirschman (1980) similarly said that more studies are needed to understand how image developed and what cognitive processes are involved. Otherwise, researches will remain ignorant of essential aspect of consumer behavior. The relationship between overall image and other components and the overall notion may be favorable or unfavorable.

2.3 An Analytical Framework of Destination Image

Reynolds (1965) described the formation of image as the development of a mental construct based upon a few impressions chosen from a flood of information. In the case of destination image, this flood of information has many sources. The influence of these various sources of information and their role in destination formation have been put in to context by Gunn (1972) who categorized seven phases of travel experience (see Figure 2.4). Using this model, there are three stages of destination image formation can be identified at organic image induced image and modified induced image. An organic and induced image is formed based upon secondary sources of information whereas a modified induced image, actual first hand experience is used to modify the destination's image.

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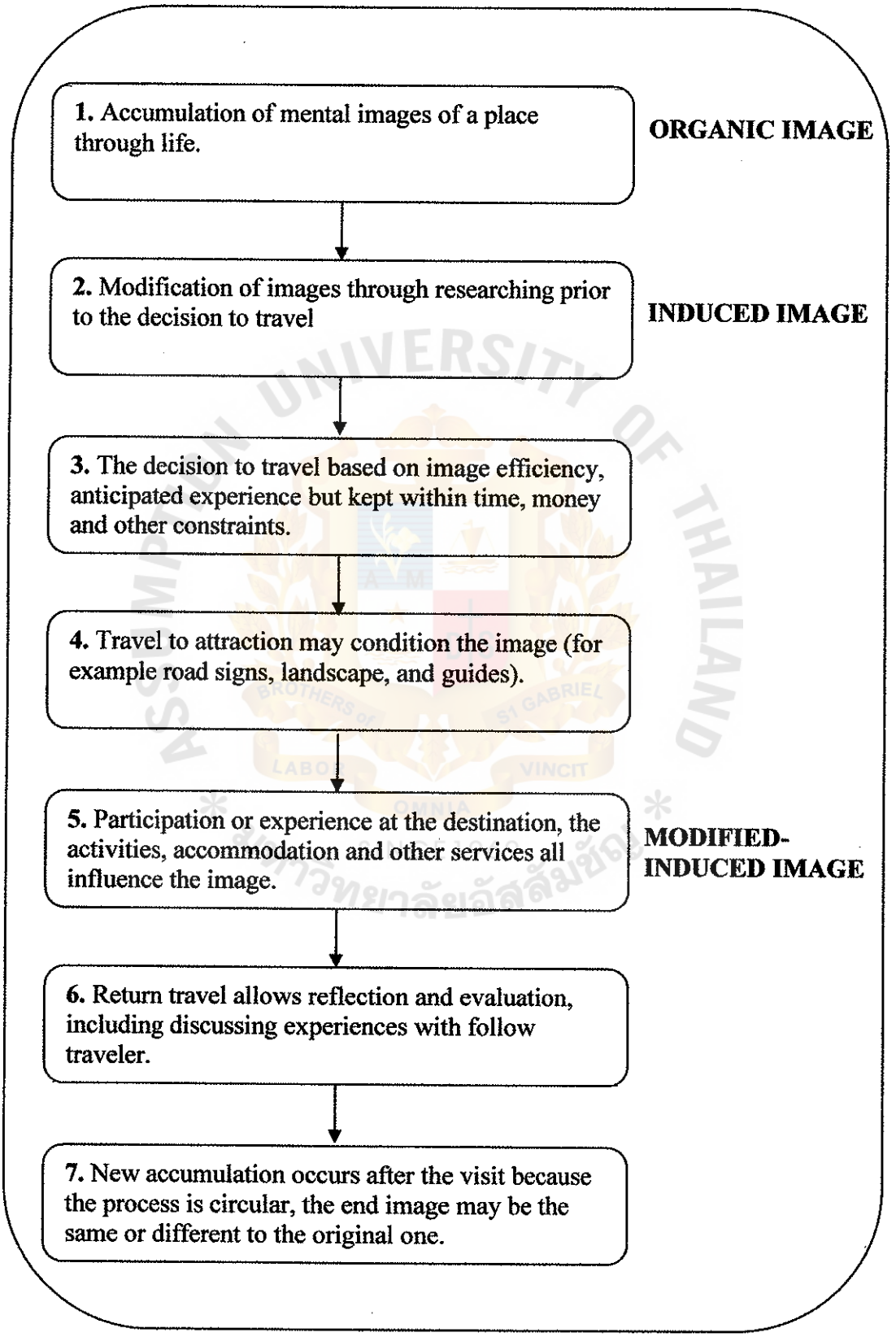
An organic image stage, the image is based upon primary information assimilated from non-touristics, non-commercial sources such as the general media (magazines, books and movies), education (school courses) and the opinion of family and friends. On the other hand, more commercial sources of information are induced image stage such as travel brochures, travel agents and travel guidebook. As a result of accessing these additional sources of information, the organic image stage may be changed.

In the last stage of destination image formation, modified induced image, actual experience is use to modify the destination's image. Research indicates that as a result of visiting the destination, images tend to be more realistic, complex and differentiated (Pearce, 1982; Murphy and Hodel, 1980; Phelps, 1986 and Chon, 1987). In contrast, images of a destination may fade or return over time, especially if intervening visit to other similar places confuse the memory (Phelps, 1986 and Narayana, 1976).

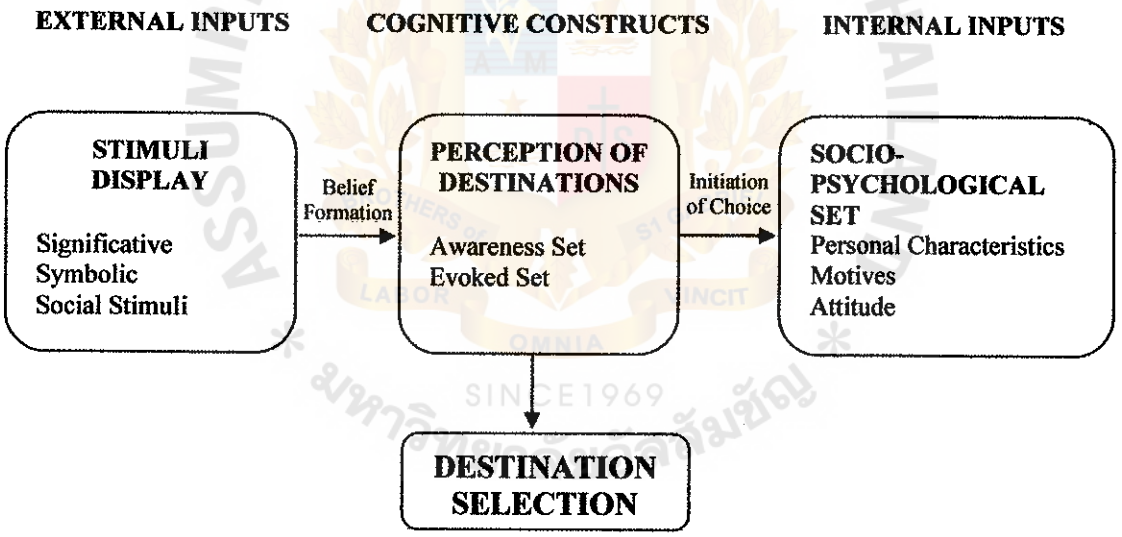
Figure 2.4: Stage-theories of destination image



Source: Gunn, 1972, p.120

Um and Crompton (1990) and Um (1993) stated a cognitive model of pleasure travel destination choice with specific reference to images and attitudes towards destinations (Figure 2.5). The authors differentiated image or perceptions from attitude in the sense that attitude is much more related to destination choice decision than image where travelers integrate perceptions of destination attributes and situational constraints into perceive facilitators and perceived inhibitors. Um (1993, pp.817) noted, "Attitudes toward possible destinations in the awareness set are formed with the emergence of an intention to select a specific travel destination."

Figure 2.5: A model of the pleasure travel destination choice



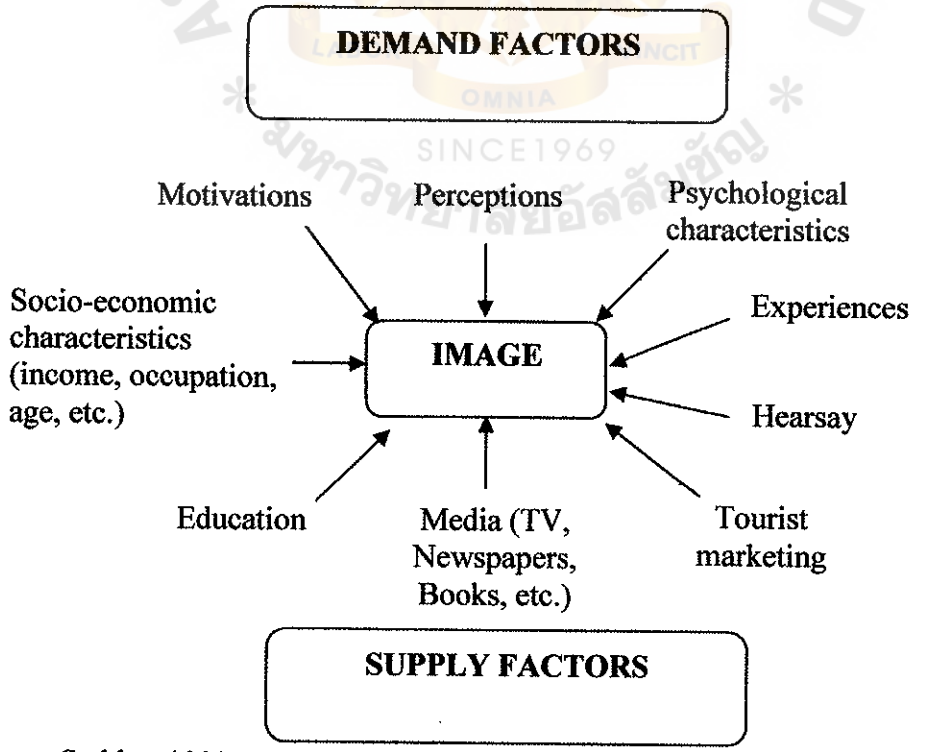
Source: Um, Seoho, and John Crompton (1990), "Attitude Determinants in Tourism Destination Choice," Annals of Tourism Research, Vol. 17, p. 435; Um (1993), "Pleasure Travel Destination Choice", VNR's Encyclopedia of Hospitality and Tourism, pp. 811-821

This model consists of three concepts which are external inputs, internal inputs, and cognitive constructs. External inputs are the various information sources such as promotional material through the media (symbolic stimuli) and word-of-mouth (social stimuli) as well as actual visitation to the destination

(significative stimuli). Internal inputs comprise the socio-psychological set of the traveler and include socio-demographics, values, and motivations. Cognitive constructs are the perceptions of destination attributes in both awareness and evoked set of tourism destinations. Um and Crompton (1990) also said that the perceptions of the destination attributes are formed and influenced by external inputs and the traveler's socio-psychological set. In other words, the perceptions of destination attributes in both the awareness and evoked set are a result of an integration of the internal and external inputs.

Stabler (1990) divided the factors influencing the formation of a consumers' destination image into demand and supply factors. The demand factors roughly correspond with Gunn's organic image formation whiles the supply factors correspond to induced image formation. Figure 2.6 summarizes these demand and supply factors.

Figure 2.6: Factors influencing the formation of consumers' tourist image



Source: Stabler, 1990

Stabler (1990) also mentioned that the images of tourism and tourist destinations is transmission of information from supply (destination) through the marketing of tourism and the media, previous experience and opinions of other consumers which, combined with motivations and socio-economic characteristics, form perceptions. Thus, the model of the influences of tourism destination image exposes three major determinants of image held in the absence of actual visitation: (1) travel motivations; (2) socio-demographics; and (3) various information sources. These variables have also been recognized as key elements in image formation models and as antecedents of tourism destination image in traveler destination selection models.

2.4 Tourism and Destination Attractions

Without tourist attractions there would be no tourism (Gunn, 1972). Attraction supplies the energizing power of the travel and tourism system (Gunn, 1988). Attraction defined as anticipated and mentally visualized by a potential traveler that provides the motivation and magnetism for moving from one point to another. Many researchers tried to specify the simple concept of tourist attraction to exploitable resources, marketable products and images or simply place attributes or features (Ferrario, 1976; Wahab et al., 1976; Witter, 1985 and Polacek and Aroch, 1984), however, they agreed that attractions are the basic elements on tourism which is developed (Gunn, 1979).

A destination is made up of a complex mix of natural and man-made which are primary tourism resources. Destination resources can be divided into four categories which are: Physical attractions: climate, landscape and all other natural and man-made features that might be tourist motivators, Socio-cultural

resources: Social and cultural features which give a destination its total ambience, Infrastructure and Accommodation (Seaton, 1996).

Middleton (1994) believed that the product is a package of tangible or intangible components based on activity at the destination. The destination attributes are distinguished in tourism product that can be classified into five main components:

1. Destination attractions and environment: These elements largely determine consumer's choice and influence prospective buyer' perception. There are four criteria as follows:
    - Natural attractions: landscape, seascape, beaches, climatic and other geographical features of the destination and its natural resource.
    - Built attractions: buildings and tourism infrastructure including historic and modern architecture, monuments, promenades, parks and gardens, convention centers, marinas, ski slopes, industrial archaeology and managed visitor attractions generally golf courses, specialty shops and the market retail areas.
    - Cultural attractions: history and folklore, religion and art, theatre, music, dance and other entertainment and museums. Some of these may be developed into special events, festivals and pageants.
    - Social attractions: the way of life of residents, language and opportunities for social encounters.

2. Destination facilities and services: These elements make it possible for visitors to stay and in other ways enjoy and participate in the attraction. It includes accommodation units, restaurant, bar and cafes, transport at the destination, sports and activity, retail outlets and other facilities and services
3. Accessibility of the destination: These elements affect the cost, speed and the convenience which a traveler may reach a destination. It includes infrastructure, equipment, operational factors and government regulations.
4. Images of the destination: Destination image is important part of tourism product component because image and expectations of travel experiences are linked to customers' mind. Also, the attitudes and images of customer have towards products strongly influence their buying decisions. Thus, destination is linked to the process of decision making and destination perception.
5. Price to the consumer: This is the last of tourism product component. It includes the sum of costs for travel, accommodation and participation in a selecting range of services at the available attractions.

Ritchie and Zinc (1988) proposed that there are eight important components in the attractiveness of a country as a tourist destination which are Natural beauty and climate, Culture and social characteristics, Sport, recreation and education facilities, Shopping and commercial facilities, Infrastructure of the country, Cost of living, Attitudes towards tourist and Accessibility of the country.

Mac (1976) argued that a phenomenon must have three factors to be considered an attraction which is a tourist, site to be viewed, and an image which

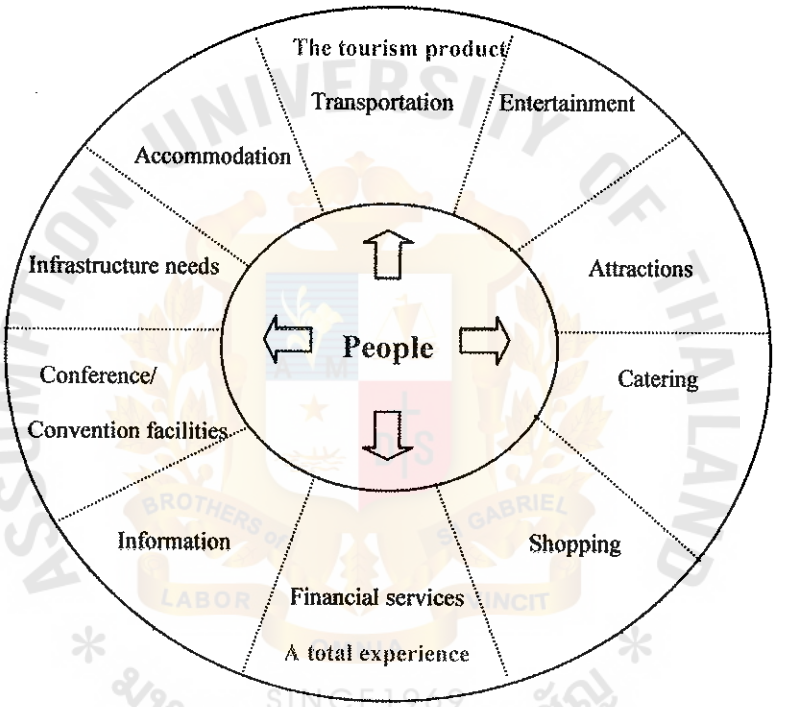
makes the site significant. All these criteria could enable virtually anything to become a tourist attraction. Not only the historical sites, amusement parks, and spectacular scenery, which are normally dissociated with the word, but also the services and facilities which cater to the everyday needs of tourists, are included in attractions.

However, the tourism product is composite in nature and includes everything that tourists purchase, see, feel and experience from the time when they leave their home until they return. It also includes the excursion to and from the destination, accommodation and everything that is purchased including food and beverages, entertainment, souvenirs and amusements. Also, the tourism product involves experiences and expectations that are not directly purchased but is a part of overall package. Many components of the total tourism product are difficult to distinguish between product and service, tourists may contact many people such as travel agent, local residents, tour guides, flight crews and so on. Sometimes, there is something wrong that may generate the dissatisfied feeling to tourists. Therefore, to reach tourist expectation from their experience, services by industry personnel are also a significant component of the tourism product (see Figure 2.7).

For an attraction to be successful, it depends upon the manner in which visitors measure the benefits and level of satisfaction of their visit. A way to measure the success of the attraction is to count visitors and tabulate the money that they spend. Nevertheless, to maintain visitor numbers, the supplier must ultimately measure the psychological and social factors that influence the visitor's decision to select it over another. The psychological or internal factors influencing travel behavior include perception, learning, personality, motives, and attitudes

(Mayo and Jarvis, 1981). Social or external factors affecting the individual decision-maker include family influences, reference groups, social classes, and culture-subculture. Attractions change over time due to physical deterioration and as a result of changing markets (Gun, 1988)

Figure 2.7: The tourism product and a total experience



Source: French Smith and Coller, 1996, p.11-13

2.5 Previous Studies on Thailand's Image as a Destination

Tapachai and Waryszak (2000) analyzed destination images for two countries, Thailand and the United States, using free response situation. The sample was composed of 100 university undergraduate students from Victoria University of Technology, 20 acquaintances of the researchers, and 10 tourist experts. The study found that Thailand provided a wide range of tourist attractions

such as historical sites, natural countryside, scenery, and tropical beaches. Moreover, Thailand was seen as an affordable place for students or young people. While Thailand was perceived as a destination that possesses a rich and unique culture, it did not appeal as a place that catered to relaxation and calm, with many respondents perceiving Thailand as a busy, rushing, noisy, and polluted place.

Ngamsom, et al. (2001) conducted a study on 510 tourists to examine their image of Thailand as an international travel destination. A total of 31 image attributes were used on the questionnaire. The respondents gave high ratings to many of Thailand's attributes, such as beautiful architecture and buildings, interesting customs and culture, and numerous cultural and historical attractions. They also agreed that a trip to Thailand returned value for the money, that the people were friendly, and that access was easy. At the same time, they reported negative experiences involving crowds in big cities, traffic jams, heavy pollution, and numerous massage parlors, bars, night clubs, and prostitutes.

Rittichainuwat et. al (2002) surveyed tourists from the 13 major inbound markets study on travel satisfaction and the likelihood of travelers returning to Thailand. These included Malaysia, Japan, China, Singapore, Hong Kong, Taiwan, Korea, Germany, the United States, the United Kingdom, Australia, India, and France. The study examined five attributes experienced by travelers during their visit to Thailand. These were lodgings and restaurants, shopping and tourist attractions, transportation, food, and environment and safety. The findings showed that Asian tourists had the lowest travel satisfaction on all five of the attributes, which might suggest that Asian travelers receive lower service quality than travelers from Europe, North America, Oceania, and other regions.

Chanprechakul (2003) examined the image of Thailand as an international travel destination from Japanese travelers' perspective. A sample of 384 tourists was asked to complete a questionnaire at Bangkok International Airport. This study aimed to understand the differences between Japanese tourist's demographic characteristics and their perception of destination attributes, as well as to study the relationship between sources of information and perception of destination attributes. Also, the research analyzed the relationship between perception of Japanese tourists' in terms of destination attributes and Thailand's overall destination image. The finding showed Japanese tourists chose Thailand as the destination for the trip by him/ herself by using tour guide books as information sources. They have a positive perception of destination attributes which are beautiful traditional architecture & building, interesting cultural attractions and interesting historical attractions. Overall, the image of Thailand was positive with highest score relating to culture & social characteristics. However, the lowest score was evidenced for sport recreation & education facilities.

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CHAPTER 3
RESEARCH FRAMEWORK

Introduction

This chapter focuses on the research framework. It is categorized into four parts. The first part will show the theoretical framework which is drawn from the literature review. The second part is the conceptual framework that explains the relationship between the dependent and independent variables. In the third part, the research hypotheses are presented. The statements specify the relationships between variables that are tested in this research. The final part describes the operationalization of the independent and dependent variables of this study.

3.1 Theoretical Framework

Tourists' Demographic Characteristics

Burgess (1978) suggested that besides information sources, other image influence such as age, sex, education and socio-economic status of individual can be used as independent variables to study image of places. Demographics are statistics that used to describe a population. Demographic segment is divided into groups on the basis of demographic variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race and nationality. Demographic factors are the most popular bases for segmenting customer groups. The reason is demographic variable are easier to measure than most other type of variables (Kolter and Armstrong, 1996). Um and Crompton (1990) stated that most destination image models have incorporated socio-demographic variables as

conventional consumer characteristics influencing perceptions or image of tourism destinations.

Perception of Destination Attributes

Robbins (2001) defined perception as a process by which individuals organize and interpret their sensory impressions in order to give meaning to their surroundings. George and Jones (2002) explained that perception is the process by which individuals select, organize, and interpret the input from their senses (vision, hearing, touch, smell, and taste) to give meaning and order to the world around them. Similarly, Solomon (2004) argued that perception is the process by which the sensation are selected, organized, and interpreted, which the sensation refers to the immediate response of our sensory receptors (eyes, ears, nose, mouth, fingers) to basic stimuli such as light, color, sound, odor, and texture. For attributes definition, Kolter (1996) mentioned as a process of selecting, organizing, and interpreting information by individuals into a meaningful picture of the world.

