



AN EMPIRICAL INVESTIGATION OF DETERMINANTS OF TOURIST
DESTINATIONS IMAGE

by

WATCHAREE CHANPRECHAKUL

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

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

August 2003

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ABSTRACT

The overall objective of this study was to examine the relationship among sources of information, perception of destination attributes, and tourist's perception of destination attributes. The purpose of this study was identify relationship between variables. The study focused only on Japanese tourists who travel in Thailand, exiting at Thailand International Airport. In order to understand the relationship of these 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 four sections. The first section explored respondents' demographic profile. In the second section, respondents were asked to rate their preferred sources of information. In the third section, respondents were asked to rate their perception of destination attributes. Finally, in the last section, respondents were asked to rate their overall destination image of Thailand. A Likert scale was adopted for the second, third, and fourth section.

Descriptive and inferential statistics were used to analyze the overall destination image of Thailand. The result from this study illustrates the three highest-ranking information sources used by Japanese tourists were tour guidebooks, family friend/relatives and travel agencies. For the priority in choosing Thailand as a destination for the trip, the results showed that most respondents chose Thailand as the destination for the trip by themselves and their travel group. This study also found that the top three perceptions of destination attributes are beautiful traditional architecture & buildings, interesting cultural attractions and interesting historical attractions. Moreover, this study found several factors were related. These include tourist's gender, tourist's age, tourist's marital status, tourist's occupation and tourist education.

In addition, the findings show that all values of correlation coefficient indicate that there is a positive relationship. It means that the higher the level of using information sources, the more positive were the perception of destination attributes. The study concluded with suggestions for further research.



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CHAPTER-1

GENERALITIES TO THE STUDY

1.1 Introduction of the study

The World Tourism Organization ranked Thailand among the top three most popular tourist destinations in Asia because of its beautiful beaches, mild weather, various culture and historical attractions, numerous world class hotels and resorts and gourmet restaurants and attractive travel costs. Thailand has long been one of the most popular tourist destinations in the world (World Tourism Organization, 1998). According to the Annual Report of the Tourism Authority of Thailand, the inbound travel markets in Thailand have soared since 1960 (Qu & Ngamsom, 2000).

Tourism is defined as “the temporary short term movement of people to destinations outside the places where they live, work and activities during their stay at these destinations”(Middleton, 1994).

Moreover, tourism is one of the world’s largest and fastest-growing industries and it is emerging as a key driver of the 21st century’s economic and social evolution. Tourism is the largest creator of jobs, wealth and investment in the world and is at the leading edge of tomorrow’s service sector surge in both industrialized and developing nations (World Travel & Tourism Council, 1998).

Recent worldwide trends seem to justify this estimation, particularly the continuous aging of the population of the developed countries, the gradual reduction in working hours and the consequent increase in leisure time and the expected improvement in the quality of life of potential tourists all over the world.

Since its establishment as an industry over 39 years ago, Thailand’s tourism industry has continued to grow. Moreover, tourism plays a important role in the Thai

economy and was particularly important in helping overcome the impact of the 1997 economic crisis. Tourism was the country's top foreign exchange earner between 1982 and 1996. In 1997, the year of the Asian economic crisis, tourist arrivals still grew by a slight 0.4% (TAT, 2003). However, the devaluation of Thai Baht and the stable political situation in Thailand contributed to an increase of 7.35% of tourist arrivals in 1998 (TAT,1998). Moreover, only Thailand, the Philippines, and South Korea recorded more foreign tourist arrivals in 1998 than in 1997 (Nondhanada, 2001).

In 1999, after the economic recovery, the East Asia Pacific region was once again the star of world tourism (World Tourism Organization, 2000). The publicity generated by Amazing Thailand campaign of 1998-1999 further pushed up tourist arrivals by 10.5% in 1999.

In the last quarter of 2002, there were many events that hurt Thai tourism, for example, the bomb blast in Bali Indonesia, followed by the political unrest in southern Thailand, and the warnings from governments of many countries asking tourists to avoid coming to Southeast Asia, including Thailand (www.tfrc.co.th).

However, the government also promoted Thailand as a safe haven for tourists, developing an advantage over neighboring countries such as Indonesia and the Philippines, where there were political and religious conflicts. While Bali was affected by political turmoil in Indonesia, Malaysia lost its charm because of strict currency controls. Compared with other countries in the region, Thailand had been less affected by the break global tourism scenario. In 2001, though global tourism slumped after September 11, Thailand still managed to end the year with arrivals of 10,061,950 visitors, up 5.82% over 2000. It was also the first time arrivals to Thailand crossed the ten-million mark (TAT, 2003). Furthermore, the conscientious effort of both the government and private sector in

ensuring the safety of Thailand for foreign tourists has yielded satisfactory results, as evidenced by the 2.88 million tourists from all parts of the world coming to Thailand in the fourth quarter of 2002, increasing by 10%. Totally in 2002, foreign tourists coming to Thailand increased by 7% (www.tfrc.co.th).

The Tourism Authority of Thailand (TAT) has set a target of making Thailand the 'Tourism Capital of Asia' in 2003 by positioning and promoting it as a truly quality destination. The main tourism promotion and marketing theme, 'Amazing Thailand -- Experience Variety,' will be maintained in 2003. The TAT will maintain many traditional and primary markets while special emphasis will be placed on spurring growth from the three major markets of China, Japan and the Middle East (TAT,2003).

TAT will undertake strong promotions to attract up-market visitors both domestically and internationally, and initiate joint public relation campaigns with high-standard Thai restaurants overseas (TAT, 2003). However, the TAT will still continue to emphasis tourism niche markets such as MICE (meetings, incentives, conventions and exhibitions), sports, health and spas, the elderly and honeymooners (TAT, 2003).

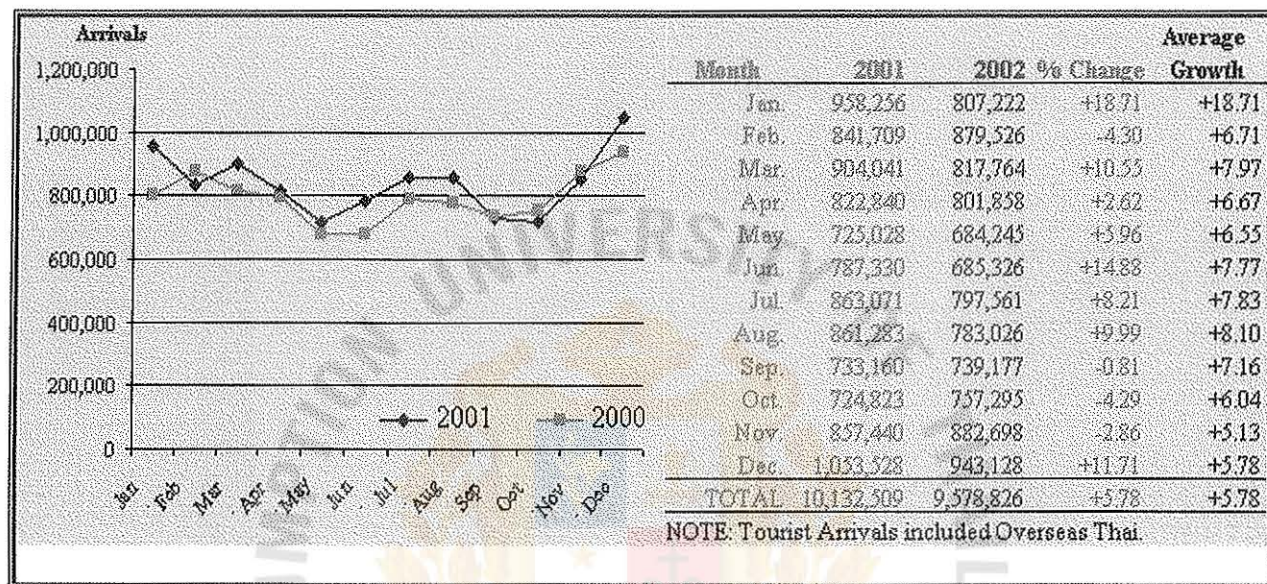
The development of these destinations will be linked to the marketing objective of positioning Thailand as the 'Tourism Capital of Asia'. Hence, it will emphasis the preservation and restoration of the cultural, historical and natural heritage of each unique destination in the country. A key element of the Tourism Action Plan 2003 is for the TAT and tourism-related public and private sectors to work more closely together on a number of development and promotion projects to promote Thailand as a quality destination (TAT, 2003).

TAT will also promote domestic tourism by maintaining the campaign of monthly 'Thailand Grand Festivals', speeding up and streamlining the operation of TAT's Tourism

Business and Guide Registration Office and targeting long stay tourism in co-operation with the relevant government agencies (TAT, 2003).

Figure 1.1: International tourist arrivals

JANUARY-DECEMBER 2001



Source: Thailand tourism statistics, Tourism Authority of Thailand (2001).

From the above statistics we can conclude that there has been a steady growth in the International tourist arrivals to Thailand in 2001, as compared to 2000.

The following is a table displaying the profiles of International tourist arrivals to Thailand. Figure 1.2 shows major inbound tourist markets to Thailand in 2001. The major inbound markets were East and Southeast Asian countries, including Malaysia, Japan,