Tourist destinations have multiple attributes that distinguish it from competing destinations such as different climate, an unpolluted natural environment and accessibility (McLellin and Uyal, 1996). Potential travelers compare these attributes when deciding which destination to choose and that comparison influences the tourist decision making process (Schiffman and Kanuk, 2005). The chosen destination will be most compatible with tourist expectations and have less negative consequences (McLellan and Foushee, 1983). The destinations with strong, positive images are more likely to be considered and chosen in the travel decision process (Woodside and Lysonski, 1989).

Destination image can be evaluated in terms of three dimensions:

a) Perception of destination attributes versus the holistic impression made by the destination.

b) Functional characteristics (tangible elements of the destination) versus psychological characteristics (intangible aspe cts).

c) Unique traits versus common traits that may use to compare all destinations (Echtner and Ritchie, 1991).

Even though there are several studies analyze destination image in terms of attributes not holistic impression, destination image could be analyzed in terms of other aspects such as price, scenery, infrastructure, attractions, accommodation, facilities, friendliness, safety, atmosphere, quality of service or fame, etc. The perception of destination safety, for example, has the potential to damage a country's tourism industry if evaluated negatively (Mok and Armstrong, 1995).

Table 3.1 shows commonly perceived image attributes. The major image attributes are natural environment, climate, people, tourist attractions, infrastructure, accommodation, social contact, transportation, safety and security, sanitation, entertainment and food. A summary of commonly perceived image attributes are presented as follows:

Table 3.1: Perceived image attributes

Common image attributes	References
Climate, weather	Hunt (1975), Mclellan and Foushee (1983), Echtner and Ritchie (1993), Yau and Chan (1990), Baloglu and McCleary (1999)
Culture, customs (unusual cultural experiences)	Echtner and Ritchie (1993), Calantone et l. (1989)

Table 3.1: Perceived image attributes (continued)

Common image attributes	References
Cultural attractions (festivals fair, exhibits, festivals)	Ahmed (1991), Fakeye and Crompton (1991), Goodrich (1978), Chon et al. (1991), Echtner and Ritchie (1993)
Historic sites, Museums	Ahmed (1991), Fakeye and Crompton (1991), Goodrich (1978), Chon et al. (1991), Echtner and Ritchie (1993), Baloglu and McCleary (1999)
Opportunity to increase knowledge	Echtner and Ritchie (1993)
Natural attractions (scenic beauty)	Hunt (1975), Fakeye and Crompton (1991), Goodrich (1978), Chon et al. (1991), Echtner and Ritchie (1993), Yau and Chan (1990)
Restful and relaxing atmosphere, opportunity for rest and relaxation	Goodrich (1978), Chon et al. (1991), Echtner and Ritchie (1993)
Natural parks, forests	Hunt (1975), Ahmed (1991), Echtner and Ritchie (1993)
Outdoor recreation activities (camping)	Hunt (1975), Ahmed (1991), Fakeye and Crompton (1991), Goodrich (1978)
Opportunity for adventure	Echtner and Ritchie (1993)
Wilderness activities (hunting, fishing)	Hunt (1975), Echtner&Ritchie (1993)
Sightseeing, tourist attractions, place to visit	Hunt (1975), Echtner and Ritchie (1993), Calantone et al.(1989), Yau and Chan (1990)
Variety and quality of attractions	Chon et al. (1991)
Water activities, beaches (water sports)	Fakeye and Crompton (1991), Goodrich (1978), Chon et al. (1991), Yau and Chan (1990)
Sports	Echtner and Ritchie (1993)
Golfing	Goodrich (1978), Chon et al. (1991), Fakeye and Crompton (1991)
Shopping (good shopping facilities and opportunities)	Goodrich (1978), Chon et al. (1991), Echtner and Ritchie (1993), Calantone et al.(1989), Yau and Chan (1990)
Good tourist facilities	Calantone et al.(1989)
Accommodation (avaliable of suitable accommodation)	Fakeye and Crompton (1991), Goodrich (1978), Chon et al. (1991), Echtner and Ritchie (1993)
Quality or service (service in hotels and restaurants	Echtner and Ritchie (1993), Yau and Chan (1990)

Table 3.1: Perceived image attributes (continued)

Foods, cuisine (different cuisine, food and drink)	Fakeye and Crompton (1991), McLellen and Foushee (1983), Echtner and Ritchie (1993), Calantone et al.(1989), Yau and Chan (1990)
Avaliable information facilities for information and tours	McLellen and Foushee (1983), Echtner and Ritchie (1993)
Friends and relative	Yau and Chan (1990)
People (warm and friendly people, pleasant attitudes of local people, hospitality/friendliness/receptiveness)	Hunt (1975), Fakeye and Crompton (1991), Goodrich (1978), Chon et al. (1991), Echtner and Ritchie (1993), McLellen and Foushee (1983) , Calantone et al.(1989), Baloglu and McCleary (1999)
Accessibility (easy access to the area)	Chon et al. (1991), Echtner&Ritchie (1993)
Transportation (good transportation facilities)	Fakeye and Crompton (1991), Echtner and Ritchie (1993), Calantone et al.(1989), Yau and Chan (1990)
Getting around	McLellen and Foushee (1983)
Entry procedure	McLellen and Foushee (1983)
Safety (personal safety no fear of assaults)	McLellen and Foushee (1983), Echtner and Ritchie (1993), Calantone et al.(1989), Baloglu and McCleary (1999)
Political stability	Echtner and Ritchie (1993)
Cleanliness and sanitation	Echtner and Ritchie (1993)
Medical care	McLellen and Foushee (1983)
Costs, price levels	McLellen and Foushee (1983), Echtner and Ritchie (1993), Yau and Chan (1990)
Currency exchange	McLellen and Foushee (1983)
Language, ease of communication	McLellen and Foushee (1983), Echtner and Ritchie (1993)
Crowding	McLellen and Foushee (1983), Echtner and Ritchie (1993)
Value of money	Calantone et al.(1989)

Source: Bologlu, 1999

Mayo and Jarvis (1981) conceptualized a model of the travel decision-making process with special emphasis on images toward travel destinations. In this model, they believed travelers' perception of image is a function of beliefs and ideas. Then, the beliefs and feeling dimensions together influence overall destination image. The casual linkages indicated that perception influences overall image directly and indirectly through affect.

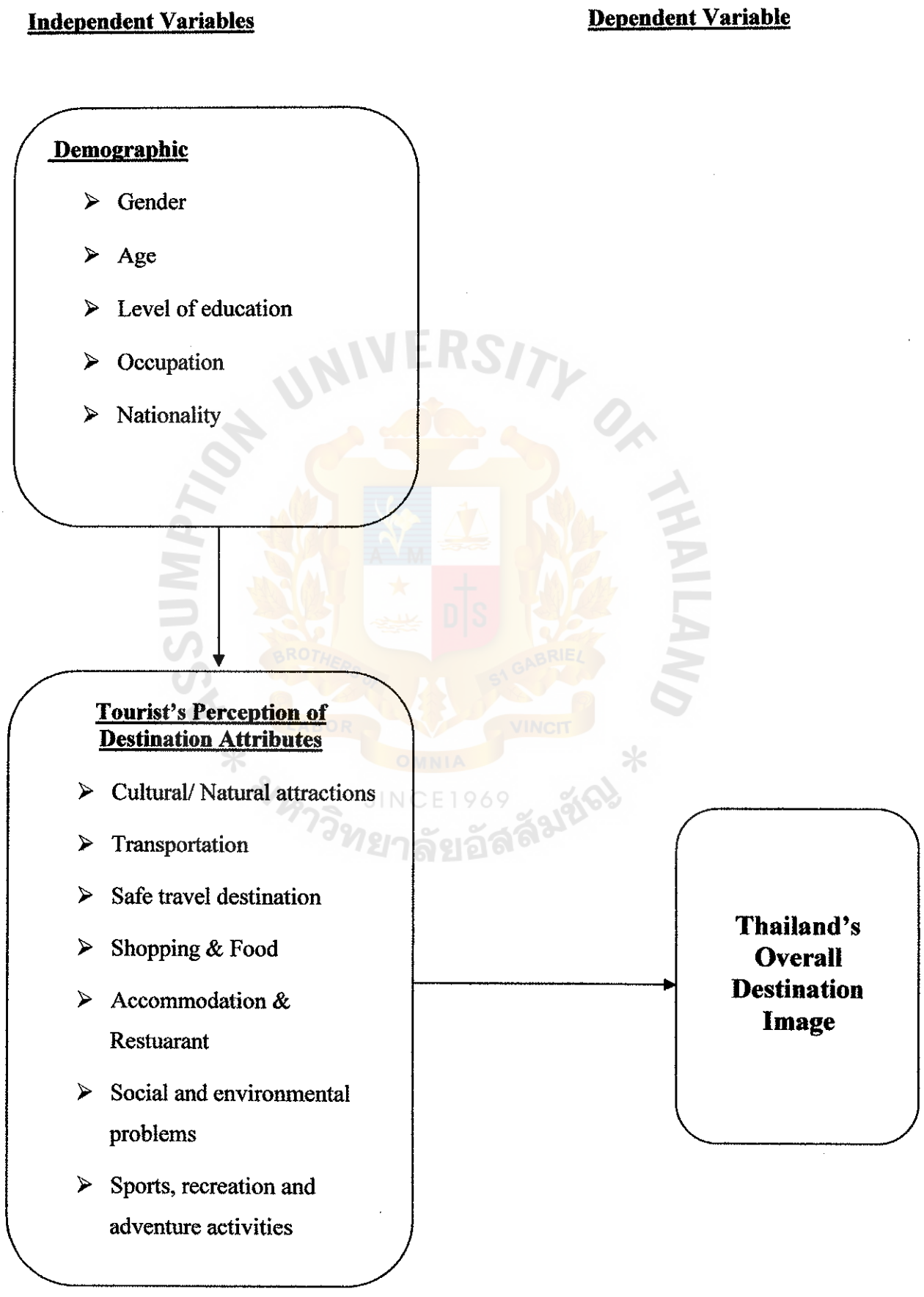
Woodside and Lysonski (1989) showed a model of traveler destination choice that perception of a destination lead to overall evaluations which are based on travelers' socio-demographic variables. These associations together influence the travelers' relative perception toward a destination.

In addition, Gartner (1989) explained that people's perceptions of various attributes within a destination will interact to form a composite or overall image.

3.2 Conceptual Framework

This section presents the conceptual framework. A conceptual framework is composed of two variables which are independent variables or influence factors and dependent variables. Based on the literature review in Chapter 2, it can be concluded that the demographic characteristics and perception of destination attributes represent the independent variables and Thailand's overall image is described as the dependent variable. The conceptual model is presented as follows:

Figure 3.1: Conceptual framework



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3.3 Research Hypotheses

According to the conceptual framework, twelve hypotheses can be drawn to find the relationship between independent variables and dependent variable. The research examines tourists' perception of destination attributes and overall destination image of Thailand.

Hypothesis One

Ho_1: There is no difference in tourists' perception of destination attributes when segmented by gender

Ha_1: There is a difference in tourists' perception of destination attributes when segmented by gender

Hypothesis Two

Ho_2: There is no difference in tourists' perception of destination attributes when segmented by age

Ha_2: There is a difference in tourists' perception of destination attributes when segmented by age

Hypothesis Three

Ho_3: There is no difference in tourists' perception of destination attributes when segmented by level of education

Ha_3: There is a difference in tourists' perception of destination attributes when segmented by level of education

Hypothesis Four

Ho_4: There is no difference in tourists' perception of destination attributes when segmented by occupation

Ha_4: There is a difference in tourists' perception of destination attributes when segmented by occupation

Hypothesis Five

Ho_5: There is no difference in tourists' perception of destination attributes when segmented by nationality

Ha_5: There is a difference in tourists' perception of destination attributes when segmented by nationality

Hypothesis Six

Ho_6: There is no relationship between tourists' perception of cultural/ natural attractions and Thailand's overall image

Ha_6: There is a relationship between tourists' perception of cultural/ natural attractions and Thailand's overall image

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Hypothesis Seven

Ho_7: There is no relationship between tourists' perception of transportation and Thailand's overall image

Ha_7: There is a relationship between tourists' perception of transportation and Thailand's overall image

Hypothesis Eight

Ho_8: There is no relationship between tourists' perception of safe travel destination and Thailand's overall image

Ha_8: There is a relationship between tourists' perception of safe travel destination and Thailand's overall image

Hypothesis Nine

Ho_9: There is no relationship between tourists' perception of shopping and food and Thailand's overall image

Ha_9: There is a relationship between tourists' perception of shopping and food and Thailand's overall image

Hypothesis Ten

Ho_{10}: There is no relationship between tourists' perception of accommodation and restaurant and Thailand's overall image

Ha_{10}: There is a relationship between tourists' perception of accommodation and restaurant and Thailand's overall image

Hypothesis Eleven

Ho_{11}: There is no relationship between tourists' perception of social and environmental problems and Thailand's overall image

Ha_{11}: There is relationship between tourists' perception of social and environmental problems and Thailand's overall image

Hypothesis Twelve

Ho_{12}: There is no relationship between tourists' perception of sports, recreation and adventure activities and Thailand's overall image

Ha_{12}: There is relationship between tourists' perception of sports, recreation and adventure activities and Thailand's overall image

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3.4 Operationalization of influencing Variables and Measurements

Table 3.2: Operational definitions of influencing variables

Concept	Conceptual Definition	Operational Components	Level of measurement
Demographics	are statistics that used to describe a population	➢ Age ➢ Gender ➢ Education Level ➢ Occupation ➢ Nationality	Ordinal scale Nominal scale Nominal scale Nominal scale Nominal scale
Perception of destination attributes	The activities or special feature of destination that can attract tourists to travel	➢ Cultural/ Natural attractions ➢ Transportation ➢ Safet travel destination ➢ Shopping and Food ➢ Accommodation and Restaurant ➢ Social and Environmental problems ➢ Sports, Recreation and Adventure activities	Interval scale
Thailand's Image	is a tourist's evaluation after visiting a place	➢ Positive ➢ Neutral ➢ Negative	Interval scale

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CHAPTER 4
RESEARCH METHODOLOGY

Introduction

The purpose of this chapter is to describe the research methodology and provide step-by-step procedure of how this study was conducted. The research includes research methods used, respondents and sampling procedures, research instrument and questionnaire, collection of data/ gathering procedures, and the statistical treatment of data.

4.1 Research Methods Used

Zikmund (2000) defined survey as a research technique in which information is gathered from a sample of people via use of a questionnaire, a method of data collection based on communication with a representative sample of the target respondents.

Most survey research is descriptive research wherein a questionnaire is used to describe characteristics of certain groups as well as to estimate the proportion of people in a specified population who behave in a certain way (Churchill, 1995). In addition, this method provides benefits in that a great deal of information could be collected from a large population economically (Baker, 1991).

The survey method is an appropriate research technique for this study because the objectives of research are factual data, measuring perceptions that survey research can serve well. Therefore, the data for this research was collected

by survey method using a questionnaire as it is deemed the most suitable method for answering the research questions posed in this study.

4.2 Target Population

For this study, the target population can be described as tourists who travel to Thailand. The average numbers of international tourists visiting Thailand from January 2005 until Jan 2006 is illustrated in the table below:

Table 4.1 International tourist arrivals in Thailand by nationality

January 2005- January 2006

Country of Nationality	2005	% Share	2004	% Share	% Δ 05/04
East Asia	**3,861,248**	**50.55**	**3,798,297**	**51.57**	**+1.66**
ASEAN	1,136,428	14.88	999,754	13.57	+13.67
Brunei	7,182	0.09	6,896	0.09	+4.15
Cambodia	23,298	0.30	23,149	0.31	+0.64
Indonesia	103,851	1.36	101,312	1.38	+2.51
Laos	11,326	0.15	9,316	0.13	+21.58
Malaysia	297,678	3.90	248,319	3.37	+19.88
Myanmar	44,544	0.58	35,411	0.48	+25.79
Philippines	119,968	1.57	112,308	1.52	+6.82
Singapore	426,686	5.59	361,209	4.90	+18.13
Vietnam	101,895	1.33	101,834	1.38	+0.06
China	646,802	8.47	576,181	7.82	+12.26
Hong Kong	231,414	3.03	346,376	4.70	-33.19

Table 4.1 International tourist arrivals in Thailand by nationality (continued)

January 2005 – January 2006

Japan	964,347	12.62	906,893	12.31	+6.34
Korea	562,290	7.36	611,483	8.30	-8.06
Taiwan	305,641	4.00	338,586	4.60	-9.73
Others	14,407	0.19	19,024	0.26	-24.27
Europe	**2,015,742**	**26.39**	**1,909,851**	**25.93**	**+5.54**
Austria	41,431	0.54	39,383	0.53	+5.20
Belgium	41,369	0.54	40,129	0.54	+3.90
Denmark	75,035	0.98	63,865	0.87	+17.49
Finland	52,970	0.69	38,235	0.52	+38.54
France	199,055	2.61	194,840	2.65	+2.16
Germany	327,355	4.29	310,323	4.21	+5.49
Italy	90,673	1.19	90,377	1.23	+0.33
Netherlands	116,191	1.52	110,289	1.50	+5.35
Norway	55,866	0.73	51,646	0.70	+8.17
Russia	61,100	0.80	62,909	0.85	-2.88
Spain	42,037	0.55	42,910	0.58	-2.03
Sweden	127,249	1.67	104,817	1.42	+21.40
Switzerland	79,257	1.04	74,229	1.01	+6.77
United Kingdom	558,090	7.31	525,445	7.13	+6.21
East Europe	53,869	0.71	56,142	0.76	-4.05
Others	94,195	1.23	104,312	1.42	-9.70

Table 4.1 International tourist arrivals in Thailand by nationality (continued)

January 2005 – January 2006

The Americas	**631,985**	**8.27**	**623,223**	**8.46**	**+1.41**
Argentina	2,852	0.04	3,142	0.04	-9.23
Brazil	6,907	0.09	6,967	0.09	-0.86
Canada	112,082	1.47	109,898	1.49	+1.99
USA	490,140	6.42	482,406	6.55	+1.60
Others	20,004	0.26	20,810	0.28	-3.87
South Asia	**460,743**	**6.03**	**412,375**	**5.60**	**+11.73**
Bangladesh	37,473	0.49	46,074	0.63	-18.67
India	320,284	4.19	274,635	3.73	+16.62
Nepal	20,575	0.27	17,718	0.24	+16.12
Pakistan	36,296	0.48	32,585	0.44	+11.39
Sri Lanka	33,416	0.44	29,732	0.40	+12.39
Others	12,699	0.17	11,631	0.16	+9.18
Oceania	**351,343**	**4.60**	**329,569**	**4.47**	**+6.61**
Australia	287,121	3.76	265,804	3.61	+8.02
New Zealand	62,767	0.82	62,326	0.85	+0.71
Others	1,455	0.02	1,439	0.02	+1.11
Middle East	**252,486**	**3.31**	**226,569**	**3.08**	**+11.44**
Egypt	6,965	0.09	6,800	0.09	+2.43
Israel	81,241	1.06	79,394	1.08	+2.33
Kuwait	25,662	0.34	25,571	0.35	+0.36
Saudi Arabia	9,,314	0.12	5,788	0.08	+60.92

Table 4.1 International tourist arrivals in Thailand by nationality (continued)

January 2005 – January 2006

U.A.E.	43,544	0.57	33,911	0.46	+28.41
Others	85,760	1.12	75,105	1.02	+14.19
Africa	**65,490**	**0.86**	**65,826**	**0.89**	**-0.51**
S. Africa	23,648	0.31	25,672	0.53	-7.88
Others	41,842	0.55	40,154	0.55	+4.20
Grand Total	**7,639,037**	**100.00**	**7,365,710**	**100.00**	**+3.71**

Source of Data: Immigration Bureau, Police Department (2006)
Note: Tourist Arrival excluded Overseas Thai

4.3 Sampling Method

Sampling is the procedure of using a small number of units or parts of a larger population to make conclusion about the whole population (Zikmund, 2000). The categories of sampling are probability and non-probability sampling design.

This research utilized probability sampling method that the sample elements are selected to serve the research objectives. The sample for this study included international travelers who had visited Thailand and departed from Bangkok International airport from 10 to 16 April, 2006.

The researcher selected seven groups of respondents who are from East Asia, Europe, The Americas, South Asia, Oceania, Middle East and Africa. Referring to the tables showing International tourist arrivals in Thailand by nationality from January 2005 to January 2006, the percentages of each group are set as follows:

Figure 4.1 The percentage of international tourist arrivals in Thailand by nationality from January 2005 to January 2006

Country of Nationality	Tourists	
	Number of tourists	Percentage
1. East Asia	3,861,248	50.55
2. Europe	2,015,742	26.39
3. The Americas	631,985	8.27
4. South Asia	460,743	6.03
5. Oceania	351,343	4.60
6. Middle East	252,486	3.31
7. Africa	65,490	0.86
Grand Total	**7,639,037**	**100.00**

Source of Data: Immigration Bureau, Police Department (2006)
Note: Tourist Arrival excluding Overseas Thai

In addition, one stage sampling approach is proportionate stratified cluster sampling. The sample is chosen in such a way that the proportion of sample elements possess certain characteristics as is found in the polulation. Based on the reference from Immigration Bureau, Police Department (2006), the questionnaires were proportionally distributed by percentage of inbound tourist arrivals in Thailand.

The researcher conducted the survey on both weekdays and weekends in the morning, afternoon, and late evening (5:30 AM to 1:00 AM of the following day).

Figure 4.2 The number of questionnaires of each group (International tourists)

Country of Nationality	The percentage of tourists	Number of questionnaires
1. East Asia	50.55	203
2. Europe	26.39	106
3. The Americas	8.27	32
4. South Asia	6.03	24
5. Oceania	4.60	19
6. Middle East	3.31	12
7. Africa	0.86	4
Total	**100.00**	**400**

4.4 Sample Size

From data provided by the Immigration Bureau, the average numbers of international tourists visiting Thailand from January 2005 to January 2006 was 7,639,037. Therefore, this number was used to estimate the sample size. To calculate the sample size, the researcher used Herbert & Raymond's theoretical sample sizes as shown in table 4.2 below:

Table 4.2: Sample sizes for different sizes of population and a 95% level of confidential level with 5% of tolerance rate

Size of Population	Sample Size for Reliabilities of 5%:
50	45
100	80
150	114

200	134
250	154
300	172
400	200
600	240
1,000	286
5,000	370
10,000	385
20,000	392
30,000	395
40,000	396
50,000	397
100,000	398
500,000	400
1,000,000	400
2,000,000 to ∞	**400**

Source: Apina, 1995, "Determining Sample Size for Research Activities", Business Research, p.97

According to Table 4.2, the number of international tourists visiting Thailand from January 2005 to January 2006 results in a value of more than 2,000,000; therefore a sample of 400 respondents have been chosen as the sample size from the population with a 5% tolerable error. Also, the sample might be good representation as Brassington and Pettit (2000) argued that a sample size of between 300 to 1000 can be used to produce high level of confidence.

4.5 Research Instrument and Questionnaire

This research was carried out by using a questionnaire as the instrument as it can gather information from large number of respondents with low costs. Even though questionnaire design is a complicated method, it is an easy way to obtain information from respondents (Davis, 1997). Also, the result from questionnaire is an easier method of measurement as Kinnear and Taylor (1996, p.353) suggest that "The function of questionnaire is measurement. Questionnaires can be used to measure respondent's past perceptions and characteristics".

Most questions in the questionnaire were applied from Ngamsom (2001) and Chanprechakul (2003). The questionnaire included all close-end questions and utilized an itemized rating scale for measuring tourist's perception. Since the target group is only international tourists, a need to ensure that all respondents can understand the questions in the same manner is vital for this research (Ghauri and Gronhaug, 2002).

The questionnaire is divided into three main sections as follows:

The first section is intended to measure the perception of destination attributes which are related to Thailand's image. In this part, the questions are categorized into seven sections to examine: 1) Cultural/ Natural attractions 2) Transportation 3) Safe travel destination 4) Shopping and Food 5) Accommodation and Restaurant 6) Social and Environmental problems 7) Sports, Recreation and Adventure activities. All the questions use the five-point Likert scale as it enables the respondents to indicate some degree of attitudes or opinion. The scale choices range from "Strongly Disagree" representing No. 1 to "Strongly agree" representing No. 5.

The second section is to measure overall image of destination which includes seven attributes. Respondents were asked to rate their overall image of Thailand as a destination. Therefore, an itemized rating scale using a five-point Likert scale was utilized to measure tourist impression, by putting the number starting from No.1 representing "Strongly Negative" to No.5 representing "Strongly Positive".

The final section consists of questions designed to gather demographic information about gender, age, education level, occupation and nationality. This enables the research to examine respondents' characteristics. A multiple-choice question was used in this section.

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Table 4.3 Research Instrument Design

Part No.	Variable/ Sub-variable	Conceptual Definitions	Question
Part I	**Perception**		
	Cultural/Natural Attractions	Tourists' Interest in sightseeing, historical, natural and cultural attractions and getting new experience	1-5
	Transportation	Providing many kinds of transportation and facilities	6-10
	Safe travel destination	The feeling of personal safety and belief that the toured areas are safe	11-15
	Shopping and Food	Various events and festivals.Shopping for product may be any starting from gifts, souvenirs and so on.	16-20
	Accommodation and Restaurant	This means the quality and variety of accommodation and restaurant	21-25
	Social and Environmental Problems	A lot of problems in the destination such as language, prostitution and people	26-30
	Sports, Recreation and Adventure Activities	Many opportunities to participate in a variety of activities that include sports, outdoor, indoor and adventure activities	31-35
Part II	**Overall Destination Image**	A set of beliefs, feeling and global mental impressions about an object. Also, it is a tourist's evaluation after visiting a place	All questions
Part III	**Demographic Profile**	are statistics that are used to describe a population such as gender, age, income, etc.	All questions

4.6 Pretest

A pilot study was conducted before the actual field survey in order to ensure that the questionnaire is correctly interpreted by respondents and can measure what the research is expected to receive from consumers (Cooper and Schindler, 1998). Aaker and Day (1990) further state that the first draft of the questionnaire normally tends to be imperfect. It might be terms that are not well defined or ambiguous statements. In this research, the pilot study was introduced as a pre-test before the actual research method was implemented so as to test the questions which lack clarity. To conduct the pilot test, thirty potential international tourists were asked to do the questionnaires and make some recommendation after designing the questionnaire. This pretest survey was collected in Kaosarn Road during 27-28 January, 2006. A reliability test was conducted by means of Cronbach's Alpha Coefficient and The Statistic Package Social Science (SPSS) was used to determine the reliability of the questionnaire. In this way, all aspects of the questionnaire were tested including wording, sequence, difficulty of questions and content.

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Table 4.4 Pretest result

Variables	Number of cases	Number of items	Cronbach's Alpha Coefficient
1. Perception of destination attributes			
➢ Cultural/Natural Attractions		5	0.6886
➢ Transportation		5	0.7178
➢ Safe Travel Destination		5	0.7715
➢ Shopping and Food		5	0.8219
➢ Accommodation and Restaurant		5	0.7750
➢ Social and environmental problems		5	0.6332
➢ Sports, Recreation and Adventure Activities		5	0.8757
Overall	**30**	**35**	**0.9068**
2. Thailand's image	**30**	**7**	**0.8028**

In order to evaluate the questionnaire, all questions were tested in SPSS program by using the Cronbach's Coefficient Alpha Scales. Reliability is the degree to which measures are free from random error and therefore yield consistent results (Zikmund, 2000). Sekaran (1992) noted that if the reliability value is equal to at least 0.6, it was considered reliable.

As the pretest result or reliable analysis from the study (see table 4.4) indicate, the Alpha coefficient for all attributes were greater than 0.60 therefore, it was considered reliable. This result indicated that the questionnaire for this research is sufficiently reliable for examining the research's hypotheses.

4.7 Collection Data/ Gathering Procedures

The researcher collected data from primary and secondary sources. Primary data in this research were collected by Self-Administered Structured Questionnaires for gathering information from respondents in the sample units. The reserarcher asked each respondent to fill out the questionnire in order to derive the information to answer the research objectives. The questionnaires were distributed to 400 respondents at Bangkok International Airport from 10 to 16 April, 2006.

In addition, this research needs secondary data to explore and review literature relevant to the research problems. As Wright and Crimp (2000) argued, that it is important for researchers to use existing material which is relevant to the research purpose in terms of managing time effectively, saving costs, and validation of effort. This enables the researcher to gain information needed and saving in time and cost.

To obtain information from secondary data, exploring textbooks, journals and websites was done to gain new ideas and increase comprehension of what is being explored (Pallant, 2001). In this research, a search of database such as OMNI and ABI/INFORM provide various useful journals that help to find out information about destination image and destination attributes. Moreover, for a more wider search, information from other sources outside the University which are Chulalongkorn University and Tourism Authority of Thailand (TAT) Library, was conducted.

4.8 Statistical Treatment of Data

After all questionnaires have been collected, the data was encoded and analyzed by using SPSS program in order to obtain the statistical results. Firstly, the researcher used descriptive statistics of frequency distribution such as percentage, mean, range and standard deviation to describe the demographic profile.

Secondly, the researcher used Pearsons Correlation Coefficient to analyze the relationship between two variables. The simple correlation coefficient is a statistical measure the covariance or association between two variables that is described by Zikmund (2000). The formula for calculating the correlation coefficient for two variables X and Y is:

$$r_{xy} = r_{yx} = \frac{\sum (X_i - \overline{X})(Y_i - \overline{Y})}{\sqrt{\sum (X_i - \overline{X})^2 \sum (Y_i - \overline{Y})^2}}$$

The correlation coefficient (r) ranges from +1.0 to -1.0. If the value of r is 1.0, there is a perfect positive linear (straight line) relationship. If the value of r is -1.0, a perfect negative linear relationship or a perfect inverse relationship is indicated. No correlation is indicated if $r = 0$. A correlation coefficient demonstrates both the magnitude and direction of the relationship.

Moreover, the research used the F-test (one way ANOVA) to test the significant differences among three or more categories. Cooper and Schindler (2001) pointed that the test statistical for ANOVA is the F ratio. It compares the

varience from the two sources including the varience of between-group mean and within group mean and group as follows:

$$F = \frac{\text{Between-group Varience}}{\text{Within – group Varience}} = \frac{\text{Mean square between}}{\text{Mean square within}}$$

Where:

$$\text{Mean square between - group} = \frac{\text{Sum of square between - group}}{\text{Degree of freecom between - group}}$$

(Degree of freedom between – group = c-1)

$$\text{Mean square within group} = \frac{\text{Sum of square within group}}{\text{Degree of freecom within group}}$$

(Degree of freedom within group =cn-c)

c = number of group

n = number of observations in a group

Also, the t-test was employed to compare the significant differences with two population means in this research. It is assumed that two samples are drawn from normal distributions and the variances of the two groups are equal (Churchill, 1999). Following the mathematical formula:

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2}}}$$

and

$$df = \frac{(S_1^2/n_1 + S_2^2/n_2)}{\frac{(S_1^2/n_1)^2}{n_1 - 1} + \frac{(S_2^2/n_2)^2}{n_2 - 1}}$$

Where:

$\bar{X}_1$	=	Mean of group 1
$\bar{X}_2$	=	Mean of group 2
S_1^2	=	Varience of group 1
S_2^2	=	Variance of group 2
n_1	=	Sample size of group 1
n_2	=	Sample size of group 2
df	=	Degree of freedom

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Table 4.5 Summary of the statistical test for each hypothesis

No. of Hypotheses	Hypotheses	Statistical Test
Ho_1	➢ There is no difference in tourists' perception of destination attributes when segmented by gender	**Independent T-test**
Ha_1	➢ There is difference in tourists' perception of destination attributes when segmented by gender	
Ho_2	➢ There is no difference in tourists' perception of destination attributes when segmented by age	**ANOVA**
Ha_2	➢ There is difference in tourists' perception of destination attributes when segmented by age	
Ho_3	➢ There is no difference in tourists' perception of destination attributes when segmented by level of education	**ANOVA**
Ha_3	➢ There is difference in tourists' perception of destination attributes when segmented by level of education	

No. of Hypotheses	Hypotheses	Statistical Test
Ho_4 **Ha_4**	➢ There is no difference in tourists' perception of destination attributes when segmented by occupation ➢ There is difference in tourists' perception of destination attributes when segmented by occupation	**ANOVA**
Ho_5 **Ha_5**	➢ There is no difference in tourists' perception of destination attributes when segmented by nationality ➢ There is difference in tourists' perception of destination attributes when segmented by nationality	**ANOVA**
Ho_6 **Ha_6**	➢ There is no relationship between tourists' perception of cultural/natural attractions and Thailand's overall image ➢ There is a relationship between tourists' perception of cultural/ natural attractions and Thailand's overall image	**Pearson Product Moment Correlation**

No. of Hypotheses	Hypotheses	Statistical Test
Ho_7 **Ha_7**	➢ There is no relationship between tourists' perception of transportation and Thailand's overall image ➢ There is a relationship between tourists' perception of transportation and Thailand's overall image	**Pearson Product Moment Correlation**
Ho_8 **Ha_8**	➢ There is no relationship between tourists' perception of safe travel destination and Thailand's overall image ➢ There is a relationship between tourists' perception of safe travel destination and Thailand's overall image	**Pearson Product Moment Correlation**
Ho_9 **Ha_9**	➢ There is no relationship between tourists' perception of shopping and food and Thailand's overall image ➢ There is a relationship between tourists' perception of shopping and food and Thailand's overall image	**Pearson Product Moment Correlation**

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No. of Hypotheses	Hypotheses	Statistical Test
Ho_{10} Ha_{10}	➢ There is no relationship between tourists' perception of accommodation and restaurant and Thailand's overall image ➢ There is a relationship between tourists' perception of accommodation and restaurant and Thailand's overall image	**Pearson Product Moment Correlation**
Ho_{11} Ha_{11}	➢ There is no relationship between tourists' perception of social and environmental problems and Thailand's overall image ➢ There is a relationship between tourists' perception of social and environmental problems and Thailand's overall image	**Pearsons Product Moment Correlation**
Ho_{12} Ha_{12}	➢ There is no relationship between tourists' perception of sports, recreation and adventure activities and Thailand's overall image ➢ There is a relationship between tourists' perception of sports, recreation and adventure activities and Thailand's overall image	**Pearsons Product Moment Correlation**

CHAPTER 5
PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter contains the summaries of the data collected from questionnaires. The data was interpreted by using SPSS program. The analysis is derived from all responses, including demographic data, perception of destination attributes and overall destination image . The data analysis is divided into 2 parts: descriptive analysis and hypotheses testing.

After distribution of questionnaires, 400 responses were considered valid and these are used for data analysis.

5.1 Demographic Profile

In this part, the Descriptive Statistics were used for examining the demographic profile of respondents.

Table 5.1 Gender of respondents

Gender

	Frequency	**Percent**
Male	205	51.3
Female	195	48.8
Total	**400**	**100.0**

From the table, 205 respondents were male, amounting to 51.3%, while 195 respondents were female, amounting to 48.8 %.

Table 5.2 Age of respndents

Age

	Frequency	Percent
Below 20 years old	14	3.5
20-29 years old	161	40.3
30-39 years old	122	30.5
40-49 years old	60	15.0
Above 49 years old	43	10.8
Total	**400**	**100.0**

The smallest group was the group of respondents who are below 20 years old, which contained 14 respondents, or 3.5%. Whereas, the largest group was 161 respondents who are 20-29 years old, amounting to 40.3%.

Table 5.3 Education level of respondents

Level of Education

	Frequency	Percent
Below a high school graduate	14	3.5
High School graduate	99	24.8
Undergraduate degree	164	41.0
Postgraduate degree	113	28.3
Others	10	2.5
Total	**400**	**100.0**

Most respondents, 164 respondents or 41%, had undergraduate degrees, followed by 113 respondents or 28.3% whose educational level was postgraduate degree. While,10 respondents or 2.5%, had other levels of education and was represented as the minority group.

Table 5.4 Occupation of respondents

Occupation

	Frequency	Percent
Business owner	69	17.3
Student	73	18.3
Employee	148	37.0
Government/State Enterprise Officer	40	10.0
Others	70	17.5
Total	**400**	**100.0**

There were 148 respondents or 37% who were employees, representing the majority group. Whereas, 40 respondents or 10% worked for government or state enterprises, representing the minority group. A total of 73 respondents or 18.3% were students, 70 respondents or 17.5% were in other fields, and 69 respondents or 17.3% were business owners.

Table 5.5 Nationality of respondents

Nationality

	Frequency	Percent
African	4	1.0
East Asia	199	49.8
The Americas	31	7.8
Europe	102	25.5
Others	64	16.0
Total	**400**	**100.0**

There were 199 respondents or 49.8% from East Asia, represented as the majority group. Whereas, 4 respondents or 1% were African, represented as the minority group. A total of 102 respondents or 25.5% were European, 64

respondents or 16% came from other regions, and 31 respondents or 7.8% were American.

5.2 Respondents' Attitude toward Factors

One of the objectives of this study is to investigate international tourists' perception of Thailand's destination attributes. In this section, descriptive statistics were used to find out respondents' attitude toward each attribute. And the Arbitrary Level was used in stating the rating for respondents' attitude, shown as follows:

Arbitrary Level	Descriptive Rating
4.20 – 5.00	Strongly Agree (SA)
3.40 – 4.19	Agree (A)
2.60 – 3.39	Neutral / Undecided (UND)
1.80 – 2.59	Disagree (D)
1.00 – 1.79	Strongly Disagree (DA)

Table 5.6 Perception of Thailand's attributes

Item	SD	Mean	Rating
Cultural/Natural Attractions	.54879	4.0805	A
Transportation	.64182	3.5500	A
Safe Travel Destination	.61215	3.4470	A
Shopping and Food	.63410	3.9890	A
Accommodation and Restaurants	.62382	3.9045	A
Social and Environmental Issues	.60370	3.4925	A
Sports, Recreation and Adventure Activities	.64279	3.7840	A
Perception of Thailand's Attributes	**.44812**	**3.7496**	**A**

Overall, the perception of respondents toward Thailand's Attributes was rated in the "agreed level" with the average mean of 3.749 and standard deviation

of 0.44812. This implied that the respondents had a positive perception of Thailand's attributes.

Respondents rated cultural/natural attractions in the "agreed level" with the highest average means of 4.0805 and standard deviation of 0.54879. Whereas, safe travel destination had the lowest mean value, 3.4470 and standard deviation of 0.61215. However, every factor was rated in the "agreed level" with mean values varying from 3.4470 to 4.0805.

Table 5.7 Cultural/Natural attractions

Item	SD	Mean	Rating
I have the opportunity to increase knowledge and gain new experiences.	.798	4.07	A
Thailand has beautiful scenery/natural attractions.	.781	4.26	SA
Thailand has cleanliness of nature (beaches and seawater)	.935	3.55	A
Thailand has interesting sightseeing/cultural attractions/historical attractions.	.749	4.22	SA
Thailand has beautiful traditional architecture and buildings (temples)	.717	4.29	SA
Cultural/Natural Attractions	**.54879**	**4.0805**	**A**

Overall, the perceptions of respondents toward cultural/natural attractions was rated in the "agreed level" with the average mean of 4.0805 and standard deviation of 0.54879. This implied that the respondents did agree that Thailand has cultural/natural attractions. Moreover, there were 3 items which the respondents rated in the "strongly agreed level". These were: "Thailand has beautiful scenery/natural attractions, interesting sightseeing/cultural attractions/historical attractions, beautiful traditional architecture and building

(temples)", with the means of 4.26, 4.22, and 4.29 respectively. While, "cleanliness of nature" theme was rated with the lowest mean equal to 3.55, with a standard deviation of 0.935.

Table 5.8 Transportation

Item	SD	Mean	Rating
There are many kinds of transportation to select from (train, car rental, bus, airplane, ferry, etc) in Thailand.	.864	4.09	A
Thailand has a well developed system (BTS, underground)	.848	3.39	UND
Thailand has good transport facilities.	.881	3.63	A
Thailand is clean and safe.	.987	3.17	UND
Thailand has an effective transportation service.	.870	3.48	A
Transportation	**.64182**	**3.5500**	**A**

Overall, the perceptions of respondents toward transportation was rated in the "agreed level" with the average mean of 3.5500 and standard deviation of 0.64182. This implied that the respondents were positive in their perception of Thailand's transportation facilities. There were 3 items the respondents rated in the "agreed level". These were "kinds of transportation, transport facilities, and transport service". The item relating to "kind of transportation" had the highest mean, 4.09. Whereas, "BTS & Underground and cleanliness and safety" themes were rated in the "undecided level" with the lowest means of 3.39 and 3.17, respectively.

Table 5.9 Safe travel destination

Item	SD	Mean	Rating
Thailand has no terrorist attacks.	.960	3.51	A
There is a feeling of security for tourists (no rape, no theft)	.971	3.43	A
There are lot of medical centers (clinics, hospitals)	.791	3.71	A
Thailand is a disease-free country (no SARS, no bird flu)	.909	3.20	UND
There are many tourist police information centers provided for tourists in many areas.	.888	3.38	UND
Safe Travel Destination	**.61215**	**3.4470**	**A**

Overall, the perceptions of respondents toward safe travel destination was rated in the "agreed level" with the average mean of 3.4470 and standard deviation of 0.61215. This implied that the respondents did agree with Thailand being a safe travel destination. There were 3 items the respondents rated in the "agreed level". These were: "no terrorist attacks, feeling of security, and number of medical centers", with the number of medical centers having the highest mean, 3.71. Whereas, "disease free and number of tourist police information centers provided" were rated in the "undecided level" with the lowest mean of 3.20 and 3.38, respectively.

Table 5.10 Shopping and food

Item	SD	Mean	Rating
Thailand offers plentiful shopping	.847	4.16	A
There are lot of interesting events and festivals.	.811	3.83	A
There is a variety of products available.	.826	4.12	A
There are good quality products.	.865	3.64	A
Thai food is varied and exotic.	.851	4.20	SA
Shopping and Food	**.63410**	**3.9890**	**A**

Overall, the perception of respondents toward shopping and food was rated in the "agreed level" with the average mean of 3.9890 and standard deviation of 0.63410. This implied that the respondents had a positive perception toward shopping and food. In addition, the respondents agreed that Thailand offers shopping, lot of interesting event and festivals, variety of products, and good quality of products, with means varying from 3.64 t 4.16. Moreover, "Thai food is varied and exotic" was rated in the "strongly agreed level" with the highest mean of 4.20.

Table 5.11 Accommodation and restaurants

Item	SD	Mean	Rating
High standard of service in hotels and restaurants.	.900	3.95	A
High standard of hygiene and cleanliness.	.924	3.39	UND
Variety and quality of restaurants.	.795	3.90	A
Appealing local food (cuisine)	.819	4.08	A
Reasonable price for accommodation and restaurants.	.816	4.20	SA
Accommodation and Restaurants	**.62382**	**3.9045**	**A**

Overall, the perceptions of respondents toward accommodation and restaurants was rated in the "agreed level" with the average mean of 3.9045 and standard deviation of 0.62382. There was only 1 item "Reasonable Price for accommodation and restaurants", which the respondents rated in the "strongly agreed level", which had the highest mean, equal to 4.20. Whereas, "high standard of hygiene and cleanliness" was rated in the "undecided level" with the lowest mean of 3.39.

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Table 5.12 Social and environmental issues

Item	SD	Mean	Rating
Local residents are warm and friendly.	.774	4.15	A
No language barrier (ease of communication)	.997	3.10	UND
Good night life and entertainment.	.806	3.99	A
Unpolluted/unspoiled environment.	1.007	2.95	UND
Thailand has political stability.	.885	3.28	UND
Social and Environmental Issues	**.60370**	**3.4925**	**A**

Overall, the perceptions of respondents toward social and environmental issues was rated in the "agreed level" with the average mean of 3.4925 and standard deviation of 0.60370. There were 2 themes which the respondents rated in the "agreed level" with means of 4.15 and 3.99 which were, "local residents are warm and friendly", and "good night life and entertainment". While, "no language barrier, unpolluted/unspoiled environment, and political stability" were rated in the "undecided level" and had low mean values of 3.10, 2.95, and 3.28, respectively.