Figure 1.2: Major inbound market to Thailand in 2001

INTERNATIONAL TOURIST ARRIVALS TO THAILAND BY NATIONALITY												
by JANUARY - DECEMBER												
Country of Nationality	2002		2001		2000		1999		1998		1997	
	Number	% Share	Number	% Share	Number	% Share	Number	% Share	Number	% Share	Number	% Share
East Asia	6,236,246	57.36	5,786,403	57.11	5,545,856	57.90	5,000,701	57.80	4,282,589	54.61	4,333,945	59.42
ASEAN	2,474,523	22.70	2,241,562	22.12	2,135,206	22.29	1,864,278	21.55	1,670,755	21.30	1,656,165	22.71
Brunei	10,129	0.09	10,177	0.10	4,776	0.05	2,405	0.03	3,206	0.04	4,284	0.06
Comobdia	70,187	0.65	45,479	0.45	35,244	0.37						
Indonesia	164,645	1.51	156,411	1.54	156,764	1.64	133,252	1.54	69,462	0.89	90,002	1.23
Laos	90,717	0.83	82,307	0.81	70,985	0.74	68,809	0.80	47,333	0.60	26,496	0.36
Malaysia	1,332,355	12.25	1,185,891	11.70	1,111,687	11.61	1,009,821	11.67	931,553	11.88	1,029,107	14.11
Myanmar	36,111	0.33	36,843	0.36	43,573	0.45						
Philippines	139,364	1.28	124,841	1.23	103,013	1.08	86,835	1.00	82,528	1.05	78,919	1.08
Singapore	546,796	5.03	531,818	5.25	563,679	5.88	528,889	6.11	497,221	6.34	405,897	5.56
Vietnam	84,219	0.77	67,795	0.67	45,485	0.47	34,267	0.40	39,452	0.50	21,460	0.29
China	797,976	7.34	801,362	7.91	753,781	7.87	813,596	9.40	604,472	7.71	452,510	6.20
Hong Kong	335,816	3.09	245,170	2.42	243,952	2.55	244,474	2.83	290,797	3.71	345,757	4.74
Japan	1,239,421	11.40	1,177,599	11.62	1,202,164	12.55	1,059,872	12.25	982,116	12.52	972,056	13.33
Korea	704,649	6.48	548,726	5.42	451,347	4.71	342,867	3.96	218,109	2.78	418,449	5.74
Taiwan	674,366	6.20	738,642	7.29	706,482	7.38	528,291	6.11	421,293	5.37	426,528	5.85
Others	9,495	0.09	33,342	0.33	52,924	0.55	147,323	1.70	95,047	1.21	62,480	0.86
Europe	2,650,992	24.38	2,508,566	24.76	2,301,807	24.03	2,116,806	24.47	2,108,909	26.89	1,735,547	23.79
Austria	54,020	0.50	50,376	0.50	52,240	0.55	59,098	0.68	57,949	0.74	43,937	0.60
Belgium	56,865	0.52	53,813	0.53	52,256	0.55	52,231	0.60	51,117	0.65	43,432	0.60
Denmark	90,480	0.83	83,216	0.82	79,040	0.83	79,094	0.91	75,801	0.97	57,645	0.79
Finland	66,772	0.61	64,370	0.64	51,109	0.53	45,933	0.53	43,067	0.55	36,329	0.50
France	271,395	2.50	251,717	2.48	256,948	2.68	255,247	2.95	256,829	3.27	219,348	3.01
Germany	411,049	3.78	402,992	3.98	390,030	4.07	389,466	4.50	393,399	5.02	341,827	4.69
Italy	129,293	1.19	122,263	1.21	133,247	1.39	126,572	1.46	131,773	1.68	115,804	1.59
Netherlands	150,138	1.38	142,560	1.41	126,848	1.32	118,780	1.37	107,081	1.37	88,359	1.21
Norway	74,607	0.69	73,620	0.73	53,902	0.56	48,630	0.56	48,805	0.62	33,890	0.46
Russian	70,692	0.65	54,488	0.54	46,417	0.48	36,622	0.42	48,193	0.61	46,283	0.63
Spain	47,431	0.44	38,212	0.38	33,558	0.35	28,940	0.33	31,851	0.41	33,585	0.46
Sweden	215,894	1.99	238,369	2.35	150,515	1.57	119,935	1.39	112,206	1.43	92,593	1.27
Switzerland	118,827	1.09	111,972	1.11	105,591	1.10	108,499	1.25	112,877	1.44	96,838	1.33
United Kingdom	704,416	6.48	660,449	6.52	619,659	6.47	515,162	5.95	490,304	6.25	364,485	5.00
East Europe	72,893	0.67	62,281	0.61	54,332	0.57	46,234	0.53	59,010	0.75	42,449	0.58
Others	116,220	1.07	97,868	0.97	96,115	1.00	86,363	1.00	88,647	1.13	78,743	1.08
The Americas	730,402	6.72	682,995	6.74	663,276	6.92	595,381	6.88	538,293	6.86	456,548	6.26
Argentina	3,398	0.03	6,295	0.06	5,535	0.06	5,319	0.06	5,240	0.07	5,866	0.08
Brazil	8,960	0.08	6,017	0.06	5,822	0.06	5,299	0.06	6,803	0.09	8,017	0.11
Canada	135,668	1.25	121,020	1.19	112,540	1.17	105,857	1.22	94,381	1.20	76,895	1.05
USA	555,353	5.11	527,779	5.21	518,053	5.41	461,671	5.34	415,831	5.30	352,778	4.84
Others	27,023	0.25	21,884	0.22	21,326	0.22	17,235	0.20	16,038	0.20	12,992	0.18
South Asia	410,206	3.77	350,874	3.46	352,007	3.67	291,797	3.37	265,054	3.38	242,494	3.32
Bangladesh	35,928	0.33	28,397	0.28	25,681	0.27	22,243	0.26	19,609	0.25	19,679	0.27
India	280,641	2.58	229,751	2.27	224,104	2.34	181,033	2.09	162,105	2.07	147,325	2.02
Nepal	19,933	0.18	17,284	0.17	16,389	0.17	14,957	0.17	12,839	0.16	13,197	0.18
Pakistan	31,246	0.29	36,946	0.36	49,407	0.52	39,466	0.46	37,770	0.48	37,409	0.51
Sri Lanka	31,649	0.29	28,657	0.28	28,668	0.30	26,263	0.30	25,843	0.33	19,947	0.27
Others	10,809	0.10	9,839	0.10	7,758	0.08	7,835	0.09	6,888	0.09	4,937	0.07
Oceania	427,109	3.93	420,551	4.15	378,782	3.95	344,879	3.99	343,938	4.39	281,081	3.85
Australia	351,508	3.23	350,322	3.46	314,531	3.28	283,498	3.28	287,134	3.66	234,654	3.22
New Zealand	73,710	0.68	68,514	0.68	62,585	0.65	59,158	0.68	54,468	0.69	44,385	0.61
Others	1,891	0.02	1,715	0.02	1,666	0.02	2,223	0.03	2,336	0.03	2,042	0.03
Middle East	245,822	2.26	215,148	2.12	182,408	1.90	154,760	1.79	148,597	1.89	114,519	1.57
Egypt	7,719	0.07	6,371	0.06	6,281	0.07	5,139	0.06	5,881	0.07	4,345	0.06
Israel	98,691	0.91	91,543	0.90	75,798	0.79	65,794	0.76	57,749	0.74	49,485	0.68
Kuwait	25,251	0.23	20,597	0.20	18,599	0.19	14,924	0.17	13,532	0.17	7,997	0.11
Saudi Arabia	6,886	0.06	7,093	0.07	6,150	0.06	5,048	0.06	4,857	0.06	3,456	0.05
U.A.E.	26,565	0.24	21,369	0.21	20,798	0.22	17,455	0.20	19,678	0.25	12,046	0.17
Others	80,710	0.74	68,175	0.67	54,782	0.57	46,400	0.54	46,900	0.60	37,190	0.51
Africa	98,290	0.90	97,413	0.96	84,487	0.88	76,008	0.88	77,550	0.99	57,211	0.78
South Africa	39,262	0.36	40,133	0.40	35,381	0.37	31,833	0.37	33,876	0.43	27,193	0.37
Others	59,028	0.54	57,280	0.57	49,106	0.51	44,175	0.51	43,674	0.56	30,018	0.41
Sub Total	10,799,067	99.32	10,061,950	99.30	9,508,623	99.27	8,580,332	99.18	7,764,930	99.01	7,221,345	99.00
Overseas Thai	73,909	0.68	70,559	0.70	70,203	0.73	70,928	0.82	77,830	0.99	72,612	1.00
Grand Total	10,872,976	100.00	10,132,509	100.00	9,578,826	100.00	8,651,260	100.00	7,842,760	100.00	7,293,957	100.00

Source of Data : Immigration Bureau, Police Department

Taiwan, Singapore and Hong Kong (Immigration Bureau, Police Department, 2003).

1.2 Research objectives

The purpose of this study was to evaluate the image of Thailand as an international travel destination from Japanese travelers' perspectives. The objectives of this research were to:

1. Study the perception of destination attributes when segmented by Japanese tourist's demographic characteristics.
2. To study the relationship between sources of information and Japanese tourists' perception of destination attributes of Thailand.
3. To study the relationship between Japanese tourists' perception of destination attributes and overall destination image of Thailand.

1.3 Statement of problem

Tourism is a prime generator of national revenue in the form of tourism dollars which represent foreign exchange earnings for Thailand. In recent years, tourism growth has created employment opportunities across all tourism and travel-related industry sectors. It has also led to a more widespread distribution of income. As a result, the tourism sector continues to grow steadily. Today, it affects the incomes of many Thais and has become an integral part of Thai life.

In spite of the global economic gyrations of the 1990s, the Thai travel and tourism industry proved itself to be a major economic force, job-creator and foreign exchange-earner. While the performance of other export sectors of the Thai economy fluctuated in line with global conditions, travel and tourism continued to do reasonably well, keeping many millions of Thais in jobs and helping to top national foreign exchange reserves.

Nowadays, the Thai tourism industry is facing intensive competition world-wide for more market share. The Tourism Authority of Thailand (TAT) needs to ensure that it

maintains a strong brand-image and positioning through well-targeted campaigns directed at target markets. As a result, this study was designed to evaluate the image of Thailand as an international travel destination from Japanese travelers' perspectives.

In this research, the researcher's emphasis is only on Japanese tourists. The numbers of Japanese tourists traveling to Thailand had increased consistently, beating Malaysian tourists to be Thailand's biggest inbound market since the year 1998. The economic crisis in Asia has badly affected Thailand's tourism industry. In fact, the number of foreign tourists in many Asian countries has dropped significantly. However, Japanese tourists in Thailand are still very active both as general and medical tourists, as their own economic crisis keeps them relatively closer to home, and Thailand remains a favorite destination (www.tfrc.co.th). Japan is also the largest source of tourist arrivals to most of the ASEAN countries in 2000 and 2001. Japanese are also among the highest spenders. Moreover, the TAT will maintain many traditional and primary markets while special emphasis will be placed on spurring growth from the three major markets of Japan, China and Middle East.

1.4 Research questions

The research questions in this study were as follows:

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

1.5 Scope & limitation of the research

This research studied demographic factors, sources of information influencing Japanese tourists' perception of destination attributes, and also the relationship between perception of destination attributes and Thailand's overall destination image. The type of the study was a "descriptive research" conducted to gain a better picture of Thailand's destination image.

The research was conducted by survey method using questionnaires to collect the information. The research covered tourists from only one major destination i.e., Japan who were checking - in for departure at the Bangkok International Airport.

The research was limited to a particular time frame; as a result, the results of this research can be generalized only at a certain period of time.

1.6 Significance of the study

This study has been designed to identify and analyze the overall evaluation of Thailand's image in the mind of Japanese tourists. The results of the study will help the Thai tourism industry to develop effective positioning, better understand Japanese tourists, and develop image building strategies that could help portray Thailand as a quality tourist destination and increase its attractiveness.

The study will also help Thailand promote its tourism products and services according to the needs and preferences of Japanese tourists who form one of the largest segment of inbound tourists to Thailand. Moreover, the result of the study adds to the literature on tourism in Thailand.

1.7 Definition of terms

Image is a sum of attitudes, beliefs, emotions, feeling and impressions, which people possess toward a destination (Crompton, 1979; Kotler et al., 1993).

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

Perception is the process by which people select, organize and interpret information to form a meaningful picture of the world (Kotler & Armstrong, 1996).

Written source of information is the originator of the information by nonoral such as tour guide books, travel brochures, tourism bureaus (Hu, 1996).

Non-written source of Information is the originator of the information by word of mouth, such as friends, by family member, travel group, employer (Hu, 1996).

Tourism is the activity that occurs when tourists travel to places 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).

Inbound tourism is visits to a country by non-residents (Smith, 1995). Tourists in this study are only those from the inbound market, which is Japan.

International tourism consists of inbound Tourism-visitors to a country by non-residents & outbound tourism-residents of a country visiting another country (Goeldner, 1994).

International Traveler is any person on trip outside his or her country of residence irrespective of the purpose of travel and means of transport used (Smith, 1995).

Outbound Tourism is a resident of a country visiting destinations in other countries (Smith, 1995).

Tourist is a visitor who travels to a country other than that in which he has his usual residence for at least one night but not for more than one year, and whose main purpose of visits is other than the exercise of an activity remunerated from within the country visited (Smith, 1995).

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 form the basis for the very existence of human habitation (Cannell, 1976).



CHAPTER-2

LITERATURE REVIEW

Introduction

In this chapter, three strands of literature are presented. These include the fundamental concept of image, destination image, and Thailand as a tourist destination.

2.1 General concept of image

Academic interest in several fields and disciplines in the concept of image has been pervasive since the early work of Boulding (1956) who asserted that human behavior is dependent upon image obtained from information on physical and social environments rather than objective reality. According to Boulding (1956), image is a complex concept, which includes spatial, temporal, cognitive, and affective features (Walmsley & Lewis, 1984).

In consumer behavior and marketing, a stream of research emerged focusing on store images after the work of Martineau (1958) who proposed that all stores have 'personality' in consumer minds and defined image as the personality the stores represent to consumers through their functional or physical properties (size, location, etc.) and psychological properties (atmosphere, service, and attitudes of employees) (Kasulis & Lusch, 1981). These early works and subsequent embracement of the image concept by academicians have led to "image theory" which suggests that the world around us is a psychological distorted representation of objective reality which resides and exists in the mind of the individual (Myers, 1968).

Burgess (1978) suggested that image is a synthesis of meaning of place which incorporates the association of ideas and emotions evoked in the individual both from direct environmental experience of the place and from secondary information. Assael

(1994) adopted a definition similar to Burgess and defined image as a total perception of a product that is formed by processing information from various sources over time.

In the retail store image literature, image is defined as consumer's perceptions of both objective (functional) and subjective (psychological) attributes of a store (Lindquist, 1974-75; Kasulis & Lusch, 1986). These definitions emphasised one dimension of image and suggested that images are formed as a result of perceptual and cognitive evaluations.

Oxenfeldt (1974-75) and Dichter (1985), on the other hand, 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 emotional content.

Dobni & Zinkhan (1990) reviewed consumer behavior literature on product and brand image from the last 35 years. Their study revealed that image has been given a variety of labels and defined as being synonymous with perception, personality, symbolic utility, psychological meaning, and attitude. The authors concluded 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 functional and physical features of the product affect an image, but also the characteristics of the perceiver. Their conclusion emphasised the formation of image and influences, which guide this formation. 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.

Gartner (1986) stated that people's perception of various attributes would interact to form a composite or overall image. The author concluded that overall impression is dependent upon individual attributes. Then, the beliefs and feeling dimensions together influence overall attitude or image. The casual linkages indicate that beliefs influence overall or composite attitude directly as well as indirectly through affect.