Table 5.13 Sports, recreation and adventure activities

Item	SD	Mean	Rating
A variety of health conscious activities (e.g. spa)	.849	3.82	A
Opportunity for adventure activities (trekking, rafting)	.827	3.94	A
Outdoor recreation activities (camping)	.824	3.41	A
Great water activities (water sports, diving)	.887	3.94	A
Reasonable price of sports, recreation and adventure activities.	.891	3.80	A
Sports, Recreation and Adventure Activities	**.64279**	**3.7840**	**A**

Overall, the respondents rated sports, recreation and adventure activities, in the agree level with a mean and standard deviation of 3.7840 and 0.64279, respectively. Moreover, all items under this factor were also rated in the "agreed level", with mean values varying from 3.41 to 3.94. This could imply that the respondents held positive perception on health conscious activities, adventure activities, outdoor recreation activities, water activities, and reasonable price of activities. In addition, the item "opportunity for adventure and great water activities" was rated at the highest level, with mean equal to 3.94 on both items.

5.3 Thailand's overall destination image as an international travel destination

To measures the overall perception toward Thailand's destination attributes by international tourists, the Arbitrary Level was used as follows:

Arbitrary Level	Descriptive Rating
4.20 – 5.00	Strongly Agree (SA)
3.40 – 4.19	Agree (A)
2.60 – 3.39	Neutral / Undecided (UND)
1.80 – 2.59	Disagree (D)
1.00 – 1.79	Strongly Disagree (DA)

Table 5.14 Overall destination image

Item	SD	Mean	Rating
Natural scenery	.792	4.20	SA
Transportation	.838	3.70	A
Safe travel destination	.837	3.68	A
Shopping and food	.734	4.26	SA
Accommodation and restaurant	.747	4.14	A
Social and environmental issues	.841	3.51	A
Sports, recreation and adventure activities	.767	3.88	A
Overall Destination Image	**.54256**	**3.9100**	**A**

Overall, the perceptions of respondents toward overall destination image was rated in the "agreed level" with the average mean of 3.9100 and standard deviation of 0.54256. This implied that the respondents had a positive perception of overall destination image. Moreover, there were 2 items which the respondents rated in the "strongly agreed level". These were: "natural scenery" and "shopping and food", with the means of 4.20 and 4.26, respectively. In contrast, "social and environmental issues" was rated at the lowest level, with the mean equal to 3.51 and standard deviation of 0.841.

5.4 Testing Hypotheses

Hypothesis group A: Measures the difference in perception of destination attributes when segmented by demographic factors

Hypothesis 1

In this part, the Independent-Sample T-test was used in finding out if there were differences between demographic factors and perception of destination attributes. In proving the difference by employing Indepentdent-Sample T-test mode, the test of equality of variance of two variables should be made before evaluating the t-test for equality of means. In addition, Levene's Test was used in choosing which variance condition should be used.

Ho_1: There is no difference in tourists' perception of destination attributes when segmented by gender

Ha_1: There is a difference in tourists' perception of destination attributes when segmented by gender

Table 5.15 The analysis of the difference in the perception of destination attributes when segmented by international tourists gender using independent t- test

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	Sig. (2-tailed)	Mean Difference
Cultural/Natural Attractions	Equal variances assumed	3.622	.058	-1.8	.071	-.0991
	Equal variances not assumed			-1.8	.070	-.0991
Transportation	Equal variances assumed	.267	.606	-1.7	.094	-.1076
	Equal variances not assumed			-1.7	.094	-.1076
Safe Travel Destination	Equal variances assumed	.076	.783	-.365	.715	-.0224
	Equal variances not assumed			-.365	.715	-.0224
Shopping and Food	Equal variances assumed	*.329*	*.567*	*-2.0*	*.044*	*-.1275*
	Equal variances not assumed			-2.0	.044	-.1275
Accommodation and Restaurants	Equal variances assumed	.674	.412	-1.1	.289	-.0663
	Equal variances not assumed			-1.1	.288	-.0663
Social and Environmental Issues	Equal variances assumed	.303	.582	.337	.736	.0204
	Equal variances not assumed			.337	.736	.0204
Sports, Recreation and Adventure Activities	Equal variances assumed	*2.177*	*.141*	*-2.9*	*.004*	*-.1833*
	Equal variances not assumed			-2.9	.004	-.1833
Perception of Thailand Attributes	Equal variances assumed	**.853**	**.356**	**-1.9**	**.062**	**-.0837**
	Equal variances not assumed			-1.9	.061	-.0837

Overall, the p-value of Levene's test for perception of Thailand attributes was 0.356, which was greater than the significance level of 0.05, therefore, the null hypothesis was accepted. Thus, the equal variance assumed was focused. From the t-test for equality of means, the p-value was equal to 0.062, which was

also greater than the significance level of 0.05, hence, the null hypothesis was accepted. Thus, it could be concluded that there was no difference in tourists' perception of destination attributes when segmented by gender.

There were two factors composing shopping and food and sports, recreation and adventure activities, in which p-values of t-test were equal to 0.044 and 0.004 respectively that was less than 0.05 significance level. The null hypotheses of these two factors were rejected. This could imply that there were differences in tourists' perception of shopping and foods and sports, recreation, and adventure activities when segmented by gender

Table 5.16 Tourists' perception of shopping and foods and sports, recreation, and adventure activities when segmented by gender

	Gender	
	Male	**Female**
Shopping and Food	3.9268	4.0544
Sports, Recreation and Adventure Activities	3.6946	3.8779

From the table, it can be concluded that males rated shopping and food; and sports, recreation and adventure activities lower than female, with means of males' shopping and food, and sports, recreation and adventure activities equal to 3.9268 and 3.6946, respectively. On the other hand, females' means of shopping and foods, and sports, recreation and adventure activities were 4.0544 and 3.8779, respectively.

Testing Hypothesis 2-5

In this part, the one-way ANOVA was used to determine the difference in tourists' perception of destination attributes when segmented by the remaining demographic factors.

In addition, the Scheffe Test was also used for displaying the relationship level indicated by mean value.

The null hypothesis will be rejected when Sig. or p-value is less than α, 0.05 significance level.

Hypothesis 2

Ho_2: There is no difference in tourists' perception of destination attributes when segmented by age

Ha_2: There is a difference in tourists' perception of destination attributes when segmented by age

Table 5.17 The analysis of the difference in the perception of destination attributes when segmented by international tourists' age using ANOVA

ANOVA

Age	F	Sig.
Cultural/Natural Attractions	.071	.991
Transportation	*2.481*	*.043*
Safe Travel Destination	2.112	.079
Shopping and Food	.472	.756
Accommodation and Restaurants	*2.684*	*.031*
Social and Environmental Issues	.964	.427
Sports, Recreation and Adventure	.613	.654
Perception of Thailand Attributes	**1.119**	**.347**

Overall, there is no difference in tourists' perception of destination attributes when segmented by age. As p-value of perception of Thailand attributes

was equal to 0.347, which was greater than significance level of 0.05, the null hypothesis was accepted.

There were two differences in tourists' perception of transportation and accommodation and restaurants. As p-values of these two factors displayed in the table were equal to 0.043 and 0.031 respectively, which were less than 0.05 significance level, the null hypotheses of these 2 factors were rejected.

The following table show the results provided by Scheffe test, on the differences in tourists' perception of transportation and accommodation and restaurants:

Table 5.18 Transportation

Scheffe

Age	Mean
Below 20 years old	3.3857
20-29 years old	3.4733
40-49 years old	3.5567
30-39 years old	3.5803
Above 49 years old	3.7953

The table shows that the respondents who are above 49 years old had the highest mean of 3.7953. This implies that they were most positive in their perception toward transportation at the highest level, followed by the respondents whose age was 30-39 years old, with the mean of 3.5803. Whereas, the respondents whose age was below 20 years old had the lowest mean (= 3.3857), and it could imply that their perception of transportation facilities was not as positive as other groups.

Table 5.19 Accommodation and restaurants

Scheffe

Age	Mean
20-29 years old	3.7913
Below 20 years old	3.8571
40-49 years old	3.9300
30-39 years old	3.9918
Above 49 years old	4.0605

The table showed that the respondents who were above 49 years old had the highest mean of 4.0605, which could imply that their perception was the most positive, followed by the respondents whose ages were 30-39 years old, who had the mean of 3.9918. Whereas, the respondents whose ages were between 20-29 years old had the lowest mean (= 3.7913), and it could be implied that they were less positive in their perception of accommodation and restaurants than others.

Hypothesis 3

H_{o3}: There is no difference in tourists' perception of destination attributes when segmented by level of education

H_{a3}: There is a difference in tourists' perception of destination attributes when segmented by level of education

Table 5.20 The analysis of the difference in the perception of destination attributes when segmented by international tourists' education using ANOVA

ANOVA

Level of Education	F	Sig.
Cultural/Natural Attractions	1.620	.168
Transportation	*3.309*	*.011*
Safe Travel Destination	*4.220*	*.002*
Shopping and Food	*3.072*	*.016*
Accommodation and	*3.276*	*.012*
Social and Environmental Issues	1.975	.097
Sports, Recreation and Adventure	1.260	.285
Perception of Thailand Attributes	**3.692**	**.006**

Overall, there was a difference in tourists' perception of destination attributes when segmented by level of education. As p-value of perception of Thailand attributes was equal to 0.006, which was less than significance level of 0.05, the null hypothesis was rejected.

The p-values of transportation, safe travel destination, shopping and food, and accommodation and restaurants were equal to 0.011, 0.002, 0.016 and 0.012, respectively, which were less than 0.05 significance level, the null hypotheses of these 4 factors were therefore rejected. Thus, it could be concluded that there were differences in tourists' perception of transportation, safe travel destination, shopping and food, accommodation and restaurants when segmented by level of education.

The following table demonstrate the results provided by Scheffe test, showing the differences in tourists' perception of transportation, safe travel destination, shopping and food, and accommodation and restaurants:

Table 5.21 Transportation

Scheffe

Level of Education	Mean
Others	3.2800
Postgraduate degree	3.4177
High school graduate	3.5818
Undergraduate degree	3.6061
Below a high school graduate	3.9286

The respondents who had below high school education had the highest mean of 3.9286. This implied that they were more positive in their perception of transportation, followed by the respondents who had undergraduate degrees, mean, 3.6061. And the respondents who had finished high school and postgraduate degrees agreed with the transportation with means of 3.5818, and 3.4177, respectively. Whereas, the respondents who had graduated with other degrees had the lowest mean (= 3.2800), which could imply that they were less positive in their perception on transportation than others.

Table 5.22 Safe travel destination

Scheffe

Level of Education	Mean
Others	3.3000
Postgraduate degree	3.3027
Undergraduate degree	3.4829
High school graduate	3.5010
Below a high school graduate	3.9143

The respondents who had below high school education had the highest mean of 3.9143, it was implied that they agreed that Thailand was a safe travel destination at the highest level, followed by the respondents who graduated with high school diplomas. And the respondents who had undergraduate degree and postgraduate degrees agreed that Thailand was a safe travel destination

with means of 3.4829, and 3.3027, respectively. Whereas, the respondents who graduated with other degrees had the lowest mean (= 3.300), which could implied that they were less in agreement about Thailand as a safe travel destination than others.

Table 5.23 Shopping and food

Scheffe

Level of Education	Mean
Others	3.9000
High school graduate	3.9212
Postgraduate degree	3.9805
Undergraduate degree	3.9939
Below a high school graduate	4.5429

The respondents who had below high school education had the highest mean of 4.5429, which implied that they had positive perception of shopping and food at the highest level, followed by the respondents who had undergraduate education, mean 3.9939. And the respondents who graduated with postgraduate degree as well as high school had positive perception toward shopping and food with means of 3.9805, and 3.9212, respectively. Whereas, the respondents who graduated with other degrees had the lowest mean (= 3.9000), which could imply that they were less positive about the shopping and food than others.

Table 5.24 Accommodation and restaurants

Scheffe

Level of Education	Mean
Others	3.6600
High school graduate	3.8000
Postgraduate degree	3.9027
Undergraduate degree	3.9439
Below a high school graduate	4.3714

The respondents who had below high school education had the highest mean of 4.3714, which implied that they had positive perception on the accommodation and restaurants at the highest level, followed by the respondents who had undergraduate degrees, mean, 3.9439. And the respondents who graduated with postgraduate degrees and high school agreed with the accommodation and restaurants with means of 3.9027, and 3.8000, respectively. Whereas, the respondents who graduated with other degrees had the lowest mean (= 3.6600), which could imply that they had a less positive perception toward the accommodation and restaurants than others.

Table 5.25 Perception of Thailand's attributes

Scheffe

Level of Education	Mean
Others	3.5686
Postgraduate degree	3.6837
High school graduate	3.7538
Undergraduate degree	3.7714
Below a high school graduate	4.1265

The respondents who had below high school education had the highest mean of 4.1265, it was implied that they had the most positive perception of Thailand's attributes followed by the respondents who graduated with undergraduate degrees, mean 3.7714. And the respondents who graduated high school and postgraduate degrees had a slightly less positive perception of Thailand's attributes with means of 3.7538, and 3.6837, respectively. Whereas, the respondents who graduated other degrees had the lowest mean (= 3.5686), which could imply that they were the least positive in their perception of Thailand's attributes than others.

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Hypothesis 4

Ho_4: There is no difference in tourists' perception of destination attributes when segmented by occupation

Ha_4: There is a difference in tourists' perception of destination attributes when segmented by occupation

Table 5.26 The analysis of the difference in the perception of destination attributes when segmented by international tourists occupation using ANOVA

ANOVA

Occupation	F	Sig.
Cultural/Natural Attractions	*2.778*	*.027*
Transportation	.996	.410
Safe Travel Destination	.171	.953
Shopping and Food	1.028	.393
Accommodation and Restaurants	1.606	.172
Social and Environmental Issues	.401	.808
Sports, Recreation and Adventure	1.135	.339
Perception of Thailand Attributes	**.492**	**.742**

Overall, there was no difference in tourists' perception of destination attributes when segmented by occupation. As p-value of perception of Thailand attributes was equal to 0.742, which was greater than significance level of 0.05, the null hypothesis was accepted.

The p-value of cultural/natural attractions was equal to 0.027, which was less than 0.05 significance level, the null hypotheses was rejected. This implies that there was difference in tourists' perception of cultural/natural attractions when segmented by occupation.

The following table was the results provided by Scheffe test, showing the differences in tourists' perception of cultural/natural attractions:

Table 5.27 Cultural/Natural attractions

Scheffe

Occupation	Mean
Government/State enterprise officer	3.8850
Business owner	3.9855
Employee	4.1041
Student	4.1178
Others	4.1971

The table showed that the government/state enterprise officers had the lowest mean (= 3.8850) in terms of cultural/natural attractions, followed by business owners, with a mean of 3.9855. While those with other occupations showed the most positive perception toward cultural/natural attractions with mean equal to 4.1971.

Hypothesis 5

Ho_5: There is no difference in tourists' perception of destination attributes when segmented by nationality

Ha_5: There is a difference in tourists' perception of destination attributes when segmented by nationality

Table 5.28 The analysis of the difference in the perception of destination attributes when segmented by international tourists' nationality using ANOVA

ANOVA

Nationality	F	Sig.
Cultural/Natural Attractions	1.715	.146
Transportation	*3.015*	*.018*
Safe Travel Destination	*3.351*	*.010*
Shopping and Food	.740	.565
Accommodation and Restaurants	1.449	.217
Social and Environmental Issues	*6.784*	*.000*
Sports, Recreation and Adventure	*4.600*	*.001*
Perception of Thailand Attributes	***2.891***	***.022***

Overall, there was a difference in tourists' perception of destination attributes when segmented by nationality. As p-value of perception of Thailand attributes was equal to 0.022, which was less than significance level of 0.05, the null hypothesis was rejected.

The p-value of transportation, safe travel destination, social and environmental issues, and sports, recreation and adventure activities were equal to 0.018, 0.010, 0.000, and 0.001, respectively, which was less than 0.05 significance level, the null hypotheses of these 4 factors were rejected. Thus, it could be concluded that there was difference in tourists' perception of transportation, safe travel destination, social and environmental issues, and sports, recreation and adventure activities, when segmented by nationality.

The following Scheffe test shows differences in tourists' perception of transportation, safe travel destination, social and environmental issues, and sports, recreation and adventure activities:

Table 5.29 Transportation

Scheffe

Nationality	Mean
Others	3.4281
Europe	3.4608
The Americas	3.5226
East Asia	3.6251
Africa	4.2500

The table 5.29 shows that Africans had the highest mean of 4.2500 in terms of transportation, followed by East Asian with the mean of 3.6251. While other nationalities were less positive in their perception of transportation with mean of 3.4281. This could be summarized that African were most positive in their perception of transportation than other nationals.

Table 5.30 Safe travel destination

Scheffe

Nationality	Mean
Europe	3.2902
The Americas	3.4323
Others	3.4531
East Asia	3.5156
Africa	4.0500

The table showed that Africans had the highest mean of 4.0500 in terms of safe travel destination, followed by East Asian with the mean of 3.5156. While, Europeans perceived Thailand as a safe travel destination with the lowest mean of 3.2902.

Table 5.31 Social and environmental issues

Scheffe

Nationality	Mean
Europe	3.3000
The Americas	3.3613
Others	3.4344
East Asia	3.6171
Africa	4.1500

The table showed that Africans has had the highest mean (= 4.1500) in terms of social and environmental issues, followed by East Asian with the mean of 3.617. Europeans had the least positive perception of social and environmental issues with a mean of 3.300.

Table 5.32 Sports, recreation and adventure activities

Scheffe

Nationality	Mean
Others	3.5594
East Asia	3.7658
Europe	3.8569
The Americas	4.0516
Africa	4.3500

The table showed that other nationalities had the lowest mean of 3.5594 in terms of sports, recreation and adventure activities, followed by East Asians with a mean of 3.7658. Africans, again, showed the most positive perception toward sports, recreation and adventure activities with a mean equal to 4.3500.

Table 5.33 Perception of Thailand's attributes

Scheffe

Nationality	Mean
Others	3.6661
Europe	3.6994
East Asia	3.7832
The Americas	3.7991
Africa	4.3143

The table 5.33 shows that other nationalities had the lowest mean of 3.6661 in their perception of Thailand's attributes, followed by Europeans, with a mean of 3.6994. While Africans reported the most positive perception toward Thailand's attributes with a mean of 4.3143.

Hypothesis group B: Measures the relationship between international tourists' perception of Thailand's attributes and Thailand's overall image

Testing Hypothesis 6-12

This section was established to examine the relationship between international tourists' perception of Thailand attributes and Thailand's overall image . The Bivariate Correlation Test (Pearson Correlation) was employed to test the hypotheses.

As the significance level of this study was set at 0.05, the null hypothesis would be rejected when Sig. (2-tailed) or p-value was less than 0.05 significance level (α).

The correlation results acquired from the test were interpreted according to Correlation Coefficient Range as follows:

Correlation Coefficients	Correlation Level
-1.00	Perfect negative correlation
- 0.95	Strong negative correlation
- 0.50	Moderate negative correlation
- 0.10	Weak negative correlation
0.00	No correlation
+0.10	Weak positive correlation
+0.50	Moderate positive correlation
+0.95	Strong positive correlation
+1.00	Perfect positive correlation

Table 5.34 Overall relationships

Correlations

		Overall Destination Image
Perception of Thailand Attributes	Pearson Correlation	.817 **
	Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

Overall, the correlation coefficient between respondents' perception of hailand's attributes and Thailand's overall destination image was 0.817, and its -value was 0.000, which was less than the level of significance of 0.05. Thus, ıe null hypothesis was rejected. It can imply that there was a significant relationship between tourists' perception of Thailand's attributes and Thailand's overall image falling in the nearly high positive level.

Hypothesis 6

Ho_6: There is no relationship between tourists' perception of cultural/ natural attractions and Thailand's overall image

Ha_6: There is a relationship between tourists' perception of cultural/ natural attractions and Thailand's overall image

Table 5.35 The analysis of the relationship between international tourists' perception of cultural/natural attractions and Thailand's overall image by using Pearson Product Moment Correlation

Correlations

		Overall Destination Image
Cultural/Natural Attractions	Pearson Correlation	.581 **
	Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

According to the results shown on table 5.35, the p-value is 0.000. Thus, the null hypothesis is rejected at 0.05 level of significance. It implies that there is a relationship between tourists' perception of cultural/natural attractions and Thailand's overall image. And the correlation coefficient is 0.581 meaning that there is a moderate positive correlation between tourists' perception of cultural/natural attractions and Thailand's overall image. Hence, when Thailand's cultural/natural attractions increase, the level of overall destination image tends to increase in the same direction.

Hypothesis 7

Ho_7: There is no relationship between tourists' perception of transportation and Thailand's overall image

Ha_7: There is a relationship between tourists' perception of transportation and Thailand's overall image

Table 5.36 The analysis of the relationship between international tourists' perception of transportation and Thailand's overall image by using Pearson Product Moment Correlation

Correlations

		Overall Destination Image
Transportation	Pearson Correlation	.639**
	Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

As the p-value is equal to 0.000, which is less than the significance level of 0.05, the null hypothesis is rejected. This meant that there is a significant relationship between tourists' perception of transportation and Thailand's overall image. And the correlation coefficient is equal to 0.639, which falls in the moderate positive correlation, meaning that the better the transportation that is provided, the higher will be Thailand's overall destination image.

Hypothesis 8

Ho_8: There is no relationship between tourists' perception of safe travel destination and Thailand's overall image

Ha_8: There is a relationship between tourists' perception of safe travel destination and Thailand's overall image

Table 5.37 The analysis of the relationship between international tourists' perception of safe travel destination and Thailand's overall image by using Pearson Product Moment Correlation

Correlations

		Overall Destination Image
Safe Travel Destination	Pearson Correlation	.508 **
	Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

Since the p-value is equal to 0.000 that is less than the significance level of 0.05, the null hypothesis is rejected. This meant that there is a significant relationship between tourists' perception of safe travel destination and Thailand's overall image. And the correlation coefficient is equal to 0.508, which falls in the moderate positive correlation, meaning that the safer the travel destination, the higher will be Thailand's overall destination image.

Hypothesis 9

Ho_9: There is no relationship between tourists' perception of shopping and food and Thailand's overall image

Ha_9: There is a relationship between tourists' perception of shopping and food and Thailand's overall image

Table 5.38 The analysis of the relationship between international tourists' perception of shopping and food and Thailand's overall image by using Pearson Product Moment Correlation

Correlations

		Overall Destination Image
Shopping and Food	Pearson Correlation	.651 **
	Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

The table showed that the p-value is equal to 0.000, which is less than the 0.05 significance level, so, the null hypothesis is rejected. It implies that there is a significant relationship between tourists' perception of shopping and food and Thailand's overall image. And the correlation coefficient is 0.651, which falls in the moderate positive correlation level. This finding concludes that the better the shopping and food, the higher the level of Thailand's overall destination image will be.