The term "images" is said to be "an abstract concept incorporating the influences of past promotion, reputation, and peer evaluation of alternatives. For Crompton (1979), "image" is the sum of beliefs, ideas, and impressions that a person has of a destination. Lawson & Baud-Bovy (1977) consider image to be the expression of all-objective knowledge, impressions, imaginations, and emotional thoughts that individuals have of a particular place. Hunt (1975), for example, states that image is the impression that people hold about a state in which they do not reside. Hunt also regards tourist destination image as one factor in the tourism decision-making process along with access, population concentration, physical facilities, and intervening opportunities. The image of a location has a significant impact upon its selection as a vacation destination.

2.2 Destination image

A destination image has been defined as the expression of all objective knowledge, impressions, prejudices and emotional thoughts an individual or group has of a particular object or place (Lawson & Baud-Bovy, 1977). An image of environment or place is something formed in the human mind in absence of physical environment (Tuan, 1975). It is a mental representation of an object or place, which is not physically before the observer (Fridgen, 1987). Although these definitions agree with the dictionary definition of image, they are broad and difficult to operationalize. A commonly accepted definition of destination image is that it is a set of beliefs, ideas and impressions that people have of a place or destination (Crompton 1979a; Kotler et al. 1993).

A dictionary definition of image is 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 (The Oxford English Dictionary 1989).

Images are of paramount importance because they transpose representation of an area into the potential tourist's mind and give him or her a pre-test of the destination (Fakeye & Crompton 1991). In fact, an individual's pleasure travel destination choice process might depend heavily on the image of a destination.

Echtner & Ritchie (1993) developed a conceptual framework for destination image proposing that (a) destination image consists of two components, attribute based and holistic; (b) each of the components contains functional (or tangible) and psychological (or more abstract) characteristics; and (c) destination image may range from common or more functional and psychological traits to unique features.

Similarly, Nilman & 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). 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 & Foushee, 1983). It is important to note, however, that images tend to be stable over time. In fact, Fakeye & Crompton (1991) suggested, "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.

(According to Echtner & Ritchie (1993) and Baloglu & Brinberg (1997), destination images have both perceptual cognitive (beliefs) and affective (feeling) components. In tourism area, there have been different marketing perspectives that were based on informational sources, to explain a process of image formation. The pertinent travel and tourism literature indicates there is a relationship between travel behavior, and our cognitions and beliefs about a destination. Research demonstrates a strong and direct association between respondents' preferences for a vacation destination and their perception of that destination. That is, the more favorable the perception of a given vacation destination, the more preferred that destination will tend to be.)

An overall image of a place is formed as a result of both perceptual/ cognitive and affective evaluations of that place. Stern & Krakover (1993), in their model of the formation of a composite urban (city) image depicted that designative (perceptual/

cognitive) and appraisive (affective images) together form a composite or overall image of a city; i.e. "...a composite image of a place would be subjectively shaped by an intertwined system of both designative and appraisive perceptions" (pp.130-31).

Gartner (1993), when relating image formation to the destination selection process, proposed that the cognitive component of image, which is defined as the sum of beliefs and knowledge of attributes of the object or product, and affective component of image are distinct but hierarchically related in a sense that affective evaluations develop based on cognitive evaluations. Gartner (1986) also stated that people's perceptions of various attributes within a destination will interact to form a composite or overall image.

Source of Information for tourists Selecting Destination

Lawson (2000) mentioned that tourist will have information about the characteristics of destination they care about so they can make rational (i.e., informed) decision. Tourists as consumers will seek information to make destination choices. Tourists will gather information from available sources and then use this information and their criteria about destination to make a rational decision about a particular destination to choose. Tourists have made educated decisions on what is important to them while using available information in different ways. Kurtz & Clow (1998) also explained that consumer will often seek the opinion of others before purchasing a service. Word-of-mouth communication can come from three sources: personal sources, expert sources, and derived sources.

Hu (1996) stated that tourists, when learning about destination options, will likely employ a wide variety of information sources. The information sources used by tourists may be both formal (e.g., newsletters, cable television and the guidance) and informal (e.g., words of friends, neighbors, and television broadcast). The sources may be in

written format (e.g., tour guide books, travel brochures, tourism bureaus) and non-written format (e.g., friends, my family member, travel group, employer). Aman (1989) in a study of destination choice indicated that tourist relied more on informal sources of information (mainly the word of others) than upon the formal sources of information handed out by tourist authorities. On-site visits to the destination of interests were key sources of first-hand knowledge for all tourists involved. Moreover, Aman noted that the availability, sufficiency, and quality of information were essential to the tourist contemplating public destination options.

Witte (1991) studied the destination choice process in Minnesota. He asked how tourists learned about destination choice. Most responding indicated that friends and families were primary sources of information and that they also received details about destination choice through television, radio, newspapers.

Brown (1997) argues that service referral substantially influence customers evaluations of the service quality. Customers who receive favorable referrals about the service provided would be more likely to perceive the service provided in a positive manner than those with less favorable attitudes (Brown, 1997). In the context of travel and tourism, overseas travel agencies, tour guide books, and travel writers influence traveler evaluations of the service quality of travel destinations. Travelers who receive positive referrals about a travel destination may be more likely to perceive the service provided at the destination in a positive manner than those with less favorable attitudes.

In addition, first time and repeat visitors may have a different image after visiting (Fakeye & Crompton, 1991). According to Phelps (1986), first time visitors form images based on written such as guidebooks and non-written such as conversation with friends.

Several empirical studies have found that people change their image about a destination after visitation (Gartner, 1986; Phelps, 1986, Chon 1987). People tend to have a positive image about destinations they have visited (Chon 1987). Chon (1987) assessed the image of American tourists toward Korea prior to and after the visitation. He found that the tourists have a better image about Korea after they have been there. Likewise, Ahmed (1991) found a significant difference between the perceptions of visitors and non-visitors to Utah. Visitors have more favorable images than non-visitors do. However, some researchers argue that the image of a destination has a U – shaped curve pattern (Pool 1965; Fakeye & Crompton, 1991). For example, Fakeye & Crompton (1991) reviewed the studies of Pool (1965) about foreign students' impression about the United States. According to them, visiting students usually start with very positive attitudes toward the country. Then, during the first year, such positive impressions decline due to problems of adjustment. Finally, after a certain time has passed, deeper and more sophisticated insights are gained, and students become increasingly positive toward their.

Source of Information in research

Written source of Information is the originator of the information by nonoral such as tour guide books, travel brochures, tourism bureaus.

Non-written source of Information is the originator of the information by oral such as friends, my family member, travel group, employer.

2.3 Factors affecting destination image

Tourism exists because of attraction. Attraction supplies the energizing power of the travel and tourism system (Gunn, 1988). Attraction, as anticipated and mentally visualized by a potential traveler, provide the motivation and magnetism for moving from one point to another.

Holloway (1988) pointed out that incentive travel is one of many tourism products and as such can be analyzed in terms of its attractions, facilities, and accessibility. He defined those factors as:

1. Attractions: including historical sites, scenery, unique cultural appeal, entertainment /night-life/cuisine, and variety of sights and activities;
2. Facilities: consisting of quality hotels/meeting facilities, good local destination management companies (DMCs), knowledgeable incentive specialist with tourist board or convention and visitor bureau;
3. Accessibility: comprising available transport to and within the destination, value of money, reasonable travel time, and several points of departure from the origin;
4. Other factor: Image development, favorable currency exchange rates, and adaptability to a variety of audience and safety.

Mac (1976) proposed that a phenomenon must have three components to be considered an attraction: a tourist, site to be viewed, and a marker or image which makes the site significant. These criteria could enable virtually anything, to become a tourist attraction. Thus, attraction in its widest context would include not only the 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.

Also included would be the social institutions that form the basis for the very existence of human habitation.

Ritchie & Zinc (1988) listed eight important factors that are considered significant in the attractiveness of a country as a tourist destination:

1. Natural beauty and climate, which include the general topography; proximity to lakes; rivers; sea; mountains; islands; hot and mineral water springs; waterfalls; amount of sunshine; temperature; wind condition; precipitation; and other index measuring comfort.
2. Culture and social characteristics, which include language; traditions; history (relics and sites); museums; architecture; work; religion; art; sculpture; music; work; gastronomic practices; education; dress; leisure behavior; and festivals.
3. Sport, recreation and education facilities, which include golf courses; tennis courts; swimming, pool; skiing site; horseback riding site; sailing spot; movies; casinos; health spas; picnic grounds; hiking trails; zoos; aquariums and botanical gardens.
4. Shopping and commercial facilities, which include various souvenir and gift, shops, boutiques, shopping malls, commercial displays, nighttime recreations.
5. Infrastructure of the country, which includes the quality and availability of different means of communication; highways; lodging; health services; information; food services; and level of personal and material safety.
6. Cost of living, which involves the value received for money spent on major services, food, lodging, and transportation with in the country.
7. Attitudes towards tourist, which involves the warmth of reception by the local population; ease of communication; willingness to provide information; and a lack of hostility towards tourism activities.

8. Accessibility of the country, which includes the physical distance to the country; the time involved in reaching the country; and practical barriers due to customs and security inspections.

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

In essence, tourist attractions consist of all those elements of a non-home place that draw discretionary travelers away from their homes. They usually include landscapes to observe activities to participate in, and experience to remember. Yet it can sometimes be difficult to differentiate between attractions and non-attractions; transportation (e.g., cruise liners), accommodations (e.g., resorts), and other services restaurants) can themselves take on the attributes of an attraction, further complicating, the distinction between various segments of the tourism industry. At times, tourists themselves can even become attractions (MacCannell, 1976, pp.130-131).

The success of an attraction depends upon the manner in which visitors measure the benefits and level of satisfaction of their visit. One way to measure the success of the attraction is to count visitors and tabulate the money they spend. However, to maintain visitor numbers, the attraction, or 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 & 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 (Gunn, 1988).

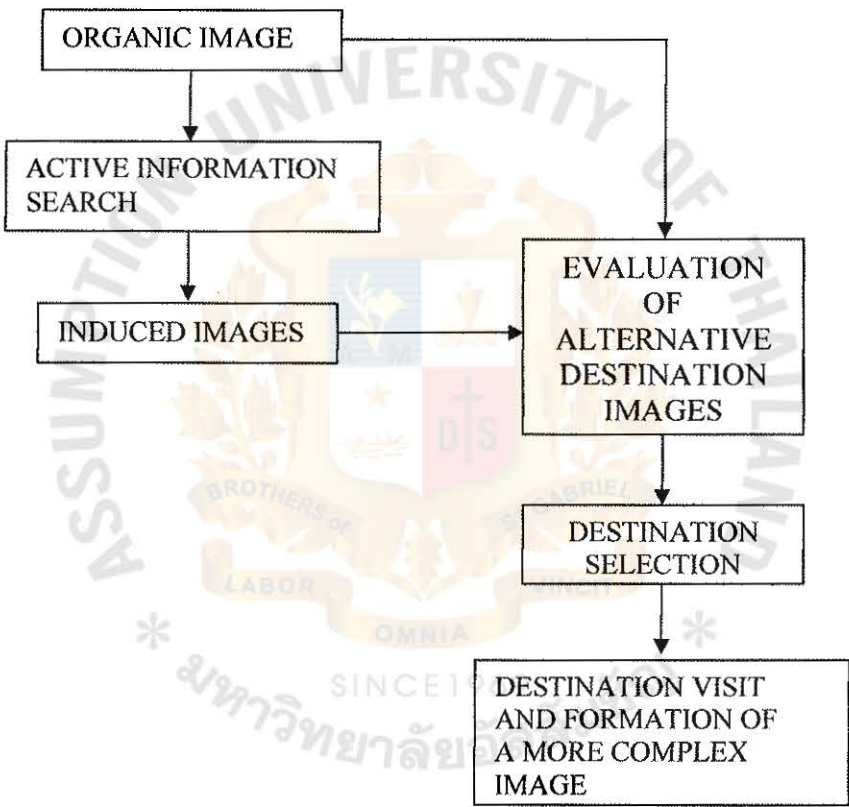
An analytical framework

A model of a tourist's image formation process was conceptualized by Fakeye & Crompton (1991). Using Gunn's (1972) seven phases of a vacation travel experience in the context of image modification and his concepts of organic and induced images, Fakeye & Crompton (1991) developed a model of the image formation process with particular reference to the sources of information used and actual visitation to the destination (Figure 2.1). The model identifies the development of organic, induced and complex images and their roles in destination selection. According to the model, travelers develop organic images of a set of alternative destination from various non-tourism information sources. When the travelers have a desire to take a vacation, they may get involved in an active information search and resort to tourism specific information sources (brochures, travel agents, etc.). As a result, the travelers develop induced images of alternative destinations, which may be different from their organic images. Once a particular destination is selected and visited, the travelers will develop more complex and differentiated images due to actual contact with the destination.

Similarly, Gartner (1993) developed a theoretical basis for the touristic image formation process and presented a typology of the image formation agents that act independently or in some combination to form a destination image unique to the individual. The image formation agents included various information sources, which were

placed on a continuum, non-promotional sources at one end and friends/relatives recommendation at the other. Gartner (1993) also recognized the difference between cognitive and affective evaluations, which interactively form destination image. Gartner related information sources to cognitive evaluations; and travel motivations to affective evaluations of destinations.

Figure 2.1: A model of a tourist’s image formation process

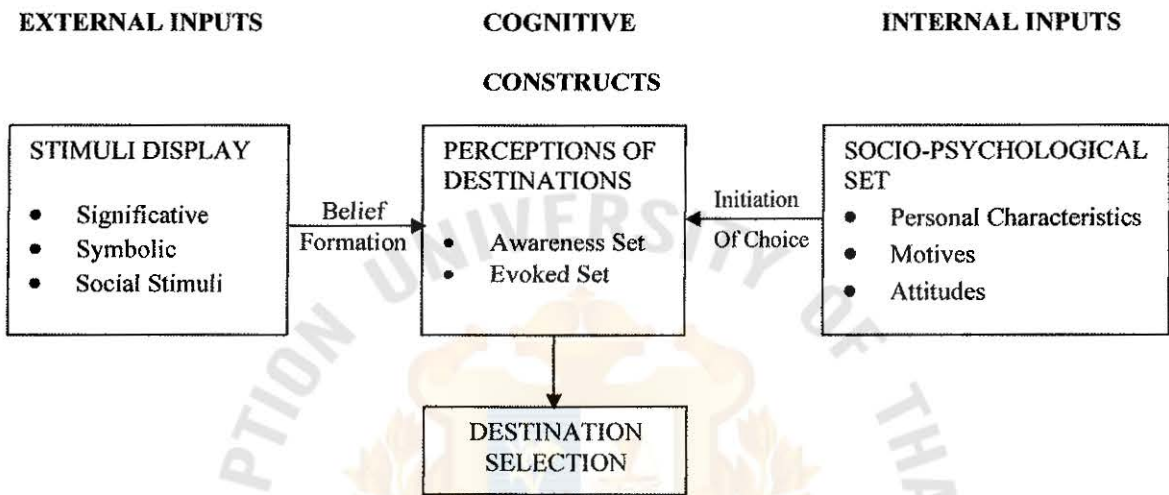


Source: Fakeye, Paul C. and John L. Crompton (1991), "Image Differences between Prospective, First-Time, and Repeat Visitors to the Lower Rio Grande Valley," *Journal of Travel Research*, Fall, P. 11

Um & Crompton (1990) and Um (1993) conceptualized a cognitive model of pleasure travel destination choice with specific reference to images and attitudes towards destinations (Figure 2.2). 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 (image) 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 2.2: A model of the pleasure travel destination choice



Source: Um, Scoho and John L. 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.

The model consists of three concepts: 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 sociodemographics, values, and motivations. *Cognitive constructs* are the perceptions of destination attributes in both awareness and evoked set of tourism destinations. Um & Crompton (1990) noted that the perceptions (belief formation) of the destination attributes are formed and influenced by external inputs and the traveler’s sociopsychological 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.

Stable (1990) studied destination images within the context of consumer behavior and supply theory to identify the key variables and constructs influencing the image of destinations. Stabler (1990) suggested an image creation or formation model as a function of tourist demand and supply by integrating consumer behavior and economic theory (Figure 2.3). According to this integrated model, the image formation cannot be isolated from either tourist demand or supply side as they both influence the image formation. In this regard tourist motivations, perceptions of destination resources and attributes acquired through sources of information contribute to the formation of destination image.

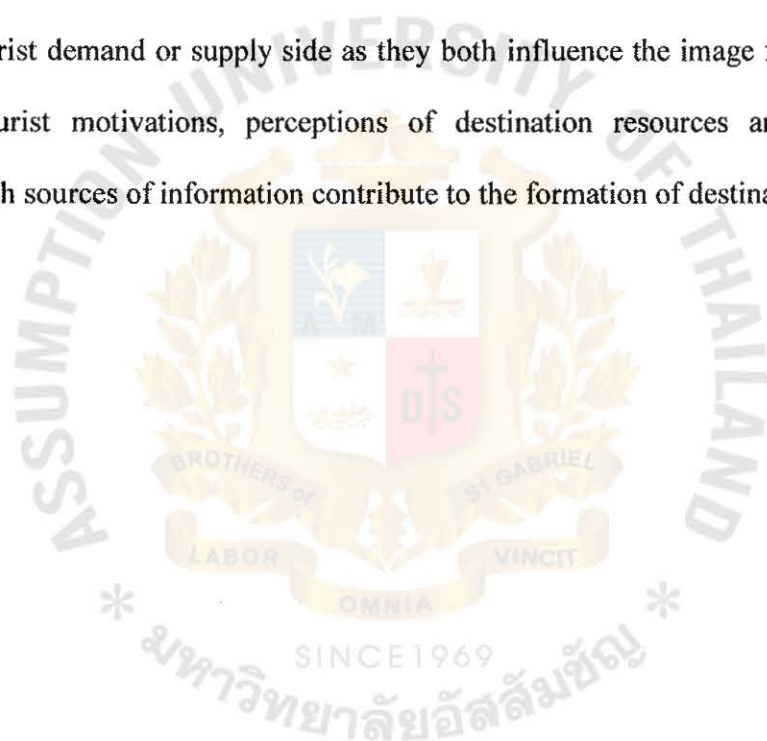
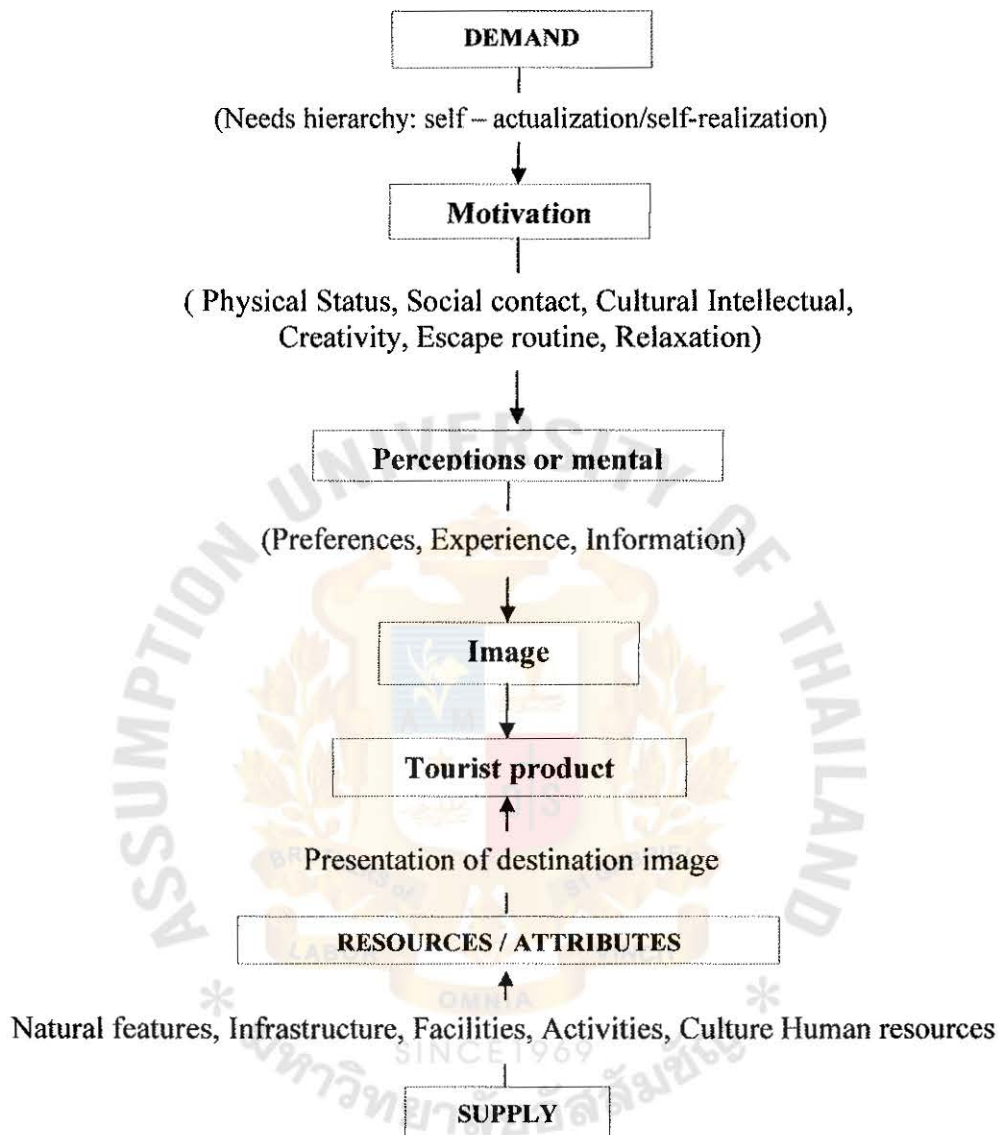


Figure 2.3: Tourist demand and supply and the creation of image.



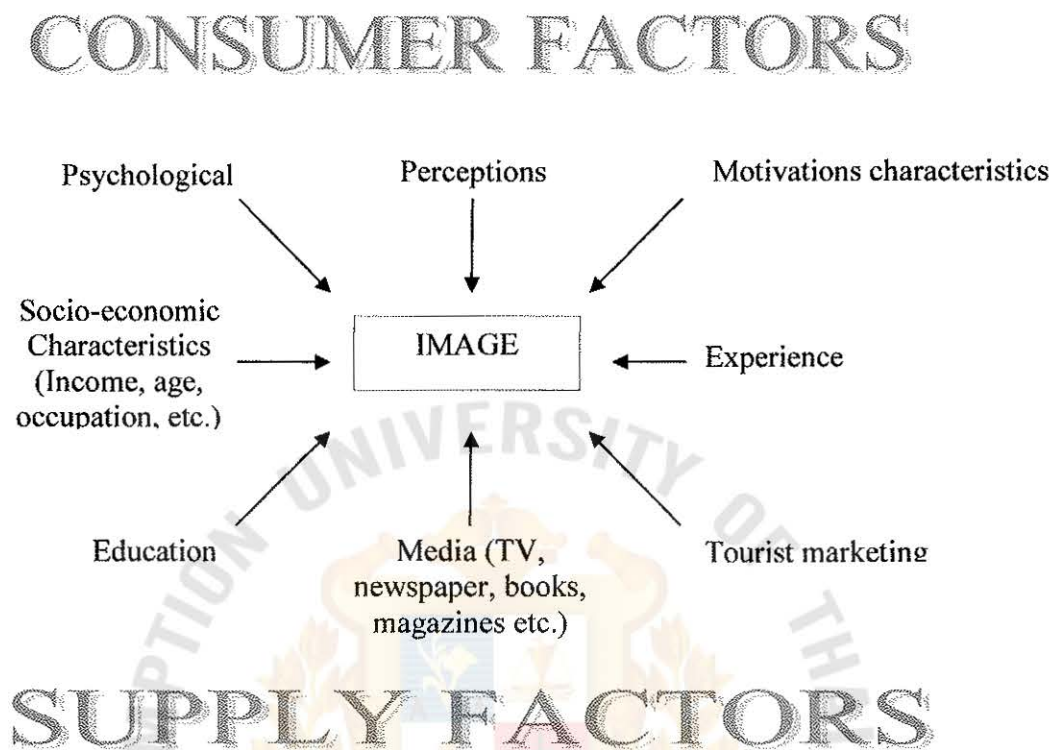
Source: Stable, Michael J. (1990), "The Image of Destination Regions: Theoretical and Empirical Aspects," in B. Goodall and G. Ashworth (Eds.) Marketing in the Tourism Industry: The Promotion of Destination Regions. London: Routledge, p. 135.