Hypothesis 10

Ho_{10}: There is no relationship between tourists' perception of accommodation and restaurant and Thailand's overall image

Ha_{10}: There is a relationship between tourists' perception of accommodation and restaurant and Thailand's overall image

Table 5.39 The analysis of the relationship between international tourists' perception of accommodation and restaurant and Thailand's overall image by using Pearson Product Moment Correlation

Correlations

		Overall Destination Image
Accommodation and Restaurants	Pearson Correlation	.638**
	Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

As the p-value is equal to 0.000, which is less than the significance level of 0.05, the null hypothesis is rejected. This meant that there was a significant relationship between tourists' perception of accommodation and restaurant and Thailand's overall image. And the correlation coefficient was equaled to 0.638, which falls in the moderate positive correlation, meaning that the better accommodation and restaurants that are provided, the higher will be Thailand's overall destination image.

Hypothesis 11

Ho_{11}: There is no relationship between tourists' perception of social and environmental issues and Thailand's overall image

Ha_{11}: There is relationship between tourists' perception of social and environmental issues and Thailand's overall image

Table 5.40 The analysis of the relationship between international tourists' perception of social and environment issue and Thailand's overall image by using Pearson Product Moment Correlation

Correlations

		Overall Destination Image
Social and Environmental Issues	Pearson Correlation	.541 **
	Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficients between social and environmental issues and Thailand's overall destination image was 0.541, and the p-values was 0.000, which was less than the significance level of 0.05. Thus, the null hypothesis was rejected. It implies that there was a significant relationship between tourists' perception of social and environmental problems and Thailand's overall image at moderate positive correlation level.

Hypothesis 12

Ho_{12}: There is no relationship between tourists' perception of sports, recreation and adventure activities and Thailand's overall image

Ha_{12}: There is relationship between tourists' perception of sports, recreation and adventure activities and Thailand's overall image

Table 5.41 The analysis of the relationship between international tourists' perception of sports, recreation and adventure activities and Thailand's overall image by using Pearson Product Moment Correlation

Correlations

		Overall Destination Image
Sports, Recreation and Adventure Activities	Pearson Correlation	.597**
	Sig. (2-tailed)	.000

**. Correlation is significant at the 0.01 level (2-tailed).

From the table 5.41, the p-value is equal to 0.000, which is less than the 0.05 significance level, thus, the null hypothesis is rejected. It is implied that there is a significant relationship between tourists' perception of sports, recreation and adventure activities and Thailand's overall image. And the correlation coefficient between these two factors is equal to 0.597, which falls in the moderate positive level. It was meant that the higher the level that sports, recreation and adventure activities were provided, the better will be Thailand's overall destination image.

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CHAPTER 6
SUMMARY, CONCLUSION AND RECOMMEMDATIONS

Introduction

This chapter is composed of three main sections. The first section contains the summary of findings. It concludes demographic profile of respondents, international tourists' perception of Thailand's attributes, Thailand's overall image and hypotheses testing. The second section focuses on the conclusion/recommendations. Finally, directions for future research are suggested.

6.1 Summary of Findings

A total of 400 questionnaires were collected for the study at Bangkok International Airport.

Demographic Profile of Respondents

From the data of 400 respondents collected, the five groups of international tourist respondents were catergorized into Africa, East Asia The Americas, Europe and others. The majority was East Asian, male, aged between 20-29 years old, who had graduated with a Bachelor's degree. In addition, the greatest proportion of occupation of the respondents fell under employee.

Summary of An International Tourists' Perception of Thailand's Attributes

The perception of Thailand's attributes were divided into six attributes as stated previously. The overall perception of respondents toward Thailand's attributes was rated in the agree level with the average mean of 3.749 and standard deviation of 0.44812. The highest mean response was cultural/natural attractions (4.0805) and standard deviation of 0.54879, followed by shopping and food (3.9890), accommodation and restaurant (3.9045), sports, recreation and adventure activities (3.7840), transportation (3.5500), social and environmental

issues (3.4925). The perception of Thailand as a safe travel destination had the lowest mean value (3.4470).

Thus, the top three perceived attributes were: Thailand has beautiful traditional architecture and buildings, beautiful scenery/natural attractions, and interesting sightseeing/cultural attractions/historical attractions, with the means of 4.29, 4.26 and 4.22, respectively. All mean responses was rated in the agree level and the top three ranked attributes exceeded 4.00 on a scale of 5.00 (maximum). It can be concluded that the respondents have the most positive perception of three attributes, under the component of cutural/natural attractions.

On the other hand, the respondents have a undecided or neutral perception with low mean values evident for the items of: Thailand has a well developed transportation system (3.39), Thailand is clean and safe (3.17), Thailand is a disease-free (3.20), there are many tourist police information centers provided for tourists in many areas (3.38), high standard of hygiene and cleanliness (3.39), no language barrier (3.10), unpolluted/unspoiled environment (2.95) and political stability (3.28).

In conclusion, the results from the survey shows that the highest mean response for the component of cutural/natural attraction attributes is: Thailand has beautiful traditional architecture and buildings (4.29), whereas, unpolluted/unspoiled environment had the lowest mean value (2.95).

For cutural/natural attractions, the highest mean response is Thailand has beautiful traditional architecture and buildings (4.29), while Thailand has cleanliness of natural places (beaches) shows the lowest mean equal to 3.55.

For transportation, the highest mean response is there are many kinds of transportation services to select from in Thailand (4.09) and the lowest one is the transportation services are clean and safe (3.17).

For safe travel destination, the highest mean is there are lots of medical centers (3.71) whereas Thailand is disease-free has the lowest mean of 3.20.

For shopping and food, the highest mean is Thai food is varied and exotic (4.20) and the lowest mean is scored for the item: there are good quality of products (3.64).

For accommodation and restaurant, the highest mean respose is reasonable price for accommodation and restaurants (4.20) while high standard of hygiene and cleanliness scored the lowest mean of 3.39.

For social and environmental issues, local residents are warm and friendly obtained the highest mean equal to 4.15 whereas unpolluted/unspoiled environment shows the lowest mean (2.95), which is also the lowest mean in the study.

For sports, recreation and adventure activities, there are two items showing the highest mean of 3.94; that is, opportunity for adventure activities, and great water activities, while reasonable price of sports, recreation and adventure activities obtained the lowest mean of 3.80.

Summary of Thailand's Overall Image

Thailand's overall image is measured by seven attributes (Cultural/ Natural attractions, Transportation, Safe travel destination, Shopping and Food, Accommodation and Restaurant, Social and Environmental problems and Sports, Recreation and Adventure activities). It can be concluded that the mean response

of Thailand's overall image is 3.91. Moreover, the perceptions of respondents toward overall destination image is rated in the "strongly agreed level" with 2 items "natural scenery and shopping and food", with the highest means of 4.20 and 4.26, respectively, while social and environmental issues is rated in the lowest level, with mean equal to 3.51.

Summary of Hypotheses Testing

The hypotheses testing results presented in table 6.1 investigated the statistical relationship between the dependent and independent variables. In this study, there were 12 hypotheses, 5 hypotheses were set to test the perception of destination attributes when segmented by social demographics, with the remaining hypotheses set to test the relationship between perception of destination attributes and Thailand's overall image.

Table 6.1 Summary of hypotheses testing results (Hypothesis 1-12)

Hypotheses	Statistics test	Results
Hypothesis 1		
Ho1: There is no difference in tourists' perception of destination attributes when segmented by gender		
Ha1: There is a difference in tourists' perception of destination attributes when segmented by gender		
- Cultural/Natural Attractions	Independent t-test	Accepted Ho
- Transportation	Independent t-test	Accepted Ho
- Safe Travel Destination	Independent t-test	Accepted Ho
- Shopping and Food	Independent t-test	Rejected Ho
- Accommodation and Restaurant	Independent t-test	Accepted Ho
- Social and Environmental Issues	Independent t-test	Accepted Ho
- Sports, Recreation and Adventure activities	Independent t-test	Rejected Ho

Hypothesis 2 **Ho2:** There is no difference in tourists' perception of destination attributes when segmented by age **Ha2:** There is a difference in tourists' perception of destination attributes when segmented by age		
- Cultural/Natural Attractions	ANOVA	Accepted Ho
- Transportation	ANOVA	Rejected Ho
- Safe Travel Destination	ANOVA	Accepted Ho
- Shopping and Food	ANOVA	Accepted Ho
- Accommodation and Restaurant	ANOVA	Rejected Ho
- Social and Environmental Issues	ANOVA	Accepted Ho
- Sports, Recreation and Adventure activities	ANOVA	Accepted Ho
Hypothesis 3 **Ho3:** There is no difference in tourists' perception of destination attributes when segmented by level of education **Ha3:** There is a difference in tourists' perception of destination attributes when segmented by level of education		
- Cultural/Natural Attractions	ANOVA	Rejected Ho
- Transportation	ANOVA	Accepted Ho
- Safe Travel Destination	ANOVA	Accepted Ho
- Shopping and Food	ANOVA	Accepted Ho
- Accommodation and Restaurant	ANOVA	Accepted Ho
- Social and Environmental Issues	ANOVA	Rejected Ho
- Sports, Recreation and Adventure activities	ANOVA	Rejected Ho
Hypothesis 4 **Ho4:** There is no difference in tourists' perception of destination attributes when segmented by occupation **Ha4:** There is a difference in tourists' perception of destination attributes when segmented by occupation		

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- Cultural/Natural Attractions	ANOVA	Rejected Ho
- Transportation	ANOVA	Accepted Ho
- Safe Travel Destination	ANOVA	Accepted Ho
- Shopping and Food	ANOVA	Accepted Ho
- Accommodation and Restaurant	ANOVA	Accepted Ho
- Social and Environmental Issues	ANOVA	Accepted Ho
- Sports, Recreation and Adventure activities	ANOVA	Accepted Ho
Hypothesis 5 **Ho5:** There is no difference in tourists' perception of destination attributes when segmented by nationality **Ha5:** There is a difference in tourists' perception of destination attributes when segmented by nationality		
- Cultural/Natural Attractions	ANOVA	Rejected Ho
- Transportation	ANOVA	Accepted Ho
- Safe Travel Destination	ANOVA	Accepted Ho
- Shopping and Food	ANOVA	Rejected Ho
- Accommodation and Restaurant	ANOVA	Rejected Ho
- Social and Environmental Issues	ANOVA	Accepted Ho
- Sports, Recreation and Adventure activities	ANOVA	Accepted Ho
Hypothesis 6 **Ho6:** There is no relationship between tourists' perception of cultural/natural attractions and Thailand's overall image **Ha6:** There is no relationship between tourists' perception of cultural/natural attractions and Thailand's overall image	Pearson Correlation	Rejected Ho
Hypothesis 7 **Ho7:** There is no relationship between tourists' perception of transportation and Thailand's overall image **Ha7:** There is no relationship between tourists' perception of transportation and Thailand's overall image	Pearson Correlation	Rejected Ho

Hypothesis 8 **Ho8:** There is no relationship between tourists' perception of safe travel destination and Thailand's overall image **Ha8:** There is no relationship between tourists' perception of safe travel destination and Thailand's overall image	Pearson Correlation	Rejected Ho
Hypothesis 9 **Ho9:** There is no relationship between tourists' perception of shopping and food and Thailand's overall image **Ha9:** There is no relationship between tourists' perception of shopping and food and Thailand's overall image	Pearson Correlation	Rejected Ho
Hypothesis 10 **Ho10:** There is no relationship between tourists' perception of accommodation and restaurant and Thailand's overall image **Ha10:** There is no relationship between tourists' perception of accommodation and restaurant and Thailand's overall image	Pearson Correlation	Rejected Ho
Hypothesis 11 **Ho11:** There is no relationship between tourists' perception of social and environmental issues and Thailand's overall image **Ha11:** There is no relationship between tourists' perception of social and environmental issues and Thailand's overall image	Pearson Correlation	Rejected Ho
Hypothesis 12 **Ho12:** There is no relationship between tourists' perception of sports, recreation and adventure activities and Thailand's overall image **Ha12:** There is no relationship between tourists' perception of sports, recreation and adventure activities and Thailand's overall image	Pearson Correlation	Rejected Ho

6.2 Conclusion

Image is considered to be a mixture of both positive and negative perception. Only when the positive image exceeds the weight of the negative

image will the potential traveler make the destination choice decsion (McLellan and Foushee, 1983). This study found that the top three perceived destination attributes are beautiful traditional architecture and buildings, beautiful scenery/ natural attractions and interesting sightseeing/ cultural attractions/ historical attractions. These results are similar to the findings of Ngamsom (2001) and Chanprechakul (2003) which means that international tourists have a positive perception towards Thailand's destination image. Also, Chon (1992) found that a positive image and positive travel experience will result in a moderately positive evaluation of a destination.

Overall, the results show that the mean response of international tourist's Thailand's image is 3.91 which means that the respondents held a positive image of Thailand as a destination. In addition, when the researcher considered each attribute of overall image, there are two items which are rated very highly, which are natural scenery and shopping and food with the means of 4.20 and 4.26 respectively, whereas the lowest mean score is related to social and environmental issues. The overall results are similar to previous studies as Chanprechakul (2003) but the results of tourists' perception of each attribute shows a difference. Chanprechakul (2003), who studied Japanese tourists, found that culture & social characteristics and cost of living had higher rated means than this study. Gartner (1989) stated that people's perception of various attributes within a destination will interact to form an overall image and Hirschman (1980) explained that the relationship between overall image and other components and the overall notion may be favorable or unfavorable.

According to the results of the hypotheses testing, the researcher can conclude that there is a difference in perception of international tourists in terms

of shopping & food and sports, recreation and adventure activities when segmented by tourist's gender. The findings also show that there is a difference of perception of transportation and accommodation & restaurant when segmented by tourist's age. In addition, there is a difference in perception of international tourists in terms of cutural/ natural attractions, social & environmental issues and sports, recreation and adventure activities when segmented by tourist's education. Also, the findings of this study shows a difference in international tourists' perception of cultural/natural attractions when segmented by tourist's occupation. Lastly, there is a difference in perception in terms of cultural/ natural attractions, shopping & food and accommodation & restaurants when segmented by tourist's nationality.

Nevertheless, these finding are dissimilar to Ngmsom's (2001) study on perception of image difference by demographic variables (age, gender, marital status, occupation, education and income) which indicated that no significant difference. Chanprechakul (2003)'s study on perception of Japanese touists toward Thailand's attributes when segmented by demographics (age, gender, marital status, occupation and education) found that the results of each attribute were different. McLellin and Usyal (1996) stated that tourist destinations have multiple attributes that distinguish it from competing destinations. Potential travelers compare these attributes when deciding which destination to choose and that comparison influences the tourist's decision making (Schiffman and Kanuk, 2005).

In addition, the final finding of this study also illustated a relationship between each perception of destination attributes and Thailand's overall destination image as follows:

- There is a relationship between tourists' perception of cultural/ natural attractions and Thailand's overall image.
- There is a relationship between tourists' perception of transportation and Thailand's overall image.
- There is a relationship between tourists' perception of safe travel destination and Thailand's overall image.
- There is a relationship between tourists' perception of shopping and food and Thailand's overall image.
- There is a relationship between tourists' perception of accommodation and restaurants and Thailand's overall image.
- There is a relationship between tourists' perception of social and environmental issues and Thailand's overall image.
- There is a relationship between tourists' perception of sports, recreation and adventure activities and Thailand's overall image.

Thses finding are similar to previous studies. For example, Sathyamoorthe (2001) found a relationship between perception of Indian tourists in terms of destination attributes of Thailand which are natural scenery, shopping and value for money. Also, Chanprechakul (2003) found a relationship between perception of Japanese tourists and overall destination image in terms of all destination attributes which are natural beauty & climate, cultural & social characteristics, sport recreation & education facilities, shopping & commercial facilities, infrastructure of the country and cost of living.

Moreover, these findings show that there is a nearly high positive correlation between each attribute and overall destination image.

6.3 Recommendations

The behavior of world tourists has changed over the last decade, this has a strong impact on Thailand's tourism strategy. In the 90's, tourists came to Thailand to experience nature, which can be divided into 2 main areas, i.e, mountains and beaches. Nowadays, it is not just natural attractions that impact the decision of tourists; a destination's infrastructure is another important attribute impacting both business and vacation travelers. Since the travellers' needs have changed, the host country also has to change the strategy for attracting travellers as well.

The Perception of Destination Attributes

- **Cutural/ Natural Attractions**

It is important to maintain truly Thai culture to international visitors starting with greeting, smiling and being a good host. This will make travellers want to repeat their visit. Most of the travelers who come to Thailand want to see something different from their home country, such as temples, monuments, museums, beaches and mountains. If Thailand cannot maintain these attractions, it will surely lose the current and potential travellers to other destination, perhaps neighboring countries which are rapidly developing their tourist attractions and infrastructure.

- **Transportation**

The main concern of the travellers when traveling in Asia is convenience of transportation starting from accessability of accurate and adequate information, accessability to remote area, service from the operator, costs and safety.

The Tourism Authority of Thailand (TAT) can help by creating a single information platform for all modes of transportation and ensure that information is up to date. The operators should be trained in areas pertaining to service knowledge, service attributes and language skills.

By having Suvarnabhumi Airport, Bangkok's new international airport as a hub in southeast asia, there is a far greater capacity to accommodate foreign flights. The expansion of inland infrastructure will help to accomodate more visitors and make it more convenient for them to travel around Bangkok and access other cities.

- **Safe Travel Destination**

Most travellers are greatly concerned with Thailand's safety since they read many negative reports in the press and watch news clips on accidents occurring in Thailand. For instance, the New Year's eve bombs which exploded in the heart of the Thai capital. However, the cooperation between the Thai government and other tourist bodies to render quick action in cases of emergencies has helped to promote a safer image for Thailand. During the SARS and bird flu crisis, the public health department had a very proactive approach in coping with the outbreaks. During the tsunami, foreign embassies in Thailand have done exemplary work in coordinating with the victim's family and making sure all victims were well taken care of.

- **Shopping and Food**

From the survey results, the perception toward shopping and food gained the second highest mean response. As the result, TAT should actively

promote Thailand as a regional shopping center for tourists by cooperating with major retail and shopping complexes to stimulate tourists' spending.

- **Accommodation and Restaurants**

There are different types of travellers starting with backpackers, tour groups, family travellers and business travellers. They require different types of accomodations and services such as youth hostels, homestay, service appartments and one to five star hotels. The supply of different types of accomodation should be balanced as per the travelers' demands. Currently, there is a vast variety of restaurants in Bangkok and other big cities in Thailand. Government should support small and medium enterprises in opening restaurants and accommodations catering to different tourists while at the same time, imposing rules on safety and hygiene.

- **Social and Environmental Issues**

Thailand has been recognized as the Land of Smiles. With many internal issues now becoming a problem in some parts of the country, especially in the southern provinces, Thai people might not be able to serve as good hosts to travellers. It is one of the urgent tasks for the government to ensure high security everywhere in Thailand. Apart from the cultural attractions, it is a pity that many foreigners know Thailand as a country with many prostitutes as well. It is very difficult to stop these but the government needs to encourage registration, protection against diseases and more education for these women. In respect of natural areas, Government agencies and responsible agents must provide amenities for

clean water, clean air, and provide valuable information to the public at national parks, government offices, schools and all business buildings as well as restuarants.

- **Sports, Recreation and Adventure activities**

As the economies of South East Asia have grown over the last decade, modern sports have become the rage of the rich upper class and the newer middle class such as yachting, deep sea fishing, canoeing, triathlons, tennis, diving and sailing. Another sport growing in popularity with this same group is golf. TAT should promote golfing products, golf courses and golf packages to tourists. Also, TAT should support Thailand as a regional sport tournament center for sport competitions and exhibitions. For example, TAT currently organizes the beach festivals that include sports competitions along with thai and international music to attract domestic and international tourists. In addition, Thailand has become well-known for its exclusive spas and the use of herbal treatments for face and body. TAT should position Thailand as a hub for wellness and spas to stimulate increased tourist spending.

- **Social and environmental issues**

We need to think "GREEN." More plants and trees, solar, wind and hydro powers are necessary to help clear up and reduce pollution. The Thai Government needs to start encouraging local and foreigners in terms of environmental conservation. Public and private transportation, which is often blamed for increasing the amount of pollution in bigger cities, should be the focal point of inspection. People should realize that small plants and

trees help clean the air and not hinder their businesses. Many Thai people have heard about global warning but may not make any effort to reducing it. Government initiative is necessary to educate people immediately in becoming more energy efficient, reducing the use of oil, gasoline and coal to conserve the environment.

6.4 Future Research

Although the study has presented a current assessment from the perception of international tourists on Thailand's destination image, there is scope for future research. First, longitudinal research is necessary for studying destination image as any changes in tourists' perception of attributes caused by social, behavioral and environmental changes, can impact a nation's overall image. Secondly, the representativeness and generalizibility of the findings are limited due to the small and convenient sample that formed the basis of this study. Future research can expand the sample to cover a greater number of international tourists as well as conduct comparative studies on local and foreign tourists'perception of Thailand's destination image. Thirdly, the list of attributes used in this study may be incomplete and may not incorporate all relevant characteristics of destination image. Future studies could adopt both structured and unstructured research methods to capture the complex assessment of destinations. To provide a comprehensive picture of the destination image, future research could use qualitative research in the forms of focus groups or projective techniques to gather more destination-specific attributes. Finally, while most studies on destination image have focused on the image of a nation as a whole, very few studies have examined sub-regions (provincial areas) for their destination image. Given that

Thailand is a country with many provinces which offer varied tourist attractions, this will make for interesting future research.

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APPENDIX

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QUESTIONNAIRE

I am a student in the MBA in Tourism Management (MBA-TRM) at Assumption University (ABAC). I am conducting research on "Thailand's image as a tourist destination". Would you please give me your opinion on the following questions? This questionnaire will take only a few minutes and your information will be kept in strict confidence.

Part I: PERCEPTION OF THAILAND'S ATTRIBUTES

Here are statements which describe attributes related to Thailand. Please indicate your agreement or disagreement. For each statement please check (√) the appropriate number to indicate whether you:

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

Check (√) only one answer for each statement. There is no right or wrong answers to these questions. Just give your opinion.