Stabler (1990) further detailed the factors influencing consumers' tourist image (Figure 2.4). In Figure 2.4, image is presented as a function of consumer factors and supply factors. *Consumer Factors* include socio-economic characteristics whereas *Supply Factors* include promotional, nonpromotional, and social sources of information, and the

previous destination experience. With regard to Figure 2.4, Stabler stated that “transmission of information from supply (destination) through the marketing of tourism and the media, previous experience and opinions of other consumers, combined with motivations and socio-economic characteristics form perceptions, the images of tourism and tourist destinations” (pp.133-34). To this end, Stabler’s (1990) model of the influences of tourism destination image reveals three major determinants of image held in the absence of actual visitation: (1) travel motivations; (2) sociodemographics; and (3) various information sources. Numerous scholars across disciplines and fields have consistently and repeatedly cited these elements as being the determinants of image as well. Information sources, travel motivations, and sociodemographic variables have also been recognized as key elements in image formation models and as antecedents of tourism destination image in traveler destination selection models.

Personal images can therefore not only be influenced by, but can be manipulated, even created by force external to the individual. Here is an opportunity for the tourism industry. In practice, however, it must be admitted that these personal images are more often created as a result of the tourists general media exposure (an area over which the tourism industry has no control) than the promotional activities of tourism organizations (Hunt, 1975).

Figure 2.4: Factors influencing the information of consumer's tourist image



Source: Stabler, Michael J.(1990), "The Image of Destination Regions: Theoretical and Empirical Aspects," in B. Goodall and G. Ashworth(Eds.) Marketing in the Tourism Industry: The Promotion of Destination Regions. London: Routledge p.142.

Image attributes

Table 2.1 lists commonly used 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. The following is a summary of common image attributes.

Table 2.1: Image attributes

Common image attributes	References
Climate, weather	Hunt (1975), Mclellan & Foushee (1983), Echtner & Ritchie (1993), Yau & Chan(1990), Baloglu & McCleary (1999)

Table 2.1: Image attributes (continued)

Common image attributes	References
Culture, customs(unusual cultural experiences)	Echtner & Ritchie (1993), Calantone et al. (1989)
Cultural attractions(festivals fairs, exhibits, festivals)	Ahmed (1991), Fakeye & Crompton (1991), Goodrich (1978), Chon et al. (1991), Echtner & Ritchie (1993)
Historic sites, museums	Ahmed (1991), Fakeye & Crompton (1991), Goodrich (1978), Chon et al. (1991), Echtner & Ritchie (1993), Baloglu & McCleary (1999).
Opportunity to increase knowledge	Echtner & Ritchie (1993)
Natural attractions (scenic beauty)	Hunt (1975), Fakeye & Crompton (1991), Goodrich (1978), Chon et al. (1991), Echtner & Ritchie (1993), Yau & Chan (1990)
Restful and relaxing atmosphere, opportunity for rest and relaxation	Goodrich (1978), Chon et al. (1991), Echtner & Ritchie (1993)
National Parks, forests	Hunt (1975), Ahmed (1991), Echtner & Ritchie (1993)
Outdoor recreation activities (camping)	Hunt (1975), Ahmed (1991), Fakeye & Crompton (1991), Goodrich (1978)
Opportunity for adventure	Echtner & Ritchie (1993)
Wilderness activities (hunting, fishing)	Hunt (1975), Echtner & Ritchie (1993)
Currency exchange	McLellan & Foushee (1983)
Sightseeing, tourist attractions, places to visit	Hunt (1975), Echtner & Ritchie (1993), Calantone et al. (1989), Yau & Chan (1990)
Variety and quality of attractions	Chon et al. (1991)
Water activities, beaches (water sports)	Fakeye & Crompton (1991), Goodrich (1978), Chon et al. (1991), Yau & Chan (1990)
Sports	Echtner & Ritchie (1993)
Golfing	Goodrich (1978), Chon et al. (1991), Fakeye & Crompton (1991)
Shopping (good shopping facilities, and opportunities)	Goodrich (1978), Chon et al. (1991), Echtner & Ritchie (1993), Calantone et al. (1989), Yau & Chan(1990)
Entertainment	Goodrich (1978), Yau & Chan (1990)
Night life (bars exciting night life)	Ahmed (1991), Echtner & Ritchie (1993)
Family or adult oriented	Echtner & Ritchie (1993)
Good tourist facilities	Calantone et al. (1985)
Accommodation (availability of suitable accommodations)	Fakeye & Crompton (1991), Goodrich (1978), Chon et al. (1991), Echtner & Ritchie(1993)

Table 2.1: Image attributes (continued)

Common image attributes	References
Quality or service(services in hotels and restaurants)	Echtner & Ritchie(1993), Yau & Chan(1990)
Foods, cuisine(different cuisine. food and drink)	Fakeye & Crompton (1991), McLellan & Foushee (1983), Echtner & Ritchie (1993), Calantone et al. (1985), Yau & Chan(1990)
Variety and quality of restaurants varied and good food	Chon et al. (1991), Calantone et al. (1989)
Architecture/buildings	Echtner & Ritchie(1993)
Available information facilities for information and tours	McLellan & Foushee (1983), Echtner & Ritchie (1993)
Cities degree of urbanization	Hunt (1975), Echtner & Ritchie(1993)
Economic development/affluence	Hunt (1975), Echtner & Ritchie(1993)
Infrastructure	Fakeye & Crompton (1991), Echtner & Ritchie(1993)
Extent of commercialization	Echtner & Ritchie(1993)
Social opportunities	Fakeye & Crompton (1991)
Friends and relatives	Yau & Chan (1990)
People(warm and friendly people, pleasant attitudes of local people,hospitality/friendliness/receptiveness)	Hunt (1975), Fakeye & Crompton (1991), Goodrich (1978), Chon et al. (1991), McLellan & Foushee (1983), Echtner & Ritchie (1993), Calantone et al. (1989), Baloglu & McCleary (1999)
Accessibility (easy access to the area)	Chon et al. (1991), Echtner & Ritchie (1993)
Transportation (good transportation facilities)	Fakeye & Crompton (1991), Echtner & Ritchie (1993), Calantone et al. (1989), Yau & Chan (1990)
Getting around	McLellan & Foushee(1983)
Entry procedure	McLellan & Foushee(1983)
Safety (personal safety no fear of assaults)	McLellan & Foushee (1983), Echtner & Ritchie (1993), Calantone et al. (1993), Calantone et al. (1989), Baloglu & McCleary (1999)
Political stability	Echtner & Ritchie(1993)
Cleanliness and sanitation	Echtner & Ritchie(1993)
Medical care	McLellan & Foushee (1983)
Costs, price levels	McLellan & Foushee (1983), Echtner & Ritchie (1993), Yau & Chan (1990)
Currency exchange	McLellan & Foushee (1983)

Table 2.1: Image attributes (continued)

Common image attributes	References
Language, ease of communication	McLellan & Foushee (1983), Echtner & Ritchie(1993)
Crowding	McLellan & Foushee (1983), Echtner & Ritchie(1993)
Value for money	Calantone et al. (1985)

Hunt (1975) determined the image of four Rocky Mountain states including Colorado, Montana, Utah, and Wyoming perceived by non-resident visitors. Image attributes that he used are people; tourist attractions; climate and temperature. His questions about people are population distribution (urban versus rural); average annual family income(above versus below national average); political tendencies (liberal versus conservative); receptiveness to visitors (receptive versus unreceptive), progressiveness (progressive versus backward). The tourist image attributes are national parks, cities, national forests, camping, sightseeing, winter skiing, hunting and fishing. His climate and temperature attributes are perceived amount of winter snow and summer temperature in the four states.

Likewise, Ahmed (1991) assessed the tourists' image of Utah by using the following attributes: the impressiveness of Utah's national parks, state parks, national forests, historical sites, sightseeing, skiing, boating, hunting, fishing, camping, cities, culture, shopping, museums, symphony orchestra, shows, night clubs, and night life.

Furthermore, Chon et al.(1991) assessed the image of Norfolk as mini-vacations for residents of Virginia. They used the following image attributes: availability of facilities for water activities; availability of facilities for golfing or other sports activities; historical interests; cultural interests; festivals; scenic beauty; pleasant attitudes of local people; restful and relaxing atmosphere; shopping facilities and opportunities; variety and

quality of restaurants; availability of suitable accommodations; easy access to the area and variety and quality of attractions.

McLellan & Foushee (1983) identified the negative images of the United States as expressed by tour operators from other countries. Their instrument contained the following image attributes; personal safety; costs; available information; weather; medical care; entry procedure; food; friendliness; getting around; language; currency exchange; and crowding.

In studies of image and destinations positioning, the common image attributes are tourist attractions, climate, food, accommodation, entertainment, accessibility people, and transportation. Goodrich (1978) evaluated the image of Florida, California, Hawaii, Mexico, the Bahamas, Jamaica, Puerto Rico, the Virgin Islands, and Barbados. He used the following image attributes; availability of facilities for water sports; availability of facilities for golfing, tennis; historical and cultural interests, scenic beauty, pleasant people, opportunity for rest and relaxation, shopping facilities, cuisine, availability of entertainment, and availability of suitable accommodations

Similarly, Baloglu & McCleary (1999) compared the images of four Mediterranean countries among visitors and nonvisitors. Their image attributes are good value for money; beautiful scenery/natural attractions; good climate; interesting cultural attractions; suitable accommodations, appealing local food (cuisine); great beaches/water sports; quality of infrastructure; personal safety; interesting historical attractions; unpolluted/unspoiled environment; standard hygiene and cleanliness; and interesting and friendly people.

In addition, Calantone et al. (1989) used Correspondence Analysis to assess the tourism positioning of Singapore, Thailand, Hong Kong, Malaysia, Bali, Hawaii, the

Philippines, and Taiwan perceived by tourists from Britain, Europe (excluding British isles), the United States and Canada, Australia and New Zealand, and Japan. Their image attributes are: good shopping facilities; warm and friendly people; safety (no fear of assaults); varied and good food; unusual cultural experiences; many tourist attractions; good tourist facilities; value for money; good transportation facilities; exciting night life and entertainment; beautiful scenery; relaxing places to visit; and beaches and water sports.

Likewise, Yau & Chan (1990) assessed the image of Hong Kong as a travel destination in Southeast Asia by using multidimensional approach. They used the following image attributes: shopping and transportation; entertainment and attractions; services in hotels and restaurants; price; foods; weather; and friends and relatives. As mentioned earlier, destination images may be categorized based on physical (functional) or abstract (symbolic) characteristics. In the study of Echtner & Ritchie (1993), they categorized images into functional; psychological (symbolic); holistic (imagery); common, and unique attributes. They defined functional image as a physical and measurable characteristics of the destination. Their functional images are tourist sites/activities, national parks/wilderness activities, historic sites/museums, beaches fairs, exhibits, festivals, scenery/natural attractions, nightlife and entertainment, shopping facilities, facilities for information and tours, sports facilities/activities, local infrastructure/transportation, cities, accommodation/restaurants, architecture/buildings, cost/price levels, climate. The middle range between functional and psychological (symbolic) image are crowding, cleanliness, degree of urbanization, economic development/affluence, extent of commercialization, political stability, accessibility, personal safety, ease of communication, customs/ culture, different cuisine/food and

drink. Echtner & Ritchie (1993) defined psychological (symbolic) image as the abstract characteristics of the destination. Their psychological images are hospitality/friendliness/receptiveness; restful/relaxing; atmosphere (familiar versus exotic) opportunity for adventure; opportunity to increase knowledge; family or adult oriented; quality or service; and fame/reputation. Likewise, Baloglu & McCleary (1999) used affective image such unpleasant-pleasant; sleepy-arousing; distressing-relaxing; and gloomy-exciting in describing the symbolic image.

Several researchers used the unique image to describe tourist attractions. For example, Phelps (1986) measured the image of Menorca, a Spanish beach resorts popular among British tourists. She used the unique image attributes to describe Menorca as follows: scorching sun, boat trips, beach bars, topless sunbathing, white houses, supermarkets, sandy beaches, discos, soldiers, strong winds, cheese-making, large hotels, flamenco dancing, vineyards, and olive groves. Moreover, Chon et al. (1991) used the unique image of tours of naval bases and ships to describe the image of Norfolk, VA. Likewise, Echtner & Ritchie (1993) used reggae music, tropical climate, and Nontego Bay as unique images of Jamaica.

Echtner & Ritchie (1993) developed a measurement to determine the functional and psychological (symbolic) images of travel destinations. They measured the image of Japan, Jamaica, Kenya, and Switzerland as vacation destinations. They categorized the images of their countries based on the following dimensions: “holistic impressions”, “functional and psychological,” and “unique and common characteristics.” (p.195). Their sample was 600 students from four universities. They suggested a combination of structured and unstructured measurement in measuring destination image.

2.4 Previous empirical research

Baloglu (1996) conducted an empirical investigation of Determinants of Tourist Destination Image

Purpose of the study: The main purpose of his study was to develop and test a theoretical model of the determinants of image, i.e. the elements or forces guiding the formation of destination image. The specific objectives of his study were to:

- Examine the relationship among information sources, socio-demographic variables, socio-psychological travel motivations, perceptual/cognitive evaluations and overall image of a tourism destination;
- Explore causal relationships among these variables, i.e. the effects of information sources, socio-psychological travel motivations, and socio-demographic variables on perceptual/cognitive and/or affective evaluations and, subsequently, on overall image of destination; and
- Examine these relationships for four tourism destinations - Italy, Greece, Turkey, and Egypt- to assess the external validity of the purposed model.

Findings: The findings of a path analysis indicated that variety and type of information sources used, age and education influence perceptual/cognitive evaluations of tourism destinations. The perceptual/cognitive evaluations and socio-psychological travel motivations together influence affective evaluations of tourism destinations. The perceptual/cognitive and affective evaluations then form an overall image of tourism destinations. It also found that the overall image was more likely influenced by affect than perceptual/cognitive evaluations and affect together. In other words, affect serves as an intervening variable between perceptual/cognitive evaluations and overall image.

Ruankaew (2001) studied Chinese Tourists' Image of Thailand as Tourist Destination Vis a Vis Its Competitors

Purpose of the study: To understand Chinese tourists' perceived image of Thailand as a tourist destination vis a vis its competitors.

- To find the relationship between importance attributes and overall image of Thailand.
- To find the relationship between perception attributes and overall image of Thailand.
- To investigate the image of Thailand and that of its competitors.

Findings: The findings show that there is a correlation among important attributes in terms of travel infrastructure and overall image of Thailand. The perception of attributes in terms of activities (travel program): entertainment and nightlife show a relationship with overall image of Thailand. Respondents view Thailand as a country where they are able to meet satisfaction by experiencing entertainment and nightlife. Important attributes in term of activities (travel program: shopping) has a relationship with perception activities in term of activities (travel program: shopping). It also shows that shopping was disappointing for Chinese tourists.

Sathyamoorthy (2001) conducted Image of Thailand as a Tourist Destination: A Perspective of Indian Tourists

Purpose of the study:

- To evaluate the perception of Thailand's destination attributes among Indian Tourists who have already visited the country.

- To identify destination factors/attributes those are considered as the first choice to Indian tourists visiting Thailand.

Findings:

- The destination attributes shopping, natural scenery and value for money were the three attributes that proved to have a relationship with overall evaluation of Thailand.
- The results proved that shopping was considered as the first choice for the Indian, followed by history & culture, natural scenery, tourism infrastructure, value for money and entertainment and nightlife respectively.
- In the process of evaluating the perception on the destination attributes of Thailand and its overall evaluation, it has been noted that Indian tourists have a factual image (An individual is aware of only part of the total holiday opportunity set).

Ngamsom (2001) studied the Impacts of a Bundle of Travel Determinants on Repeat Visitation: An Exploratory Study of Tourism in Thailand

Purpose of the study: This study aims to

- Examine the images of Thailand as an international travel destination,
- Identify differences in the perceived image of Thailand, travel satisfaction, travel motivation, and travel inhibitors between first time and repeat travelers and among travelers with different demographic profiles,
- Assess both an individual and mutual impacts of a bundle of four travel determinants (destination image, travel satisfaction, travel motivation, and travel inhibitors) on repeat visitation, and

- Determine the competitiveness of Thailand as compared to Hong Kong, Indonesia, Malaysia, and Singapore to determine the images of Thailand as an international travel destination from travelers' perspective. This study also aims to assess both individual and mutual impacts of the destination image, travel satisfaction, travel motivation, and travel inhibitors on repeat visitation and to test a theoretical model of the impacts of a bundle of four travel determinants on repeat visitations.

Findings: Significant differences in the destination image, travel satisfaction, travel motivation, and travel inhibitors were found between the first time and repeat visitors and among international travelers with different demographic profiles. The exploratory factor analysis identified seven destination image, five travel satisfaction, six travel motivation, and five travel inhibitor dimensions. The finding of the logistic regression revealed that the travel motivation on good value food, shopping, and a variety of things to do, the image of good value cuisine and hotels, the travel motivation on novelty seeking the travel inhibitor on travel barrier, and the image of social and environmental problems have impacts on the likelihood of travelers to revisit Thailand.

Ngamsom (2002) conducted a Study of the Impact of Travel Satisfaction on the Likelihood of Travelers to Revisit Thailand

Purpose of the study:

1. To examine the satisfaction of international travelers during their visit to Thailand
2. To determine whether there is a significant difference in travel satisfaction between first time and repeat travelers
3. To assess whether there is a significant difference in travel satisfaction among travelers with different demographic profiles

4. To identify the impact of travel satisfaction on the likelihood of travels to revisit Thailand

Findings: The result of the study revealed a significant satisfaction between first time and repeat travelers, and among travelers with different demographic profiles, and the impact of travel satisfaction on the likelihood to revisit Thailand.

In this study examined five travel satisfaction factors of international travelers during their visit to Thailand. These factors were “lodging and restaurants,” “shopping and tourist attractions,” “transportation,” “foods” and environment and safety.” The study found that female travelers had a lower level of satisfaction on the “environment and safety” than male travelers.

The study also found that married travelers were more satisfied than single travel on the “lodging and restaurants,” “shopping and tourist attractions,” “transportation” and “environment and safety”.

Likewise, the study found that travelers with graduate/postgraduate degrees have the highest travel satisfaction on “shopping and tourist attractions” and “food”.

Moreover, it can be concluded that the higher satisfaction travelers have toward their trip, the more likely they would revisit a travel destination.

CHAPTER-3

RESEARCH FRAMEWORK

Introduction

This chapter comprises four sections. In the first section, the theoretical framework is described. The theoretical framework explains the theories used in this research, which are drawn from the literature review. Second the conceptual framework is constructed to test the relationship between the dependent and independent variable. The purpose of this research framework is to examine the relationships among sociodemographic, attributes perception, information sources as agents and Thailand's image. In the third section the research hypotheses are presented. The statements define the relationship of variables that were tested in this research. The final section describes the operationalization of variables that expresses a clear definition of all variables and sub-variables used in the study.

3.1 Theoretical framework

Sociodemographic characteristics

Most image formation and destination selection models have incorporated sociodemographic variables as conventional consumer characteristics influencing perceptions or images of objects, products, and tourism destinations (Friedmann & Lessig, 1986; Woodside & Lysonski, 1989; Stabler, 1990; Um & Crompton, 1990). The consumer behavior models of Fisk (1960) and Sheth (1983) also recognized the sociodemographic characteristics of consumers as determinants of image by including them as antecedents to cognitive processes. Carman (1978) proposed an expanded model of consumer behavior where sociodemographic variables directly influence brand perceptions. Huff (1960) developed a model of consumer space preference to analyze

consumer movements. Huff's model is also accepted as a general framework of the decision making process in a variety of settings such as spatial decision-making (Walmsley & Lewis 1984). In Huff's model, sociodemographic variables such as age, education, income, gender, and occupation were depicted as determinants of an individual's perceptions. Fridgen (1984) suggested that image of a tourist destination varies depending on age. Burgess (1978) suggested that beside information sources, other image influencers such as sex, age, educational, and socioeconomic status of the individual would be used as independent variables to predict images of places. Burgess (1978) especially emphasized the role of education 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.

Attributes and perception

Attribute is defined as a process by which people select, organize, and interpret information to form a meaningful picture of the world (Kotler, 1996).

Asworth & Voogd (1990) argue that images are projected through a set of cultural codes. These are then transmitted through a variety of channels, which in itself implies some interference, distortion or loss of information. These messages are received by individuals from external sources and decoded and used in the construction of images.

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

Table 3.1 lists the most commonly used image tourism attributes. The major image attributes are natural environment, climate, people, tourist attractions, infrastructure, accommodation, social contact, transportation, safety and security, sanitation, entertainment, and food. The following is a summary of common tourism attributes.

Table 3.1: Common image attributes.

Common image attributes	References
Climate, weather	Hunt(1975), Mclellan & Foushee (1983), Echtner & Ritchie (1993), Yau & Chan(1990), Baloglu & McCleary (1999)
Culture, customs(unusual cultural experiences)	Echtner & Ritchie (1993), Calantone et al. (1989)
Cultural attractions(festivals fairs, exhibits, festivals)	Ahmed (1991), Fakeye & Crompton (1991), Goodrich (1978), Chon et al. (1991), Echtner & Ritchie (1993)
Historic sites, museums	Ahmed (1991), Fakeye & Crompton (1991), Goodrich (1978), Chon et al. (1991), Echtner & Ritchie (1993), Baloglu & McCleary (1999).
Opportunity to increase knowledge	Echtner & Ritchie (1993)
Natural attractions (scenic beauty)	Hunt (1975), Fakeye & Crompton (1991), Goodrich (1978), Chon et al. (1991), Echtner & Ritchie (1993), Yau & Chan (1990)
Restful and relaxing atmosphere, opportunity for rest and relaxation	Goodrich (1978), Chon et al. (1991), Echtner & Ritchie (1993)
National Parks, forests	Hunt (1975), Ahmed (1991), Echtner & Ritchie (1993)
Outdoor recreation activities (camping)	Hunt (1975), Ahmed (1991), Fakeye & Crompton (1991), Goodrich (1978)

Table 3.1 Common image attributes.

Common image attributes	References
Opportunity for adventure	Echner & Ritchie (1993)
Wilderness activities (hunting, fishing)	Hunt (1975), Echnner & Ritchie (1993)
Sightseeing, tourist attractions, places to visit	Hunt (1975), Echnner & Ritchie (1993), Calantone et al. (1989), Yau & Chan (1990)
Variety and quality of attractions	Chon et al. (1991)
Water activities, beaches (water sports)	Fakeye & Crompton (1991), Goodrich (1978), Chon et al. (1991), Yau & Chan (1990)
Sports	Echnner & Ritchie (1993)
Golfing	Goodrich (1978), Chon et al. (1991), Fakeye & Crompton (1991)

Source of information

According to Woodside & Lysonski's (1989) traveller destination choice model, marketing variables or information sources were presented as a force which influences the formation of perceptions or cognitive evaluations of tourism destinations but not the affective component of image. Similarly, Um & Crompton (1990) and Um (1993) in their cognitive model of pleasure travel destination choice, argue that the perceptual/cognitive evaluation of destination attributes (beliefs) are formed by external factors that include various information sources such as symbolic stimuli (promotional efforts of a destination through media) and social stimuli (friends and relatives' recommendations or word-of-mouth). The role of information sources in forming destination images is also emphasised in Fakeye & Crompton's (1991) model of image formation.

Sources of Information for tourists in selecting destinations

Lawson (2000) mentioned that tourists will have information about the characteristics of destination they care about so they can make rational (i.e., informed) decision. Tourist as consumers will seek information to make destination choices. Tourists will gather information from available sources and then use this information and their criteria about destination to make a rational decision about a particular destination to choose. Tourists have made educated decisions on what is important to them while using available information in different ways. Kurtz & Clow (1998) also explained that consumer will often seek the opinion of others before purchasing a service. Word-of-mouth communication can come from three sources: personal sources, expert sources, and derived sources.

Hu (1996) stated that tourists, when learning about destination options, will likely employ a wide variety of information sources. The information sources used by tourists may be both formal (e.g., newsletters, cable television and the guidance) and informal (e.g., words of friends, neighbors, and television broadcast). The sources may be in written format (e.g., tour guide books, travel brochures, tourism bureaus) and non-written format (e.g., friends, by family member, travel group, employer). Aman (1989) in a study of destination choice indicated that tourists relied more on informal sources of information (mainly the word of others) than upon the formal sources of information handed out by tourist authority. On-site visits to the destination of interests were key sources of first-hand knowledge for all tourist involved. Moreover, Aman noted that the availability, sufficiency, and quality of information were essential to the tourist contemplating public destination options.

Witte (1991) studied the destination choice process in Minnesota. He asked how tourists learned about destination choice. Most respondents indicated that friends and families were primary sources of information and that they also received details about destination choice through television, radio, newspapers.