Cultural/ Natural Attractions (Question 1-5)

Statement	Level of agreement SD → SA				
	1	2	3	4	5
1. I have the opportunity to increase knowledge and new experience					
2. Thailand has beautiful scenery/ natural attractions					
3. Thailand has clean natural (beaches and seawater)					
4. Thailand has interesting sightseeing/ cultural attractions/ historical attractions					

5. Thailand has beautiful traditional architecture and buildings (temples)					

Transportation (Question 6-10)

Statement	Level of agreement SD → SA				
	1	2	3	4	5
6. There are many kinds of transportation services to select from (train, car rental, bus, airplane, ferry, etc) in Thailand					
7. Thailand has a well developed system (BTS, underground)					
8. Thailand has good transport facilities					
9. Thailand's transportation services are clean and safe					
10. Thailand has effective transportation service					

Safe Travel Destination (Question 11-15)

Statement	Level of agreement SD → SA				
	1	2	3	4	5
11. Thailand has no terrorist attacks					
12. There is a feeling of security among tourists (no rape, no theft)					
13. There are lot of medical centers (clinics, hospitals)					
14. Thailand is a disease-free (no SARS, no bird flu) country					
15. There are many tourist police information centers providing for tourists in many areas					

Shopping and Food (Question 16-20)

Statement	Level of agreement SD → SA				
	1	2	3	4	5
16. Thailand offers plentiful shopping					
17. There are lot of interesting events and festivals					
18. There are a variety of products available					
19. There are good quality products					
20. Thai food is varied and exotic					

Accommodation and Restaurants (Question 21-25)

Perception of Thailand:	Level of agreement SD → SA				
	1	2	3	4	5
21. High standard of service in hotels and restaurants					
22. High standard of hygiene and cleanliness					
23. Variety and quality of restaurants					
24. Appealing local food (cuisine)					
25. Reasonable price for accommodation and restaurants					

Social and environmental issues (Question 26-30)

In Thailand:	Level of agreement SD → SA				
	1	2	3	4	5
26. Local residents are warm and friendly					
27. No language barrier (ease of communication)					

28. Good night life and entertainment					
29. Unpolluted/ unspoilt environment					
30. Thailand has political stability					

Sports, Recreation and Adventure Activities (Question 31-35)

Thailand offers:	**Level of agreement** SD → SA				
	1	**2**	**3**	**4**	**5**
31.A variety of health conscious activities (e.g. spa)					
32. Opportunity for adventure activities (trekking, rafting)					
33. Outdoor recreation activities (camping)					
34. Great water activities (water sports, diving)					
35. Reasonable price of sports, recreation and adventure activities					

Part II: OVERALL DESTINATION IMAGE

Please check (√) only ONE figure for each statement that describes your overall image of Thailand.

1= Strongly Negative

2= Negative

3= Neutral

4=Positive

5= Strongly Positive

What is your overall opinion of Thailand attribute in preference?

	SN → SP				
1. Natural scenery	1	2	3	4	5
2. Transportation	1	2	3	4	5
3. Safe travel destination	1	2	3	4	5
4. Shopping and Food	1	2	3	4	5
5. Accommodation and Restaurant	1	2	3	4	5
6. Social and Environmental issues	1	2	3	4	5
7. Sports, Recreation and Adventure activities	1	2	3	4	5

Part III: DEMOGRAPHIC PROFILE

1. Gender

- ☐ Male
- ☐ Female

2. To which of the following age group do you belong?

- ☐ Below 20 years
- ☐ 20-29 years old
- ☐ 30-39 years old
- ☐ 40-49 years old
- ☐ Above 49 years old

3. Which of the following describes your highest level of education?

- ☐ Below a high school graduate
- ☐ High school graduate
- ☐ Undergraduate degree
- ☐ Postgraduate degree
- ☐ Others please identify……..

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4. What is your occupation?

- ☐ Business owner
- ☐ Student
- ☐ Employee
- ☐ Government/ State enterprise officer
- ☐ Others please specify.....

5. What is your nationality?

- ☐ Africa
- ☐ East Asia
- ☐ The Americas
- ☐ Europe
- ☐ Others please specify.....

Thank you very much for your time and co-operation

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Frequencies

Statistics

		GENDER	AGE	LEVEL	OCCUPATI	NATIONAL
N	Valid	30	30	30	30	30
	Missing	0	0	0	0	0

Frequency Table

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	11	36.7	36.7	36.7
	Female	19	63.3	63.3	100.0
	Total	30	100.0	100.0	

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years old	1	3.3	3.3	3.3
	20-29 years old	13	43.3	43.3	46.7
	30-39 years old	12	40.0	40.0	86.7
	40-49 years old	1	3.3	3.3	90.0
	Above 49 years old	3	10.0	10.0	100.0
	Total	30	100.0	100.0	

LEVEL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below high school graduate	2	6.7	6.7	6.7
	High school graduate	6	20.0	20.0	26.7
	Undergraduate degree	13	43.3	43.3	70.0
	Postgraduate degree	8	26.7	26.7	96.7
	Others	1	3.3	3.3	100.0
	Total	30	100.0	100.0	

OCCUPATI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business Owner	7	23.3	23.3	23.3
	Student	6	20.0	20.0	43.3
	Employee	10	33.3	33.3	76.7
	Government/State enterprise officer	2	6.7	6.7	83.3
	Others	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

NATIONAL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	East Asia	17	56.7	56.7	56.7
	The Americas	5	16.7	16.7	73.3
	Europe	7	23.3	23.3	96.7
	Others	1	3.3	3.3	100.0
	Total	30	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
I have the opportunity to increase knowledge and new experience	30	4.1000	.8449
Thailand has beautiful scenery/natural attractions	30	4.4333	.6789
Thailand has cleanliness of natural(beaches and seawater)	30	3.6667	.8442
Thailand has interresting sightseeing/cultrural attactions/histrorical attrations	30	4.2333	.6789
Thailand has beautiful traditional architecture building(temples)	30	4.3333	.6065
Valid N (listwise)	30		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
There are many kinds of transportation to select(train,car,bus,airplane,ferry,etc) in Thailand	30	3.8667	1.1666
Thailand has awell developed system (BTS,underground)	30	3.5667	.6261
Thailand has good transport facilities	30	3.6000	1.0372
Thailand is clean and safe	30	3.1333	.7761
Thailand has pleasant transport service	30	3.4333	.8172
Valid N (listwise)	30		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Thailand has no terrorist attacks	30	3.4333	.8172
There is feeling of security for tourists(no repe,no theft)	30	3.1667	1.0199
There are lot of medical centers(clinics,hospitals)	30	3.5333	.8604
Thailand is a disease free (no SARS,no bird flu)	30	3.1667	1.0532
There are many tourist police information center providing for tourists in many areas	30	3.5000	.6823
Valid N (listwise)	30		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Thailand offers shopping (good atmosphere)	30	4.3333	.8023
There are lot of interresting events and festivals	30	3.8333	.8743
There are a variety of products available	30	3.9333	.9803
There are good quality of products	30	3.6000	.7701
Thai food ia varied and exotic	30	4.0667	1.1427
Valid N (listwise)	30		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
High standard of service in hotel and restaurants	30	3.9000	.8847
High standard of hygiene and cleanliness	30	3.3667	.8899
Variety and quality of restaurants	30	3.9333	.9444
Appealing local food (cuisine)	30	4.1333	.8193
Reasonable price for accommodation and restaurants	30	4.2333	.6261
Valid N (listwise)	30		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Local residents are warm and friendly	30	4.1333	.7761
No language barrier(ease of communication)	30	3.3000	.9879
Good night lift and entertainment	30	4.1667	.7915
Unpolluted/unspoiled environment	30	3.3333	.9942
Thailand has political stability	30	3.4333	.8584
Valid N (listwise)	30		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
A variety of healt conscious activities(e.g.spa)	30	3.7000	.9154
Opportunity for adventure activities(trekking Opportunity for adventure activitier(trekking rafting)	30	3.9000	.8847
Outlook recreation activities(caming)	30	3.4667	1.0080
Great water activities(water sports,diving)	30	3.7333	1.0148
Reasonable price of sports recreation and adventure activities	30	3.8000	.8867
Valid N (listwise)	30		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Natural scenery	30	3.9667	.9994
Transportation	30	3.6000	1.0034
Safe travel destination	30	3.5000	1.0748
Shopping and Food	30	4.1667	.8339
Accommodation and Restaurant	30	3.9667	.8503
Social and Environmental issues	30	3.4000	.7701
Sports,Recreation snd Adventure activities	30	3.7333	.8683
Overall Destination Image	30	3.7619	.6588
Valid N (listwise)	30		

T-Test

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Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
Cultural/Natural Attractions	male	11	4.2364	.4081	.1230
	Female	19	4.1053	.5390	.1237
Transportation	male	11	3.5455	.4108	.1239
	Female	19	3.5053	.7253	.1664
Safe Travel Destination	male	11	3.4000	.6693	.2018
	Female	19	3.3368	.6534	.1499
Shopping and Food	male	11	3.9455	.5373	.1620
	Female	19	3.9579	.8016	.1839
Accommodation and Restaurants	male	11	4.2364	.2656	8.008E-02
	Female	19	3.7263	.6773	.1554
Social and Environmental Issues	male	11	3.7636	.2501	7.541E-02
	Female	19	3.6211	.6860	.1574
Sports,Recreation and Adventure Activities	male	11	3.5273	.8356	.2519
	Female	19	3.8316	.7311	.1677
Perception of Thailand Attributes	male	11	3.8078	.2441	7.361E-02
	Female	19	3.7263	.5125	.1176

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
Cultural/Natural Attractions	Equal variances assumed	.614	.440
	Equal variances not assumed		
Transportation	Equal variances assumed	3.257	.082
	Equal variances not assumed		
Safe Travel Destination	Equal variances assumed	.043	.837
	Equal variances not assumed		
Shopping and Food	Equal variances assumed	1.181	.286
	Equal variances not assumed		
Accommodation and Restaurants	Equal variances assumed	7.705	.010
	Equal variances not assumed		
Social and Environmental Issues	Equal variances assumed	15.022	.001
	Equal variances not assumed		
Sports,Recreation and Adventure Activities	Equal variances assumed	.145	.706
	Equal variances not assumed		
Perception of Thailand Attributes	Equal variances assumed	6.992	.013
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
Cultural/Natural Attractions	Equal variances assumed	.697	28	.491	.1311
	Equal variances not assumed	.752	25.786	.459	.1311
Transportation	Equal variances assumed	.168	28	.868	4.019E-02
	Equal variances not assumed	.194	28.000	.848	4.019E-02
Safe Travel Destination	Equal variances assumed	.253	28	.802	6.316E-02
	Equal variances not assumed	.251	20.595	.804	6.316E-02
Shopping and Food	Equal variances assumed	-.046	28	.964	-1.2440E-02
	Equal variances not assumed	-.051	27.244	.960	-1.2440E-02
Accommodation and Restaurants	Equal variances assumed	2.380	28	.024	.5100
	Equal variances not assumed	2.918	25.584	.007	.5100
Social and Environmental Issues	Equal variances assumed	.660	28	.514	.1426
	Equal variances not assumed	.817	24.855	.422	.1426
Sports,Recreation and Adventure Activities	Equal variances assumed	-1.043	28	.306	-.3043
	Equal variances not assumed	-1.005	18.779	.327	-.3043
Perception of Thailand Attributes	Equal variances assumed	.493	28	.626	8.148E-02
	Equal variances not assumed	.587	27.320	.562	8.148E-02

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Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Cultural/Natural Attractions	Equal variances assumed	.1880	-.2540	.5162
	Equal variances not assumed	.1744	-.2276	.4898
Transportation	Equal variances assumed	.2392	-.4497	.5301
	Equal variances not assumed	.2074	-.3847	.4651
Safe Travel Destination	Equal variances assumed	.2497	-.4484	.5747
	Equal variances not assumed	.2514	-.4603	.5866
Shopping and Food	Equal variances assumed	.2722	-.5700	.5451
	Equal variances not assumed	.2451	-.5151	.4902
Accommodation and Restaurants	Equal variances assumed	.2143	7.098E-02	.9491
	Equal variances not assumed	.1748	.1505	.8696
Social and Environmental Issues	Equal variances assumed	.2160	-.2998	.5849
	Equal variances not assumed	.1745	-.2170	.5021
Sports,Recreation and Adventure Activities	Equal variances assumed	.2917	-.9019	.2933
	Equal variances not assumed	.3027	-.9383	.3297
Perception of Thailand Attributes	Equal variances assumed	.1652	-.2570	.4199
	Equal variances not assumed	.1387	-.2030	.3660

Oneway

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Descriptives

		N	Mean	Std. Deviation	Std. Error
Cultural/Natural Attractions	Below 20 years old	1	3.8000	.	.
	20-29 years old	13	4.2308	.6047	.1677
	30-39 years old	12	4.0667	.3447	9.949E-02
	40-49 years old	1	3.4000	.	.
	Above 49 years old	3	4.5333	.1155	6.667E-02
	Total	30	4.1533	.4918	8.979E-02
Transportation	Below 20 years old	1	2.6000	.	.
	20-29 years old	13	3.5231	.6954	.1929
	30-39 years old	12	3.4667	.4774	.1378
	40-49 years old	1	3.0000	.	.
	Above 49 years old	3	4.2000	.4000	.2309
	Total	30	3.5200	.6206	.1133
Safe Travel Destination	Below 20 years old	1	2.8000	.	.
	20-29 years old	13	3.2615	.5253	.1457
	30-39 years old	12	3.3667	.7762	.2241
	40-49 years old	1	3.2000	.	.
	Above 49 years old	3	4.0000	.5292	.3055
	Total	30	3.3600	.6484	.1184
Shopping and Food	Below 20 years old	1	3.6000	.	.
	20-29 years old	13	3.8923	.7421	.2058
	30-39 years old	12	3.9167	.7457	.2153
	40-49 years old	1	3.8000	.	.
	Above 49 years old	3	4.5333	.5033	.2906
	Total	30	3.9533	.7060	.1289
Accommodation and Restaurants	Below 20 years old	1	2.8000	.	.
	20-29 years old	13	3.7231	.6660	.1847
	30-39 years old	12	4.1333	.4119	.1189
	40-49 years old	1	3.4000	.	.
	Above 49 years old	3	4.4000	.4000	.2309
	Total	30	3.9133	.6095	.1113
Social and Environmental Issues	Below 20 years old	1	3.2000	.	.
	20-29 years old	13	3.6923	.6461	.1792
	30-39 years old	12	3.6500	.5665	.1635
	40-49 years old	1	3.4000	.	.
	Above 49 years old	3	3.9333	.3055	.1764
	Total	30	3.6733	.5644	.1030
Sports,Recreation and Adventure Activities	Below 20 years old	1	4.4000	.	.
	20-29 years old	13	3.5692	.7111	.1972
	30-39 years old	12	3.7167	.8674	.2504
	40-49 years old	1	3.0000	.	.
	Above 49 years old	3	4.4000	.3464	.2000
	Total	30	3.7200	.7712	.1408
Perception of Thailand Attributes	Below 20 years old	1	3.3143	.	.
	20-29 years old	13	3.6989	.4141	.1149
	30-39 years old	12	3.7595	.4277	.1235
	40-49 years old	1	3.3143	.	.
	Above 49 years old	3	4.2857	.1143	6.598E-02
	Total	30	3.7562	.4304	7.857E-02

Descriptives

		95% Confidence Interval for Mean	
		Lower Bound	Upper Bound
Cultural/Natural Attractions	Below 20 years old	.	.
	20-29 years old	3.8654	4.5962
	30-39 years old	3.8477	4.2857
	40-49 years old	.	.
	Above 49 years old	4.2465	4.8202
	Total	3.9697	4.3370
Transportation	Below 20 years old	.	.
	20-29 years old	3.1028	3.9433
	30-39 years old	3.1634	3.7700
	40-49 years old	.	.
	Above 49 years old	3.2063	5.1937
	Total	3.2883	3.7517
Safe Travel Destination	Below 20 years old	.	.
	20-29 years old	2.9441	3.5789
	30-39 years old	2.8735	3.8598
	40-49 years old	.	.
	Above 49 years old	2.6855	5.3145
	Total	3.1179	3.6021
Shopping and Food	Below 20 years old	.	.
	20-29 years old	3.4438	4.3408
	30-39 years old	3.4429	4.3905
	40-49 years old	.	.
	Above 49 years old	3.2830	5.7837
	Total	3.6897	4.2170
Accommodation and Restaurants	Below 20 years old	.	.
	20-29 years old	3.3206	4.1256
	30-39 years old	3.8716	4.3951
	40-49 years old	.	.
	Above 49 years old	3.4063	5.3937
	Total	3.6857	4.1409
Social and Environmental Issues	Below 20 years old	.	.
	20-29 years old	3.3019	4.0827
	30-39 years old	3.2901	4.0099
	40-49 years old	.	.
	Above 49 years old	3.1744	4.6922
	Total	3.4626	3.8841
Sports,Recreation and Adventure Activities	Below 20 years old	.	.
	20-29 years old	3.1395	3.9989
	30-39 years old	3.1655	4.2678
	40-49 years old	.	.
	Above 49 years old	3.5395	5.2605
	Total	3.4320	4.0080
Perception of Thailand Attributes	Below 20 years old	.	.
	20-29 years old	3.4486	3.9492
	30-39 years old	3.4878	4.0313
	40-49 years old	.	.
	Above 49 years old	4.0018	4.5696
	Total	3.5955	3.9169

Descriptives

		Minimum	Maximum
Cultural/Natural Attractions	Below 20 years old	3.80	3.80
	20-29 years old	3.00	5.00
	30-39 years old	3.40	4.60
	40-49 years old	3.40	3.40
	Above 49 years old	4.40	4.60
	Total	3.00	5.00
Transportation	Below 20 years old	2.60	2.60
	20-29 years old	1.80	4.60
	30-39 years old	2.80	4.40
	40-49 years old	3.00	3.00
	Above 49 years old	3.80	4.60
	Total	1.80	4.60
Safe Travel Destination	Below 20 years old	2.80	2.80
	20-29 years old	2.20	4.20
	30-39 years old	2.00	4.80
	40-49 years old	3.20	3.20
	Above 49 years old	3.40	4.40
	Total	2.00	4.80
Shopping and Food	Below 20 years old	3.60	3.60
	20-29 years old	2.60	4.80
	30-39 years old	2.20	5.00
	40-49 years old	3.80	3.80
	Above 49 years old	4.00	5.00
	Total	2.20	5.00
Accommodation and Restaurants	Below 20 years old	2.80	2.80
	20-29 years old	2.60	4.60
	30-39 years old	3.20	4.80
	40-49 years old	3.40	3.40
	Above 49 years old	4.00	4.80
	Total	2.60	4.80
Social and Environmental Issues	Below 20 years old	3.20	3.20
	20-29 years old	2.60	4.80
	30-39 years old	2.60	4.40
	40-49 years old	3.40	3.40
	Above 49 years old	3.60	4.20
	Total	2.60	4.80
Sports,Recreation and Adventure Activities	Below 20 years old	4.40	4.40
	20-29 years old	2.20	4.60
	30-39 years old	2.00	5.00
	40-49 years old	3.00	3.00
	Above 49 years old	4.00	4.60
	Total	2.00	5.00
Perception of Thailand Attributes	Below 20 years old	3.31	3.31
	20-29 years old	3.03	4.34
	30-39 years old	2.89	4.69
	40-49 years old	3.31	3.31
	Above 49 years old	4.17	4.40
	Total	2.89	4.69

ANOVA

		Sum of Squares	df	Mean Square
Cultural/Natural Attractions	Between Groups	1.294	4	.323
	Within Groups	5.721	25	.229
	Total	7.015	29	
Transportation	Between Groups	2.538	4	.635
	Within Groups	8.630	25	.345
	Total	11.168	29	
Safe Travel Destination	Between Groups	1.695	4	.424
	Within Groups	10.497	25	.420
	Total	12.192	29	
Shopping and Food	Between Groups	1.222	4	.306
	Within Groups	13.233	25	.529
	Total	14.455	29	
Accommodation and Restaurants	Between Groups	3.265	4	.816
	Within Groups	7.510	25	.300
	Total	10.775	29	
Social and Environmental Issues	Between Groups	.513	4	.128
	Within Groups	8.726	25	.349
	Total	9.239	29	
Sports,Recreation and Adventure Activities	Between Groups	2.664	4	.666
	Within Groups	14.584	25	.583
	Total	17.248	29	
Perception of Thailand Attributes	Between Groups	1.275	4	.319
	Within Groups	4.096	25	.164
	Total	5.371	29	

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ANOVA

		F	Sig.
Cultural/Natural Attractions	Between Groups	1.413	.259
	Within Groups		
	Total		
Transportation	Between Groups	1.838	.153
	Within Groups		
	Total		
Safe Travel Destination	Between Groups	1.009	.422
	Within Groups		
	Total		
Shopping and Food	Between Groups	.577	.682
	Within Groups		
	Total		
Accommodation and Restaurants	Between Groups	2.717	.053
	Within Groups		
	Total		
Social and Environmental Issues	Between Groups	.367	.830
	Within Groups		
	Total		
Sports,Recreation and Adventure Activities	Between Groups	1.141	.360
	Within Groups		
	Total		
Perception of Thailand Attributes	Between Groups	1.945	.134
	Within Groups		
	Total		

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Descriptives

		N	Mean	Std. Deviation
Cultural/Natural Attractions	Below high school graduate	2	4.4000	.0000
	High school graduate	6	3.9333	.6653
	Undergraduate degree	13	4.2000	.4967
	Postgraduate degree	8	4.2250	.4200
	Others	1	3.8000	.
	Total	30	4.1533	.4918
Transportation	Below high school graduate	2	4.3000	.1414
	High school graduate	6	3.4667	.7659
	Undergraduate degree	13	3.4923	.6144
	Postgraduate degree	8	3.4500	.5732
	Others	1	3.2000	.
	Total	30	3.5200	.6206
Safe Travel Destination	Below high school graduate	2	4.1000	.9899
	High school graduate	6	3.1000	.5762
	Undergraduate degree	13	3.4000	.5538
	Postgraduate degree	8	3.3500	.7764
	Others	1	3.0000	.
	Total	30	3.3600	.6484
Shopping and Food	Below high school graduate	2	5.0000	.0000
	High school graduate	6	3.7333	.8641
	Undergraduate degree	13	3.7692	.7250
	Postgraduate degree	8	4.2250	.2915
	Others	1	3.4000	.
	Total	30	3.9533	.7060
Accommodation and Restaurants	Below high school graduate	2	4.8000	.0000
	High school graduate	6	3.4000	.5657
	Undergraduate degree	13	3.8923	.6251
	Postgraduate degree	8	4.0750	.3845
	Others	1	4.2000	.
	Total	30	3.9133	.6095
Social and Environmental Issues	Below high school graduate	2	4.0000	.5657
	High school graduate	6	3.9000	.7127
	Undergraduate degree	13	3.5231	.5388
	Postgraduate degree	8	3.6000	.5014
	Others	1	4.2000	.
	Total	30	3.6733	.5644