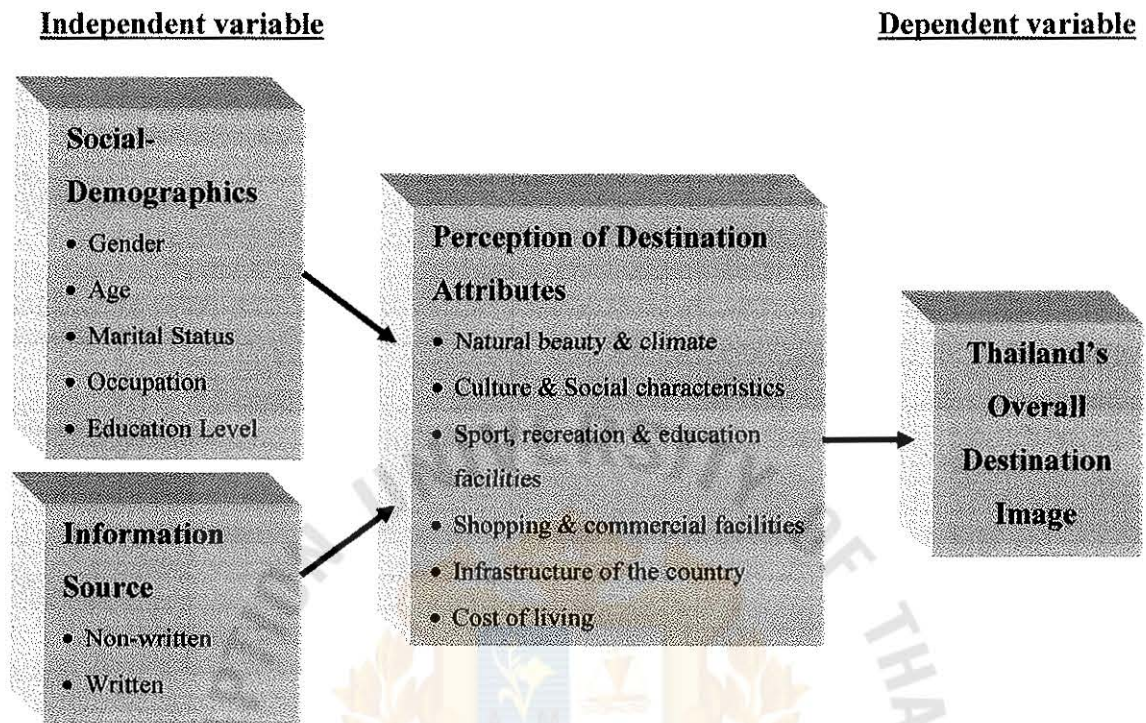
Brown (1997) states that service referral substantially influence customers evaluations of the service quality. Customers who receive favorable referrals about the service provided would be more likely to perceive the service provided in a positive manner than those with less favorable attitudes (Brown, 1997). In the context of travel and tourism, overseas travel agencies, tour guide books, and travel writers influence traveler evaluations of the service quality of travel destinations. Travelers who receive positive referrals about a travel destination may be more likely to perceive the service provided at the destination in a positive manner than those with less favorable attitudes.

In addition, first time and repeat visitors may have a different image after visiting (Fakeye & Crompton, 1991). According to Phelps (1986), first time visitors form image based on written such as guidebooks and non-written such as conversation with friends.

3.2 Conceptual framework

Based on the theoretical models cited earlier, the researcher developed a conceptual model representing the relationships among sociodemographic, perception of destination attributes, information sources as the independent variables, and Thailand's overall destination image as the dependent variable.

Figure 3.1: Conceptual framework



3.3 Research hypotheses

A hypothesis is a statement about the nature of the world, and in its simplest form it is a guess (Zikmund, 1994). Moreover, Aaker & Day (1980) defined a hypothesis as a possible answer to the research question. Lehmann et al. (1998) stated that hypothesis translates a problem statement into a series of assertions (questions) that can be addressed with data, and thus largely determines the research design by specifying the data needed. Hypothesis is an unproven proposition or supposition that tentatively explains certain facts or phenomena; a proposition that is empirically testable. It is an empirical statement concerned with the relationship among variables.

In this research, the researcher posed hypotheses to examine the relationship between demographic characteristics, perception of destination attributes and Thailand's image. Hypotheses are set up to also investigate the relationship between information

sources and Thailand's image. This research consists of hypotheses which are set as follows:

Hypotheses Group A: Measures the differences of perception of destination attributes when segmented by social-demographic factors

Hypothesis1

H_{o1}: There is no difference in Japanese tourists' perception of destination attributes when segmented by gender

H_{a1}: There is a difference in Japanese tourists' perception of destination attributes when segmented by gender

Hypothesis2

H_{o2}: There is no difference in Japanese tourists' perception of destination attributes when segmented by age

H_{a2}: There is a difference in Japanese tourists' perception of destination attributes when segmented by age

Hypothesis3

H_{o3}: There is no difference in Japanese tourists' perception of destination attributes when segmented by marital status

H_{a3}: There is a difference in Japanese tourists' perception of destination attributes when segmented by marital status

Hypothesis4

H_o4: There is no difference in Japanese tourists' perception of destination attributes when segmented by occupation

H_a4: There is a difference in Japanese tourists' perception of destination attributes when segmented by occupation

Hypothesis5

H_o5: There is no difference in Japanese tourists' perception of destination attributes when segmented by education

H_a5: There is a difference in Japanese tourists' perception of destination attributes when segmented by education

Hypotheses Group B: Measures the relationship between source of information and perception of destination attributes.

Hypothesis6

H_o6: There is no relationship between non-written source of information and Japanese tourists' perception of natural beauty & climate

H_a6: There is a relationship between non-written source of information and Japanese tourists' perception of natural beauty & climate

Hypothesis7

H_o7: There is no relationship between non-written source of information and Japanese tourists' perception of culture & social characteristics

H_a7: There is a relationship between non-written source of information and Japanese tourists' perception of culture & social characteristics

Hypothesis8

H_o8: There is no relationship between non-written source of information and Japanese tourists' perception of sport, recreation & education facilities

H_a8: There is a relationship between non-written source of information and Japanese tourists' perception of sport, recreation & education facilities

Hypothesis9

H_o9: There is no relationship between non-written source of information and Japanese tourists' perception of shopping & commercial facilities

H_a9: There is a relationship between non-written source of information and Japanese tourists' perception of shopping & commercial facilities

Hypothesis10

H_o10: There is no relationship between non-written source of information and Japanese tourists' perception of infrastructure of the country

H_a10: There is a relationship between non-written source of information and Japanese tourists' perception of infrastructure of the country

Hypothesis11

H_o11: There is no relationship between non-written source of information and Japanese tourists' perception of cost of living

H_a11: There is a relationship between non-written source of information and Japanese tourists' perception of cost of living

Hypothesis12

H_o12: There is no relationship between written source of information and Japanese tourists' perception of natural beauty & climate

H_a12: There is a relationship between written source of information and Japanese tourists' perception of natural beauty & climate

Hypothesis13

H_o13: There is no relationship between written source of information and Japanese tourists' perception of culture & social characteristics

H_a13: There is a relationship between written source of information and Japanese tourists' perception of culture & social characteristics

Hypothesis14

H_o14: There is no relationship between written source of information and Japanese tourists' perception of sport, recreation & education facilities

H_a14: There is a relationship between written source of information and Japanese tourists' perception of sports, recreation & educational facilities

Hypothesis15

H₀15: There is no relationship between written source of information and Japanese tourists' perception of shopping & commercial facilities

H_a15: There is a relationship between written source of information and Japanese tourists' perception of shopping & commercial facilities

Hypothesis16

H₀16: There is no relationship between written source of information and Japanese tourists' perception of infrastructure of the country

H_a16: There is a relationship between written source of information and Japanese tourists' perception of infrastructure of the country

Hypothesis17

H₀17: There is no relationship between written source of information and Japanese tourists' perception of cost of living

H_a17: There is a relationship between written source of information and Japanese tourists' perception of cost of living

Hypothesis Group C: Measures the relationship between Japanese tourists' perception of destination attributes and overall Thailand's destination image

Hypothesis18

H₀18: There is no relationship between Japanese tourists' perception of natural beauty & climate and Thailand's overall destination image

H_a18: There is a relationship between Japanese tourists' perception of natural beauty & climate and Thailand's overall destination image

Hypothesis19

H_o19: There is no relationship between Japanese tourists' perception of culture & social characteristics and Thailand's overall destination image

H_a19: There is a relationship between Japanese tourists' perception of culture & social characteristics and Thailand's overall destination image

Hypothesis20

H_o20: There is no relationship between Japanese tourists' perception of sport, recreation & education facilities and Thailand's overall destination image

H_a20: There is a relationship between Japanese tourists' perception of sport, recreation & education facilities and Thailand's overall destination image

Hypothesis21

H_o21: There is no relationship between Japanese tourists' perception of shopping & commercial facilities and Thailand's overall destination image

H_a21: There is a relationship between Japanese tourists' perception of shopping & commercial facilities and Thailand's overall destination image

Hypothesis22

H_o22: There is no relationship between Japanese tourists' perception of infrastructure of the country and Thailand's overall destination image

H_a22: There is a relationship between Japanese tourists' perception of infrastructure of the country and Thailand's overall destination image

Hypothesis23

H_o23: There is no relationship between Japanese tourists' perception of cost of living and Thailand's overall destination image

H_a23: There is no relationship between Japanese tourists' perception of cost of living and Thailand's overall destination image



3.4 The operational definitions

Table 3.2 Operational definitions of influencing variables

Concept	Conceptual definition	Operational components	Level of measurement
Socio-demographics	Factors which provide an indication of a person's effective social situation	<ul style="list-style-type: none"> • Gender • Age • Marital Status • Occupation • Education level 	Nominal scale Ordinal scale Nominal scale Nominal scale Ordinal scale
Perception of attributes	Special features and related activities of an area that attract tourists to visit it	<ul style="list-style-type: none"> • Natural beauty and climate • Culture and social characteristics • Sport, recreation and education facilities • Shopping and commercial facilities • Infrastructure of the country • Cost of living 	Interval scale
Information source	A channel through which an object is seen, read, or heard by an individual	<ul style="list-style-type: none"> • Non-written • Written 	Interval scale
Thailand's Image	A set of beliefs, feeling, and global mental impressions about an object	<ul style="list-style-type: none"> • Positive • Neutral • Negative 	Interval scale

CHAPTER-4

RESEARCH METHODOLOGY

Introduction

This chapter represents research methodology and was divided into eight sections: Methods of research used, Data collection, Research Instrument or Questionnaires, Pre-test, Target population, Sample size, Sampling procedure and Statistical Treatment of Data.

4.1 Methods of research used

The methodology used for this study to gather primary data was the survey method. This data provides information about demographics, perception of destination attributes, source of information and Thailand's image. The survey method was used because it was considered the most appropriate in this context. Survey research allowed for data produced from small population samples to be generalized to the entire group (Schumacher & McMillan, 1993). It is also an economical method. Zikmund (1997) stated that surveys could provide quick, inexpensive, efficient and accurate means of assessing information about a population

4.2 Target Population

The target population was the specific, complete group relevant to the research project (Zikmund, 1997). The target population of this research were Japanese tourists. The average numbers of Japanese tourist's visiting Thailand in the past 6 years is shown in the following table:

Table 4.1: International tourist arrivals of Asian countries by nationality to Thailand

Country of Nationality	2002 Number	2001 Number	2000 Number	1999 Number	1998 Number	1997 Number	Average Number
East Asia	6,236,246	5,786,403	5,545,856	5,000,701	4,282,589	4,333,945	5,197,623
ASEAN	2,474,523	2,241,562	2,135,206	1,864,278	1,670,755	1,656,165	2,007,082
Brunei	10,129	10,177	4,776	2,405	3,206	4,284	5,830
Combodia	70,187	45,479	35,244				50,303
Indonesia	164,645	156,411	156,764	133,252	69,462	90,002	128,423
Laos	90,717	82,307	70,985	68,809	47,333	26,496	64,441
Malaysia	1,332,355	1,185,891	1,111,687	1,009,821	931,553	1,029,107	1,100,069
Myanmar	36,111	36,843	43,573				38,842
Philippines	139,364	124,841	103,013	86,835	82,528	78,919	102,583
Singapore	546,796	531,818	563,679	528,889	497,221	405,897	512,383
Vietnam	84,219	67,795	45,485	34,267	39,452	21,460	48,780
China	797,976	801,362	753,781	813,596	604,472	452,510	703,950
Hong Kong	335,816	245,170	243,952	244,474	290,797	345,757	284,328
Japan	1,239,421	1,177,599	1,202,164	1,059,872	982,116	972,056	1,105,538
Korea	704,649	548,726	451,347	342,867	218,109	418,449	447,358
Taiwan	674,366	738,642	706,482	528,291	421,293	426,528	582,600
Others	9,495	33,342	52,924	147,323	95,047	62,480	66,769

Source of Data : Immigration Bureau, Police Department, 2002.