Descriptives

		N	Mean	Std. Deviation
Sports,Recreation and Adventure Activities	Below high school graduate	2	4.8000	.2828
	High school graduate	6	4.0000	.4733
	Undergraduate degree	13	3.4154	.8305
	Postgraduate degree	8	3.7750	.7206
	Others	1	3.4000	.
	Total	30	3.7200	.7712
Perception of Thailand Attributes	Below high school graduate	2	4.4857	.2828
	High school graduate	6	3.6476	.4797
	Undergraduate degree	13	3.6703	.4105
	Postgraduate degree	8	3.8143	.3456
	Others	1	3.6000	.
	Total	30	3.7562	.4304

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Descriptives

			95% Confidence Interval for Mean	
		Std. Error	Lower Bound	Upper Bound
Cultural/Natural Attractions	Below high school graduate	.0000	4.4000	4.4000
	High school graduate	.2716	3.2351	4.6316
	Undergraduate degree	.1377	3.8999	4.5001
	Postgraduate degree	.1485	3.8738	4.5762
	Others	.	.	.
	Total	8.979E-02	3.9697	4.3370
Transportation	Below high school graduate	.1000	3.0294	5.5706
	High school graduate	.3127	2.6629	4.2705
	Undergraduate degree	.1704	3.1211	3.8636
	Postgraduate degree	.2027	2.9708	3.9292
	Others	.	.	.
	Total	.1133	3.2883	3.7517
Safe Travel Destination	Below high school graduate	.7000	-4.7943	12.9943
	High school graduate	.2352	2.4953	3.7047
	Undergraduate degree	.1536	3.0654	3.7346
	Postgraduate degree	.2745	2.7009	3.9991
	Others	.	.	.
	Total	.1184	3.1179	3.6021
Shopping and Food	Below high school graduate	.0000	5.0000	5.0000
	High school graduate	.3528	2.8265	4.6401
	Undergraduate degree	.2011	3.3311	4.2074
	Postgraduate degree	.1031	3.9813	4.4687
	Others	.	.	.
	Total	.1289	3.6897	4.2170
Accommodation and Restaurants	Below high school graduate	.0000	4.8000	4.8000
	High school graduate	.2309	2.8063	3.9937
	Undergraduate degree	.1734	3.5146	4.2701
	Postgraduate degree	.1359	3.7535	4.3965
	Others	.	.	.
	Total	.1113	3.6857	4.1409
Social and Environmental Issues	Below high school graduate	.4000	-1.0825	9.0825
	High school graduate	.2910	3.1520	4.6480
	Undergraduate degree	.1494	3.1975	3.8486
	Postgraduate degree	.1773	3.1808	4.0192
	Others	.	.	.
	Total	.1030	3.4626	3.8841

Descriptives

			95% Confidence Interval for Mean	
		Std. Error	Lower Bound	Upper Bound
Sports,Recreation and Adventure Activities	Below high school graduate	.2000	2.2588	7.3412
	High school graduate	.1932	3.5033	4.4967
	Undergraduate degree	.2303	2.9135	3.9173
	Postgraduate degree	.2548	3.1726	4.3774
	Others	.	.	.
	Total	.1408	3.4320	4.0080
Perception of Thailand Attributes	Below high school graduate	.2000	1.9445	7.0270
	High school graduate	.1958	3.1442	4.1510
	Undergraduate degree	.1139	3.4223	3.9184
	Postgraduate degree	.1222	3.5254	4.1032
	Others	.	.	.
	Total	7.857E-02	3.5955	3.9169

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Descriptives

		Minimum	Maximum
Cultural/Natural Attractions	Below high school graduate	4.40	4.40
	High school graduate	3.00	4.80
	Undergraduate degree	3.40	5.00
	Postgraduate degree	3.40	4.60
	Others	3.80	3.80
	Total	3.00	5.00
Transportation	Below high school graduate	4.20	4.40
	High school graduate	2.60	4.60
	Undergraduate degree	1.80	4.00
	Postgraduate degree	2.80	4.60
	Others	3.20	3.20
	Total	1.80	4.60
Safe Travel Destination	Below high school graduate	3.40	4.80
	High school graduate	2.20	3.80
	Undergraduate degree	2.60	4.20
	Postgraduate degree	2.00	4.40
	Others	3.00	3.00
	Total	2.00	4.80
Shopping and Food	Below high school graduate	5.00	5.00
	High school graduate	2.60	4.80
	Undergraduate degree	2.20	4.80
	Postgraduate degree	3.80	4.60
	Others	3.40	3.40
	Total	2.20	5.00
Accommodation and Restaurants	Below high school graduate	4.80	4.80
	High school graduate	2.60	4.00
	Undergraduate degree	2.60	4.60
	Postgraduate degree	3.40	4.60
	Others	4.20	4.20
	Total	2.60	4.80
Social and Environmental Issues	Below high school graduate	3.60	4.40
	High school graduate	3.20	4.80
	Undergraduate degree	2.60	4.20
	Postgraduate degree	2.80	4.20
	Others	4.20	4.20
	Total	2.60	4.80

Descriptives

		Minimum	Maximum
Sports,Recreation and Adventure Activities	Below high school graduate	4.60	5.00
	High school graduate	3.40	4.60
	Undergraduate degree	2.00	4.80
	Postgraduate degree	3.00	4.80
	Others	3.40	3.40
	Total	2.00	5.00
Perception of Thailand Attributes	Below high school graduate	4.29	4.69
	High school graduate	3.03	4.20
	Undergraduate degree	2.89	4.34
	Postgraduate degree	3.31	4.40
	Others	3.60	3.60
	Total	2.89	4.69

ANOVA

		Sum of Squares	df	Mean Square
Cultural/Natural Attractions	Between Groups	.606	4	.152
	Within Groups	6.408	25	.256
	Total	7.015	29	
Transportation	Between Groups	1.385	4	.346
	Within Groups	9.783	25	.391
	Total	11.168	29	
Safe Travel Destination	Between Groups	1.652	4	.413
	Within Groups	10.540	25	.422
	Total	12.192	29	
Shopping and Food	Between Groups	3.819	4	.955
	Within Groups	10.636	25	.425
	Total	14.455	29	
Accommodation and Restaurants	Between Groups	3.450	4	.863
	Within Groups	7.324	25	.293
	Total	10.775	29	
Social and Environmental Issues	Between Groups	1.136	4	.284
	Within Groups	8.103	25	.324
	Total	9.239	29	
Sports,Recreation and Adventure Activities	Between Groups	4.136	4	1.034
	Within Groups	13.112	25	.524
	Total	17.248	29	
Perception of Thailand Attributes	Between Groups	1.282	4	.321
	Within Groups	4.089	25	.164
	Total	5.371	29	

ASSUMPTION UNIVERSITY OF THAILAND

ANOVA

		F	Sig.
Cultural/Natural Attractions	Between Groups	.591	.672
	Within Groups		
	Total		
Transportation	Between Groups	.885	.487
	Within Groups		
	Total		
Safe Travel Destination	Between Groups	.980	.436
	Within Groups		
	Total		
Shopping and Food	Between Groups	2.244	.093
	Within Groups		
	Total		
Accommodation and Restaurants	Between Groups	2.944	.040
	Within Groups		
	Total		
Social and Environmental Issues	Between Groups	.876	.492
	Within Groups		
	Total		
Sports,Recreation and Adventure Activities	Between Groups	1.972	.130
	Within Groups		
	Total		
Perception of Thailand Attributes	Between Groups	1.960	.132
	Within Groups		
	Total		

Oneway

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Descriptives

		N	Mean	Std. Deviation
Cultural/Natural Attractions	Business Owner	7	4.0857	.4598
	Student	6	4.5000	.3742
	Employee	10	3.9600	.5719
	Government/State enterprise officer	2	4.2000	.2828
	Others	5	4.2000	.4690
	Total	30	4.1533	.4918
Transportation	Business Owner	7	3.5429	.7458
	Student	6	3.4667	.9771
	Employee	10	3.4800	.4341
	Government/State enterprise officer	2	4.0000	.5657
	Others	5	3.4400	.3578
	Total	30	3.5200	.6206
Safe Travel Destination	Business Owner	7	3.4286	.7251
	Student	6	3.4333	.4803
	Employee	10	3.2600	.5582
	Government/State enterprise officer	2	4.4000	.5657
	Others	5	2.9600	.6387
	Total	30	3.3600	.6484
Shopping and Food	Business Owner	7	4.1143	.7904
	Student	6	4.0333	.6976
	Employee	10	3.6800	.7068
	Government/State enterprise officer	2	4.4000	.8485
	Others	5	4.0000	.6481
	Total	30	3.9533	.7060
Accommodation and Restaurants	Business Owner	7	3.9714	.6157
	Student	6	3.5333	.7230
	Employee	10	3.8000	.5735
	Government/State enterprise officer	2	4.5000	.4243
	Others	5	4.2800	.3033
	Total	30	3.9133	.6095
Social and Environmental Issues	Business Owner	7	3.7714	.6576
	Student	6	3.7000	.8075
	Employee	10	3.4600	.4624
	Government/State enterprise officer	2	4.1000	.4243
	Others	5	3.7600	.2966
	Total	30	3.6733	.5644

Descriptives

		N	Mean	Std. Deviation
Sports,Recreation and Adventure Activities	Business Owner	7	4.0286	.5936
	Student	6	3.7667	.8238
	Employee	10	3.5400	.8003
	Government/State enterprise officer	2	4.9000	.1414
	Others	5	3.1200	.3033
	Total	30	3.7200	.7712
Perception of Thailand Attributes	Business Owner	7	3.8490	.4185
	Student	6	3.7762	.4980
	Employee	10	3.5971	.4431
	Government/State enterprise officer	2	4.3571	.4647
	Others	5	3.6800	8.666E-02
	Total	30	3.7562	.4304

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Descriptives

			95% Confidence Interval for Mean	
		Std. Error	Lower Bound	Upper Bound
Cultural/Natural Attractions	Business Owner	.1738	3.6605	4.5110
	Student	.1528	4.1073	4.8927
	Employee	.1809	3.5509	4.3691
	Government/State enterprise officer	.2000	1.6588	6.7412
	Others	.2098	3.6176	4.7824
	Total	8.979E-02	3.9697	4.3370
Transportation	Business Owner	.2819	2.8531	4.2326
	Student	.3989	2.4413	4.4920
	Employee	.1373	3.1695	3.7905
	Government/State enterprise officer	.4000	-1.0825	9.0825
	Others	.1600	2.9958	3.8842
	Total	.1133	3.2883	3.7517
Safe Travel Destination	Business Owner	.2740	2.7580	4.0991
	Student	.1961	2.9293	3.9374
	Employee	.1765	2.8607	3.6593
	Government/State enterprise officer	.4000	-.6825	9.4825
	Others	.2857	2.1669	3.7531
	Total	.1184	3.1179	3.6021
Shopping and Food	Business Owner	.2988	3.3833	4.8453
	Student	.2848	3.3012	4.7654
	Employee	.2235	3.1744	4.1856
	Government/State enterprise officer	.6000	-3.2237	12.0237
	Others	.2898	3.1953	4.8047
	Total	.1289	3.6897	4.2170
Accommodation and Restaurants	Business Owner	.2327	3.4020	4.5408
	Student	.2951	2.7746	4.2920
	Employee	.1814	3.3898	4.2102
	Government/State enterprise officer	.3000	.6881	8.3119
	Others	.1356	3.9034	4.6566
	Total	.1113	3.6857	4.1409
Social and Environmental Issues	Business Owner	.2485	3.1633	4.3796
	Student	.3296	2.8526	4.5474
	Employee	.1462	3.1292	3.7908
	Government/State enterprise officer	.3000	.2881	7.9119
	Others	.1327	3.3917	4.1283
	Total	.1030	3.4626	3.8841

Descriptives

			95% Confidence Interval for Mean	
		Std. Error	Lower Bound	Upper Bound
Sports,Recreation and Adventure Activities	Business Owner	.2244	3.4796	4.5776
	Student	.3363	2.9021	4.6312
	Employee	.2531	2.9675	4.1125
	Government/State enterprise officer	.1000	3.6294	6.1706
	Others	.1356	2.7434	3.4966
	Total	.1408	3.4320	4.0080
Perception of Thailand Attributes	Business Owner	.1582	3.4619	4.2360
	Student	.2033	3.2536	4.2988
	Employee	.1401	3.2801	3.9141
	Government/State enterprise officer	.3286	.1822	8.5320
	Others	3.876E-02	3.5724	3.7876
	Total	7.857E-02	3.5955	3.9169

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Descriptives

		Minimum	Maximum
Cultural/Natural Attractions	Business Owner	3.40	4.60
	Student	4.00	5.00
	Employee	3.00	4.80
	Government/State enterprise officer	4.00	4.40
	Others	3.60	4.60
	Total	3.00	5.00
Transportation	Business Owner	2.60	4.60
	Student	1.80	4.60
	Employee	2.80	4.20
	Government/State enterprise officer	3.60	4.40
	Others	3.00	3.80
	Total	1.80	4.60
Safe Travel Destination	Business Owner	2.20	4.20
	Student	2.80	4.20
	Employee	2.60	4.40
	Government/State enterprise officer	4.00	4.80
	Others	2.00	3.80
	Total	2.00	4.80
Shopping and Food	Business Owner	2.60	5.00
	Student	2.80	4.80
	Employee	2.20	4.60
	Government/State enterprise officer	3.80	5.00
	Others	3.40	4.80
	Total	2.20	5.00
Accommodation and Restaurants	Business Owner	2.80	4.80
	Student	2.60	4.40
	Employee	2.60	4.40
	Government/State enterprise officer	4.20	4.80
	Others	4.00	4.60
	Total	2.60	4.80
Social and Environmental Issues	Business Owner	2.80	4.80
	Student	2.60	4.40
	Employee	2.60	4.00
	Government/State enterprise officer	3.80	4.40
	Others	3.40	4.20
	Total	2.60	4.80

Descriptives

		Minimum	Maximum
Sports,Recreation and Adventure Activities	Business Owner	3.00	4.60
	Student	2.20	4.60
	Employee	2.00	4.80
	Government/State enterprise officer	4.80	5.00
	Others	2.80	3.40
	Total	2.00	5.00
Perception of Thailand Attributes	Business Owner	3.31	4.40
	Student	3.14	4.34
	Employee	2.89	4.17
	Government/State enterprise officer	4.03	4.69
	Others	3.60	3.83
	Total	2.89	4.69

ANOVA

		Sum of Squares	df	Mean Square
Cultural/Natural Attractions	Between Groups	1.142	4	.286
	Within Groups	5.873	25	.235
	Total	7.015	29	
Transportation	Between Groups	.530	4	.132
	Within Groups	10.638	25	.426
	Total	11.168	29	
Safe Travel Destination	Between Groups	3.128	4	.782
	Within Groups	9.064	25	.363
	Total	12.192	29	
Shopping and Food	Between Groups	1.377	4	.344
	Within Groups	13.078	25	.523
	Total	14.455	29	
Accommodation and Restaurants	Between Groups	2.379	4	.595
	Within Groups	8.396	25	.336
	Total	10.775	29	
Social and Environmental Issues	Between Groups	.928	4	.232
	Within Groups	8.310	25	.332
	Total	9.239	29	
Sports,Recreation and Adventure Activities	Between Groups	5.588	4	1.397
	Within Groups	11.660	25	.466
	Total	17.248	29	
Perception of Thailand Attributes	Between Groups	1.067	4	.267
	Within Groups	4.304	25	.172
	Total	5.371	29	

ASSUMPTION UNIVERSITY OF THAILAND

ANOVA

		F	Sig.
Cultural/Natural Attractions	Between Groups	1.215	.329
	Within Groups		
	Total		
Transportation	Between Groups	.311	.868
	Within Groups		
	Total		
Safe Travel Destination	Between Groups	2.157	.103
	Within Groups		
	Total		
Shopping and Food	Between Groups	.658	.627
	Within Groups		
	Total		
Accommodation and Restaurants	Between Groups	1.771	.166
	Within Groups		
	Total		
Social and Environmental Issues	Between Groups	.698	.600
	Within Groups		
	Total		
Sports,Recreation and Adventure Activities	Between Groups	2.996	.038
	Within Groups		
	Total		
Perception of Thailand Attributes	Between Groups	1.549	.219
	Within Groups		
	Total		

Post Hoc Tests

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Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	Mean Difference (I-J)	Std. Error
Cultural/Natural Attractions	Business Owner	Student	-.4143	.2696
		Employee	.1257	.2388
		Government/State enterprise officer	-.1143	.3886
		Others	-.1143	.2838
	Student	Business Owner	.4143	.2696
		Employee	.5400	.2503
		Government/State enterprise officer	.3000	.3957
		Others	.3000	.2935
	Employee	Business Owner	-.1257	.2388
		Student	-.5400	.2503
		Government/State enterprise officer	-.2400	.3754
		Others	-.2400	.2655
	Government/State enterprise officer	Business Owner	.1143	.3886
		Student	-.3000	.3957
		Employee	.2400	.3754
		Others	.0000	.4055
	Others	Business Owner	.1143	.2838
		Student	-.3000	.2935
		Employee	.2400	.2655
		Government/State enterprise officer	.0000	.4055
Transportation	Business Owner	Student	7.619E-02	.3629
		Employee	6.286E-02	.3215
		Government/State enterprise officer	-.4571	.5230
		Others	.1029	.3820
	Student	Business Owner	-7.6190E-02	.3629
		Employee	-1.3333E-02	.3369
		Government/State enterprise officer	-.5333	.5326
		Others	2.667E-02	.3950
	Employee	Business Owner	-6.2857E-02	.3215
		Student	1.333E-02	.3369
		Government/State enterprise officer	-.5200	.5053
		Others	4.000E-02	.3573
	Government/State enterprise officer	Business Owner	.4571	.5230
		Student	.5333	.5326
		Employee	.5200	.5053
		Others	.5600	.5458

Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	Mean Difference (I-J)	Std. Error
Transportation	Others	Business Owner	-.1029	.3820
		Student	-2.6667E-02	.3950
		Employee	-4.0000E-02	.3573
		Government/State enterprise officer	-.5600	.5458
Safe Travel Destination	Business Owner	Student	-4.7619E-03	.3350
		Employee	.1686	.2967
		Government/State enterprise officer	-.9714	.4828
		Others	.4686	.3526
	Student	Business Owner	4.762E-03	.3350
		Employee	.1733	.3109
		Government/State enterprise officer	-.9667	.4916
		Others	.4733	.3646
	Employee	Business Owner	-.1686	.2967
		Student	-.1733	.3109
		Government/State enterprise officer	-1.1400	.4664
		Others	.3000	.3298
	Government/State enterprise officer	Business Owner	.9714	.4828
		Student	.9667	.4916
		Employee	1.1400	.4664
		Others	1.4400	.5038
	Others	Business Owner	-.4686	.3526
		Student	-.4733	.3646
		Employee	-.3000	.3298
		Government/State enterprise officer	-1.4400	.5038
Shopping and Food	Business Owner	Student	8.095E-02	.4024
		Employee	.4343	.3564
		Government/State enterprise officer	-.2857	.5799
		Others	.1143	.4235
	Student	Business Owner	-8.0952E-02	.4024
		Employee	.3533	.3735
		Government/State enterprise officer	-.3667	.5905
		Others	3.333E-02	.4380
	Employee	Business Owner	-.4343	.3564
		Student	-.3533	.3735
		Government/State enterprise officer	-.7200	.5602
		Others	-.3200	.3962

Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	Mean Difference (I-J)	Std. Error
Shopping and Food	Government/State enterprise officer	Business Owner	.2857	.5799
		Student	.3667	.5905
		Employee	.7200	.5602
		Others	.4000	.6051
	Others	Business Owner	-.1143	.4235
		Student	-3.3333E-02	.4380
		Employee	.3200	.3962
		Government/State enterprise officer	-.4000	.6051
Accommodation and Restaurants	Business Owner	Student	.4381	.3224
		Employee	.1714	.2856
		Government/State enterprise officer	-.5286	.4646
		Others	-.3086	.3393
	Student	Business Owner	-.4381	.3224
		Employee	-.2667	.2993
		Government/State enterprise officer	-.9667	.4732
		Others	-.7467	.3509
	Employee	Business Owner	-.1714	.2856
		Student	.2667	.2993
		Government/State enterprise officer	-.7000	.4489
		Others	-.4800	.3174
	Government/State enterprise officer	Business Owner	.5286	.4646
		Student	.9667	.4732
		Employee	.7000	.4489
		Others	.2200	.4848
	Others	Business Owner	.3086	.3393
		Student	.7467	.3509
		Employee	.4800	.3174
		Government/State enterprise officer	-.2200	.4848
Social and Environmental Issues	Business Owner	Student	7.143E-02	.3208
		Employee	.3114	.2841
		Government/State enterprise officer	-.3286	.4623
		Others	1.143E-02	.3376
	Student	Business Owner	-7.1429E-02	.3208
		Employee	.2400	.2977
		Government/State enterprise officer	-.4000	.4708
		Others	-6.0000E-02	.3491

Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	Mean Difference (I-J)	Std. Error
Social and Environmental Issues	Employee	Business Owner	-.3114	.2841
		Student	-.2400	.2977
		Government/State enterprise officer	-.6400	.4466
		Others	-.3000	.3158
	Government/State enterprise officer	Business Owner	.3286	.4623
		Student	.4000	.4708
		Employee	.6400	.4466
		Others	.3400	.4824
	Others	Business Owner	-1.1429E-02	.3376
		Student	6.000E-02	.3491
		Employee	.3000	.3158
		Government/State enterprise officer	-.3400	.4824
Sports,Recreation and Adventure Activities	Business Owner	Student	.2619	.3799
		Employee	.4886	.3365
		Government/State enterprise officer	-.8714	.5476
		Others	.9086	.3999
	Student	Business Owner	-.2619	.3799
		Employee	.2267	.3527
		Government/State enterprise officer	-1.1333	.5576
		Others	.6467	.4135
	Employee	Business Owner	-.4886	.3365
		Student	-.2267	.3527
		Government/State enterprise officer	-1.3600	.5290
		Others	.4200	.3741
	Government/State enterprise officer	Business Owner	.8714	.5476
		Student	1.1333	.5576
		Employee	1.3600	.5290
		Others	1.7800	.5714
	Others	Business Owner	-.9086	.3999
		Student	-.6467	.4135
		Employee	-.4200	.3741
		Government/State enterprise officer	-1.7800	.5714
Perception of Thailand Attributes	Business Owner	Student	7.279E-02	.2308
		Employee	.2518	.2045
		Government/State enterprise officer	-.5082	.3327
		Others	.1690	.2430

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Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	Mean Difference (I-J)	Std. Error
Perception of Thailand Attributes	Student	Business Owner	-7.2789E-02	.2308
		Employee	.1790	.2143
		Government/State enterprise officer	-.5810	.3388
		Others	9.619E-02	.2512
	Employee	Business Owner	-.2518	.2045
		Student	-.1790	.2143
		Government/State enterprise officer	-.7600	.3214
		Others	-8.2857E-02	.2273
	Government/State enterprise officer	Business Owner	.5082	.3327
		Student	.5810	.3388
		Employee	.7600	.3214
		Others	.6771	.3472
	Others	Business Owner	-.1690	.2430
		Student	-9.6190E-02	.2512
		Employee	8.286E-02	.2273
		Government/State enterprise officer	-.6771	.3472

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Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	Sig.	95% Confidence Interval Lower Bound
Cultural/Natural Attractions	Business Owner	Student	.673	-1.3100
		Employee	.991	-.6677
		Government/State enterprise officer	.999	-1.4052
		Others	.997	-1.0570
	Student	Business Owner	.673	-.4814
		Employee	.350	-.2914
		Government/State enterprise officer	.964	-1.0146
		Others	.900	-.6749
	Employee	Business Owner	.991	-.9191
		Student	.350	-1.3714
		Government/State enterprise officer	.981	-1.4871
		Others	.934	-1.1218
	Government/State enterprise officer	Business Owner	.999	-1.1766
		Student	.964	-1.6146
		Employee	.981	-1.0071
		Others	1.000	-1.3470
	Others	Business Owner	.997	-.8284
		Student	.900	-1.2749
		Employee	.934	-.6418
		Government/State enterprise officer	1.000	-1.3470
Transportation	Business Owner	Student	1.000	-1.1294
		Employee	1.000	-1.0050
		Government/State enterprise officer	.941	-2.1946
		Others	.999	-1.1660
	Student	Business Owner	1.000	-1.2818
		Employee	1.000	-1.1324
		Government/State enterprise officer	.907	-2.3027
		Others	1.000	-1.2855
	Employee	Business Owner	1.000	-1.1308
		Student	1.000	-1.1057
		Government/State enterprise officer	.898	-2.1985
		Others	1.000	-1.1469
	Government/State enterprise officer	Business Owner	.941	-1.2803
		Student	.907	-1.2360
		Employee	.898	-1.1585
		Others	.899	-1.2530

Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	Sig.	95% Confidence Interval Lower Bound
Transportation	Others	Business Owner	.999	-1.3717
		Student	1.000	-1.3388
		Employee	1.000	-1.2269
		Government/State enterprise officer	.899	-2.3730
Safe Travel Destination	Business Owner	Student	1.000	-1.1175
		Employee	.988	-.8171
		Government/State enterprise officer	.420	-2.5751
		Others	.777	-.7026
	Student	Business Owner	1.000	-1.1080
		Employee	.988	-.8595
		Government/State enterprise officer	.443	-2.5998
		Others	.792	-.7378
	Employee	Business Owner	.988	-1.1543
		Student	.988	-1.2062
		Government/State enterprise officer	.234	-2.6893
		Others	.932	-.7955
	Government/State enterprise officer	Business Owner	.420	-.6323
		Student	.443	-.6665
		Employee	.234	-.4093
		Others	.119	-.2335
	Others	Business Owner	.777	-1.6397
		Student	.792	-1.6845
		Employee	.932	-1.3955
		Government/State enterprise officer	.119	-3.1135
Shopping and Food	Business Owner	Student	1.000	-1.2557
		Employee	.827	-.7497
		Government/State enterprise officer	.993	-2.2121
		Others	.999	-1.2925
	Student	Business Owner	1.000	-1.4176
		Employee	.923	-.8874
		Government/State enterprise officer	.983	-2.3284
		Others	1.000	-1.4215
	Employee	Business Owner	.827	-1.6183
		Student	.923	-1.5940
		Government/State enterprise officer	.798	-2.5810
		Others	.955	-1.6360

Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	Sig.	95% Confidence Interval Lower Bound
Shopping and Food	Government/State enterprise officer	Business Owner	.993	-1.6407
		Student	.983	-1.5951
		Employee	.798	-1.1410
		Others	.978	-1.6102
	Others	Business Owner	.999	-1.5211
		Student	1.000	-1.4882
		Employee	.955	-.9960
		Government/State enterprise officer	.978	-2.4102
Accommodation and Restaurants	Business Owner	Student	.763	-.6329
		Employee	.985	-.7772
		Government/State enterprise officer	.859	-2.0720
		Others	.932	-1.4358
	Student	Business Owner	.763	-1.5091
		Employee	.937	-1.2608
		Government/State enterprise officer	.405	-2.5385
		Others	.364	-1.9123
	Employee	Business Owner	.985	-1.1201
		Student	.937	-.7274
		Government/State enterprise officer	.661	-2.1911
		Others	.686	-1.5344
	Government/State enterprise officer	Business Owner	.859	-1.0149
		Student	.405	-.6051
		Employee	.661	-.7911
		Others	.995	-1.3906
	Others	Business Owner	.932	-.8186
		Student	.364	-.4190
		Employee	.686	-.5744
		Government/State enterprise officer	.995	-1.8306
Social and Environmental Issues	Business Owner	Student	1.000	-.9941
		Employee	.875	-.6324
		Government/State enterprise officer	.972	-1.8642
		Others	1.000	-1.1100
	Student	Business Owner	1.000	-1.1370
		Employee	.955	-.7490
		Government/State enterprise officer	.946	-1.9638
		Others	1.000	-1.2197

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Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	Sig.	95% Confidence Interval
				Lower Bound
Social and Environmental Issues	Employee	Business Owner	.875	-1.2553
		Student	.955	-1.2290
		Government/State enterprise officer	.726	-2.1235
		Others	.921	-1.3490
	Government/State enterprise officer	Business Owner	.972	-1.2070
		Student	.946	-1.1638
		Employee	.726	-.8435
		Others	.972	-1.2624
	Others	Business Owner	1.000	-1.1329
		Student	1.000	-1.0997
		Employee	.921	-.7490
		Government/State enterprise officer	.972	-1.9424
Sports,Recreation and Adventure Activities	Business Owner	Student	.975	-1.0002
		Employee	.717	-.6294
		Government/State enterprise officer	.643	-2.6903
		Others	.300	-.4198
	Student	Business Owner	.975	-1.5240
		Employee	.980	-.9448
		Government/State enterprise officer	.410	-2.9856
		Others	.658	-.7270
	Employee	Business Owner	.717	-1.6065
		Student	.980	-1.3982
		Government/State enterprise officer	.193	-3.1172
		Others	.865	-.8226
	Government/State enterprise officer	Business Owner	.643	-.9475
		Student	.410	-.7190
		Employee	.193	-.3972
		Others	.074	-.1180
	Others	Business Owner	.300	-2.2369
		Student	.658	-2.0204
		Employee	.865	-1.6626
		Government/State enterprise officer	.074	-3.6780
Perception of Thailand Attributes	Business Owner	Student	.999	-.6940
		Employee	.821	-.4274
		Government/State enterprise officer	.678	-1.6133
		Others	.974	-.6381

Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	Sig.	95% Confidence Interval
				Lower Bound
Perception of Thailand Attributes	Student	Business Owner	.999	-.8396
		Employee	.949	-.5327
		Government/State enterprise officer	.577	-1.7064
		Others	.997	-.7384
	Employee	Business Owner	.821	-.9311
		Student	.949	-.8908
		Government/State enterprise officer	.263	-1.8276
		Others	.998	-.8378
	Government/State enterprise officer	Business Owner	.678	-.5970
		Student	.577	-.5444*
		Employee	.263	-.3076
		Others	.451	-.4760
	Others	Business Owner	.974	-.9760
		Student	.997	-.9308
		Employee	.998	-.6721
		Government/State enterprise officer	.451	-1.8303

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Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	95% Confidence Interval Upper Bound
Cultural/Natural Attractions	Business Owner	Student	.4814
		Employee	.9191
		Government/State enterprise officer	1.1766
		Others	.8284
	Student	Business Owner	1.3100
		Employee	1.3714
		Government/State enterprise officer	1.6146
		Others	1.2749
	Employee	Business Owner	.6677
		Student	.2914
		Government/State enterprise officer	1.0071
		Others	.6418
	Government/State enterprise officer	Business Owner	1.4052
		Student	1.0146
		Employee	1.4871
		Others	1.3470
	Others	Business Owner	1.0570
		Student	.6749
		Employee	1.1218
		Government/State enterprise officer	1.3470
Transportation	Business Owner	Student	1.2818
		Employee	1.1308
		Government/State enterprise officer	1.2803
		Others	1.3717
	Student	Business Owner	1.1294
		Employee	1.1057
		Government/State enterprise officer	1.2360
		Others	1.3388
	Employee	Business Owner	1.0050
		Student	1.1324
		Government/State enterprise officer	1.1585
		Others	1.2269
	Government/State enterprise officer	Business Owner	2.1946
		Student	2.3027
		Employee	2.1985
		Others	2.3730

Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	95% Confidence Interval Upper Bound
Transportation	Others	Business Owner	1.1660
		Student	1.2855
		Employee	1.1469
		Government/State enterprise officer	1.2530
Safe Travel Destination	Business Owner	Student	1.1080
		Employee	1.1543
		Government/State enterprise officer	.6323
		Others	1.6397
	Student	Business Owner	1.1175
		Employee	1.2062
		Government/State enterprise officer	.6665
		Others	1.6845
	Employee	Business Owner	.8171
		Student	.8595
		Government/State enterprise officer	.4093
		Others	1.3955
	Government/State enterprise officer	Business Owner	2.5751
		Student	2.5998
		Employee	2.6893
		Others	3.1135
	Others	Business Owner	.7026
		Student	.7378
		Employee	.7955
		Government/State enterprise officer	.2335
Shopping and Food	Business Owner	Student	1.4176
		Employee	1.6183
		Government/State enterprise officer	1.6407
		Others	1.5211
	Student	Business Owner	1.2557
		Employee	1.5940
		Government/State enterprise officer	1.5951
		Others	1.4882
	Employee	Business Owner	.7497
		Student	.8874
		Government/State enterprise officer	1.1410
		Others	.9960

Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	95% Confidence Interval Upper Bound
Shopping and Food	Government/State enterprise officer	Business Owner	2.2121
		Student	2.3284
		Employee	2.5810
		Others	2.4102
	Others	Business Owner	1.2925
		Student	1.4215
		Employee	1.6360
		Government/State enterprise officer	1.6102
Accommodation and Restaurants	Business Owner	Student	1.5091
		Employee	1.1201
		Government/State enterprise officer	1.0149
		Others	.8186
	Student	Business Owner	.6329
		Employee	.7274
		Government/State enterprise officer	.6051
		Others	.4190
	Employee	Business Owner	.7772
		Student	1.2608
		Government/State enterprise officer	.7911
		Others	.5744
	Government/State enterprise officer	Business Owner	2.0720
		Student	2.5385
		Employee	2.1911
		Others	1.8306
	Others	Business Owner	1.4358
		Student	1.9123
		Employee	1.5344
		Government/State enterprise officer	1.3906
Social and Environmental Issues	Business Owner	Student	1.1370
		Employee	1.2553
		Government/State enterprise officer	1.2070
		Others	1.1329
	Student	Business Owner	.9941
		Employee	1.2290
		Government/State enterprise officer	1.1638
		Others	1.0997

Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	95% Confidence Interval Upper Bound
Social and Environmental Issues	Employee	Business Owner	.6324
		Student	.7490
		Government/State enterprise officer	.8435
		Others	.7490
	Government/State enterprise officer	Business Owner	1.8642
		Student	1.9638
		Employee	2.1235
		Others	1.9424
	Others	Business Owner	1.1100
		Student	1.2197
		Employee	1.3490
		Government/State enterprise officer	1.2624
Sports,Recreation and Adventure Activities	Business Owner	Student	1.5240
		Employee	1.6065
		Government/State enterprise officer	.9475
		Others	2.2369
	Student	Business Owner	1.0002
		Employee	1.3982
		Government/State enterprise officer	.7190
		Others	2.0204
	Employee	Business Owner	.6294
		Student	.9448
		Government/State enterprise officer	.3972
		Others	1.6626
	Government/State enterprise officer	Business Owner	2.6903
		Student	2.9856
		Employee	3.1172
		Others	3.6780
	Others	Business Owner	.4198
		Student	.7270
		Employee	.8226
		Government/State enterprise officer	.1180
Perception of Thailand Attributes	Business Owner	Student	.8396
		Employee	.9311
		Government/State enterprise officer	.5970
		Others	.9760

Multiple Comparisons

Scheffe

Dependent Variable	(I) OCCUPATI	(J) OCCUPATI	95% Confidence Interval Upper Bound
Perception of Thailand Attributes	Student	Business Owner	.6940
		Employee	.8908
		Government/State enterprise officer	.5444
		Others	.9308
	Employee	Business Owner	.4274
		Student	.5327
		Government/State enterprise officer	.3076
		Others	.6721
	Government/State enterprise officer	Business Owner	1.6133
		Student	1.7064
		Employee	1.8276
		Others	1.8303
	Others	Business Owner	.6381
		Student	.7384
		Employee	.8378
		Government/State enterprise officer	.4760

Homogeneous Subsets

Cultural/Natural Attractions

Scheffe[a,b]

OCCUPATI	N	Subset for alpha = .05 1
Employee	10	3.9600
Business Owner	7	4.0857
Government/State enterprise officer	2	4.2000
Others	5	4.2000
Student	6	4.5000
Sig.		.600

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 4.506.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

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Transportation

Scheffe[a,b]

OCCUPATI	N	Subset for alpha = .05
		1
Others	5	3.4400
Student	6	3.4667
Employee	10	3.4800
Business Owner	7	3.5429
Government/State enterprise officer	2	4.0000
Sig.		.796

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 4.506.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Safe Travel Destination

Scheffe[a,b]

OCCUPATI	N	Subset for alpha = .05	
		1	2
Others	5	2.9600	
Employee	10	3.2600	3.2600
Business Owner	7	3.4286	3.4286
Student	6	3.4333	3.4333
Government/State enterprise officer	2		4.4000
Sig.		.843	.122

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 4.506.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

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Shopping and Food

Scheffe[a,b]

OCCUPATI	N	Subset for alpha = .05
		1
Employee	10	3.6800
Others	5	4.0000
Student	6	4.0333
Business Owner	7	4.1143
Government/State enterprise officer	2	4.4000
Sig.		.695

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 4.506.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Accommodation and Restaurants

Scheffe[a,b]

OCCUPATI	N	Subset for alpha = .05
		1
Student	6	3.5333
Employee	10	3.8000
Business Owner	7	3.9714
Others	5	4.2800
Government/State enterprise officer	2	4.5000
Sig.		.214

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 4.506.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

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Social and Environmental Issues

Scheffe[a,b]

OCCUPATI	N	Subset for alpha = .05
		1
Employee	10	3.4600
Student	6	3.7000
Others	5	3.7600
Business Owner	7	3.7714
Government/State enterprise officer	2	4.1000
Sig.		.603

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 4.506.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Sports,Recreation and Adventure Activities

Scheffe[a,b]

OCCUPATI	N	Subset for alpha = .05	
		1	2
Others	5	3.1200	
Employee	10	3.5400	3.5400
Student	6	3.7667	3.7667
Business Owner	7	4.0286	4.0286
Government/State enterprise officer	2		4.9000
Sig.		.428	.094

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 4.506.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

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Perception of Thailand Attributes

Scheffe[a,b]

OCCUPATI	N	Subset for alpha = .05
		1
Employee	10	3.5971
Others	5	3.6800
Student	6	3.7762
Business Owner	7	3.8490
Government/State enterprise officer	2	4.3571
Sig.		.144

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 4.506.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Oneway

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Descriptives

		N	Mean	Std. Deviation	Std. Error
Cultural/Natural Attractions	East Asia	17	4.0235	.5426	.1316
	The Americas	5	4.2800	.3633	.1625
	Europe	7	4.2571	.3207	.1212
	Others	1	5.0000	.	.
	Total	30	4.1533	.4918	8.979E-02
Transportation	East Asia	17	3.4353	.6490	.1574
	The Americas	5	3.2800	.4817	.2154
	Europe	7	3.9429	.5381	.2034
	Others	1	3.2000	.	.
	Total	30	3.5200	.6206	.1133
Safe Travel Destination	East Asia	17	3.2941	.5836	.1415
	The Americas	5	3.3600	.9633	.4308
	Europe	7	3.4857	.6817	.2577
	Others	1	3.6000	.	.
	Total	30	3.3600	.6484	.1184
Shopping and Food	East Asia	17	3.7882	.7158	.1736
	The Americas	5	4.0800	.4147	.1855
	Europe	7	4.4286	.5936	.2244
	Others	1	2.8000	.	.
	Total	30	3.9533	.7060	.1289
Accommodation and Restaurants	East Asia	17	3.8706	.5698	.1382
	The Americas	5	3.9600	.7127	.3187
	Europe	7	4.1714	.4680	.1769
	Others	1	2.6000	.	.
	Total	30	3.9133	.6095	.1113
Social and Environmental Issues	East Asia	17	3.7176	.5570	.1351
	The Americas	5	3.4800	.4817	.2154
	Europe	7	3.8571	.5381	.2034
	Others	1	2.6000	.	.
	Total	30	3.6733	.5644	.1030
Sports,Recreation and Adventure Activities	East Asia	17	3.5294	.6631	.1608
	The Americas	5	3.9200	.7294	.3262
	Europe	7	4.2571	.6997	.2644
	Others	1	2.2000	.	.
	Total	30	3.7200	.7712	.1408
Perception of Thailand Attributes	East Asia	17	3.6655	.4187	.1015
	The Americas	5	3.7657	.3395	.1518
	Europe	7	4.0571	.3990	.1508
	Others	1	3.1429	.	.
	Total	30	3.7562	.4304	7.857E-02

Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Cultural/Natural Attractions	East Asia	3.7446	4.3025	3.00	4.80
	The Americas	3.8289	4.7311	3.80	4.60
	Europe	3.9605	4.5538	3.80	4.80
	Others	.	.	5.00	5.00
	Total	3.9697	4.3370	3.00	5.00
Transportation	East Asia	3.1016	3.7690	1.80	4.60
	The Americas	2.6819	3.8781	2.60	3.80
	Europe	3.4452	4.4405	3.20	4.60
	Others	.	.	3.20	3.20
	Total	3.2883	3.7517	1.80	4.60
Safe Travel Destination	East Asia	2.9941	3.5942	2.20	4.20
	The Americas	2.1639	4.5561	2.00	4.40
	Europe	2.8552	4.1162	2.80	4.80
	Others	.	.	3.60	3.60
	Total	3.1179	3.6021	2.00	4.80
Shopping and Food	East Asia	3.4202	4.1563	2.20	4.80
	The Americas	3.5650	4.5950	3.60	4.60
	Europe	3.8796	4.9776	3.40	5.00
	Others	.	.	2.80	2.80
	Total	3.6897	4.2170	2.20	5.00
Accommodation and Restaurants	East Asia	3.5776	4.1636	2.60	4.60
	The Americas	3.0750	4.8450	2.80	4.60
	Europe	3.7386	4.6043	3.60	4.80
	Others	.	.	2.60	2.60
	Total	3.6857	4.1409	2.60	4.80
Social and Environmental Issues	East Asia	3.4312	4.0041	2.60	4.80
	The Americas	2.8819	4.0781	2.80	4.00
	Europe	3.3595	4.3548	3.00	4.40
	Others	.	.	2.60	2.60
	Total	3.4626	3.8841	2.60	4.80
Sports,Recreation and Adventure Activities	East Asia	3.1885	3.8703	2.00	4.60
	The Americas	3.0144	4.8256	3.00	4.80
	Europe	3.6101	4.9042	3.20	5.00
	Others	.	.	2.20	2.20
	Total	3.4320	4.0080	2.00	5.00
Perception of Thailand Attributes	East Asia	3.4503	3.8808	2.89	4.40
	The Americas	3.3442	4.1873	3.31	4.17
	Europe	3.6881	4.4261	3.57	4.69
	Others	.	.	3.14	3.14
	Total	3.5955	3.9169	2.89	4.69

ANOVA

		Sum of Squares	df	Mean Square
Cultural/Natural Attractions	Between Groups	1.159	3	.386
	Within Groups	5.856	26	.225
	Total	7.015	29	
Transportation	Between Groups	1.764	3	.588
	Within Groups	9.404	26	.362
	Total	11.168	29	
Safe Travel Destination	Between Groups	.242	3	8.067E-02
	Within Groups	11.950	26	.460
	Total	12.192	29	
Shopping and Food	Between Groups	3.455	3	1.152
	Within Groups	11.000	26	.423
	Total	14.455	29	
Accommodation and Restaurants	Between Groups	2.233	3	.744
	Within Groups	8.542	26	.329
	Total	10.775	29	
Social and Environmental Issues	Between Groups	1.609	3	.536
	Within Groups	7.630	26	.293
	Total	9.239	29	
Sports,Recreation and Adventure Activities	Between Groups	5.148	3	1.716
	Within Groups	12.100	26	.465
	Total	17.248	29	
Perception of Thailand Attributes	Between Groups	1.150	3	.383
	Within Groups	4.221	26	.162
	Total	5.371	29	

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ANOVA

		F	Sig.
Cultural/Natural Attractions	Between Groups	1.715	.188
	Within Groups		
	Total		
Transportation	Between Groups	1.626	.208
	Within Groups		
	Total		
Safe Travel Destination	Between Groups	.176	.912
	Within Groups		
	Total		
Shopping and Food	Between Groups	2.722	.065
	Within Groups		
	Total		
Accommodation and Restaurants	Between Groups	2.266	.105
	Within Groups		
	Total		
Social and Environmental Issues	Between Groups	1.827	.167
	Within Groups		
	Total		
Sports,Recreation and Adventure Activities	Between Groups	3.687	.025
	Within Groups		
	Total		
Perception of Thailand Attributes	Between Groups	2.362	.094
	Within Groups		
	Total		

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