Table 4.2 : The future trend of Asian visitor arrivals in Thailand

Ranking	Country	R ²
1 st	Japan	0.9018
2 nd	Taiwan	0.7906
3 rd	Malaysia	0.7861
4 th	China	0.6876
5 th	Korea	0.6501
6 th	Singapore	0.6332
7 th	Hong Kong	0.0446

Source of Data : Immigration Bureau, Police Department

According to Table 4.2, Japan shows the highest future trend for international tourists arrival in Thailand. Moreover, in 2003, TAT is promoting and marketing the theme, “Amazing Thailand – Experience Variety”. TAT will maintain many traditional and primary markets while special emphasis will be placed on spurring growth from the three major markets of China, Japan and the Middle East.

4.3 Sample Size

As mentioned previously, the total numbers of tourists from Japan is 1,105,538, so the researcher used this number to estimate the sample size. Moreover, the sample size was calculated by using Anderson’s table for different sizes of population (Table 4.3).

Table 4.3: Theoretical sample sizes for different sizes of population and a 95% level of certainty

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

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

According to the Table 4.3, the sample size in this research is 384 respondents.

4.4 Sampling procedure

In this study, the target population was Japanese tourists who are in the process of departing Thailand. Most of these tourists were part of a tour group which had spent a total of 5 days touring Thailand. The first stage used judgment or purposive sampling technique. The researcher selected 20 flights departing from Bangkok to Japan. These flights are shown as follows:

Table 4.4: Flight departure from Bangkok to Japan on March 20 to 22,2003

Date	Flight information	Departure time
March 20, 2003	Thai Airways Intl TG 728 OP	09.10
	Thai Airways Intl TG 626 E	14.00
	Thai Airways Intl TG 622 E	23:59
	Thai Airways Intl TG 620	11:10
	Thai Airways Intl TG 772 E	07:35
	Thai Airways Intl TG 640E	11.20
March 21, 2003	Thai Airways Intl TG 774 E	07:35
	Thai Airways Intl TG 728 OP	09:10
	Thai Airways Intl TG 626 E	14:00
	Thai Airways Intl TG 622 E	23.59
	Thai Airways Intl TG 620	11.10
	Thai Airways Intl TG 640 E	11.20
March 22, 2003	Thai Airways Intl TG 728 OP	09.10
	Thai Airways Intl TG 626 E	14.00
	Thai Airways Intl TG 622 E	23:59
	Thai Airways Intl TG 620	11.10
	Thai Airways Intl TG 772 E	07:35
	Thai Airways Intl TG 6035 OP	21.45
	Thai Airways Intl TG 640 E	11.20
	Thai Airways Intl TG 6002 OP	23.50

In the second stage, the simple random sampling technique was applied. The researcher drew a random number of 10 flights by drawing lots from a box in which all 20 flights were placed. The ten flights are shown as follows.

Table 4.5: Flight selected

Date	Flight Information	Departure time	No. of questionnaire distributed
March 20, 2003	Thai Airways Intl TG 728 OP	09.10	38
	Thai Airways Intl TG 772 E	07:35	38
	Thai Airways Intl TG 640E	11.20	38
March 21, 2003	Thai Airways Intl TG 728 OP	09:10	38
	Thai Airways Intl TG 626 E	14:00	38
	Thai Airways Intl TG 622 E	23.59	38
	Thai Airways Intl TG 640 E	11.20	39
March 22, 2003	Thai Airways Intl TG 626 E	14.00	39
	Thai Airways Intl TG 6035 OP	21.45	39
	Thai Airways Intl TG 6002 OP	23.50	39
		Total	384

In the final stage, the questionnaires were distributed to 384 randomly selected Japanese travelers who were checking in for departure flights at the Bangkok International Airport from March 20 to 22, 2003.

4.5 Research instrument / Questionnaires

The researcher used a self-administrative questionnaire to gather the information from the respondents, which the respondents could fill freely without interference from the interviewer. Structured question was a question that imposed a limit on the number of allowable responses (Zikmund, 1997). All questions were close-end questions. For this study, the questionnaire was constructed in four sections.

In section 1, the items used for data collection on the source of travel information i.e. written and non-written were based on a survey instrument by Goodrich (1978). In the

first section, all questions contain 5-points Likert scale that ranged from 1 to 5. For example, for the first question, the researcher used a Likert scale ranging from “1”, “very little” to “5”, “very much” which mentions how respondents preferred the source of information to help their decision making. In the second question, we used Likert scale namely “1”, “least priority” to “5”, “most priority”. Section 2, asked for the tourists’ perception of destination attributes influencing Thailand’s image. Respondents were asked to circle their choices on a 5-point Likert scale ranging from “1”, “Strongly Unfavorable” to “5”, “Strongly Favorable”. In Section 3, the researcher collected data about Thailand’s destination image which includes six attributes. For those questions we used a 5-point Likert scale ranging from “1”, “Strongly dissatisfying image” to “5”, “Strongly satisfying image”. Finally, in Section 4, demographic data was collected, including gender, age, marital status, nationality, occupation, and education level. In order to ensure that respondents, whose native language was not English understood the questions and statements in the questionnaire, the questionnaire was translated from English into Japanese.

Table 4.6: Operational definition of influencing variables relate to questionnaire

Part	Variables	Conceptual Definitions	Question No.
I	Source of information	A channel through which an object is seen, read, or heard by an individual	Part 1 (all questions)
II	Natural beauty & climate	Contributed with the general topography, and climate; proximity to natural beauty (sea, mountains), and temperature	Part 2 (1 - 5)
II	Culture & social characteristic	Its include feeling and interesting in language, traditions, history, and architecture	Part 2 (6 – 10)
II	Sport, recreation & education facilities	Great and opportunity in variety activities include health, sport, outdoor activities	Part 2 (11 – 15)
II	Shopping & commercial facilities	Various souvenir and gift, shops, boutiques, shopping malls, and nighttime recreations	Part 2 (16 – 20)
II	Infrastructure of the country	This means the quality and availability of communication, lodging, and food	Part 2 (21 – 25)
II	Cost of living	Involves the value received form money spent on major services	Part 2 (26 – 30)
III	Thailand's image	A set of beliefs, feeling, and global mental impressions about an object	Part 3 (all questions)
IV	Demographic	The basis of variables such as age, sex, etc.	Part 4 (all questions)

4.6 Pretest

Churchill (1995) claimed that the data collection should never begin without an adequate pretest of the instrument. Therefore, it implied that this research required conducting a pretest. Vanichbuncha (2001) mentioned that the number of respondents in a pretest or pilot survey should be at least 25 samples. In this study, the researcher pre-tested the data collection tool in order to test the reliability of questionnaire by distributing 30 sets of questionnaires to Japanese tourists visiting the Temple of the Emerald Buddha on the 8th March 2003. Finally, mistakes were corrected and adjusted in terms of sequencing, wording, and structuring so that communication between the researcher and the respondent was not biased.

In order to find out reliability, the overall questions in the questionnaire were processed using a SPSS program through the Cronbach's Coefficient Alpha Scales. After examining the questionnaire, the result of the reliability analysis was shown in Table 4.2:

Table 4.7: Reliability of the questionnaire

Questionnaire section	Number of cases	Number of items	Alpha coefficient
1. Information source agents	30	14	0.8469
2. Perception of attributes	30	30	0.8873
3. Thailand's image	30	6	0.6734
Overall	30	50	0.8687

Sekaran (1992) stated that if the reliability value exceeded 0.6, it is considered reliable. As the result of reliability analysis from the study, the coefficient alpha scores were higher than 0.6 in all parts of the questionnaire so it was considered reliable. The reliability analysis resulting from the pilot study indicates that this questionnaire is sufficient for examining this study's hypotheses.

4.7 Data collection

Primary and Secondary data was collected for this research. Primary data was collected by Self-Administered Structured Questionnaires for gathering information from respondents in the sample unit. Each respondent was asked to fill out the questionnaire in order to derive first hand information to answer the research objectives.

Secondary data was derived from several sources such as journals, dissertation, academic textbooks, website via Libraries and by the use of Internet. The respective sources and references from where the data compiled were provided at the end of each defined statement and in the Appendices section.

4.8 Statistical treatment data

All data collected from the survey was entered into a computer file for analysis using the Statistic Package Social Science program (SPSS) findings based on statistical results such as frequencies, mean, t-test, ANOVA and Correlation Analysis.

Descriptive analysis

In order to interpret the data gathered, descriptive statistics was applied to transform the raw data into a form that made them easy to understand and interpret; rearranging, ordering and manipulating data to provide descriptive information (Zikmund, 1997). In this study, descriptive analysis was chosen to summarize demographic characteristic data.

Analysis of variance (ANOVA)

Analysis of Variance (ANOVA) is the analysis involving the investigation of the effects of one treatment variable on an interval scaled dependent variable. It is a hypothesis testing technique to determine whether statistically significant differences on means occur between two or more groups. (Zikmund, 2000). The analysis of variance is used to test the difference in means between the groups in each demographic characteristic. Furthermore, ANOVA is used to test the relationship between demographic characteristics and Thailand's image. The test statistical for ANOVA is the F ratio. It compares the variance from the 2 sources including the variance of between-group mean and within-group mean and group as follows: (Cooper & Schindler, 2001).

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

Where:
$$\text{Mean square between - group} = \frac{\text{Sum of square between - group}}{\text{Degree of freedom between - group}}$$

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

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

(Degree of freedom within group = cn-c)

c = number of group

n = number of observation in a group

Pearson correlation technique

The Pearson Correlation Coefficient, r , is the most widely used statistic, summarizing the strength of association between metric (interval or ratio scaled) variables, say X and Y . It is an index used to determine whether a linear or straight-line relationship exists between X and Y . It indicates the degree to which the variation in one variable, X , is related to the variation in another variable, Y . The Pearson Correlation Coefficient, r , can be calculated as follows (Malhotra, 1999):

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

where the symbol \bar{X} and \bar{Y} represent the sample means of X and Y , respectively.

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 $r = 0$.

Independent T-test

Saiyod & Saiyod (1995) stated that Independent T-test is used to test the hypothesis that the mean scores on some interval or ratio scaled variables will be significantly different for two independent samples or groups. To use T-test for differences of means, it is assumed that two samples are drawn from normal distributions and the variance of the two populations or groups are equal. The following is the formula for T-test analysis:

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

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

- Where:
- \overline{X}_1 = Mean of group 1
 - \overline{X}_2 = Mean of group 2
 - S_1^2 = Variance 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

Table 4.8: The statistical test for each hypothesis

Hypotheses	Statistical test
H ₁ ,H ₃ (Measures the different in perception of destination attributes when segmented by gender and marital status)	Independent T-test
H ₂ ,H ₄ ,H ₅ (Measures the different in perception of destination attributes when segmented by age, occupation, education)	ANOVA
H ₆ -H ₁₇ (Measures the relation between source of information & perception of destination of attributes)	Pearsons correlation
H ₁₈ -H ₂₃ (Measures the relation between perception of destination of attributes and overall Thailand's destination image)	Pearsons correlation

CHAPTER-5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter presents a critical discussion of results and explains the findings of the analysis of the data that had been collected based on the sample size of 384 respondents. This chapter consists of six sections which are respondents' demographic characteristics, sources of information, the priority in choosing Thailand as the destination for the trip, the perception of destination attributes (Thailand), the overall image of Thailand as an international travel destination, and the test of hypotheses. The researcher tested 22 hypotheses that were posed in this study. The finding are illustrated and discussed in this chapter.

5.1 Respondents' demographic characteristic

Table 5.1: Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	177	46.1	46.1	46.1
	Female	207	53.9	53.9	100.0
	Total	384	100.0	100.0	

Table 5.1 shows that 207 respondents are female, while 177 respondents are male, which represents 53.9% and 46.1% respectively.

Table 5.2: Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20 years old	41	10.7	10.7	10.7
	20-29 years old	225	58.6	58.6	69.3
	30-39 years old	49	12.8	12.8	82.0
	40-49 years old	34	8.9	8.9	90.9
	50-59 years old	14	3.6	3.6	94.5
	60 years and older	21	5.5	5.5	21
	Total	384	100.0	100.0	384

Table 5.2 shows that 225 respondents are aged between 20-29 years or 58.6%, 49 respondents are aged between 30-39 years or 12.8%, 41 respondents are aged less than 20 years old or 10.7% and 34 respondents are aged between 40-49 years or 8.9%. The numbers of respondents who are aged 60 years and older and aged between 50-59 years are 21 and 14, which represents 5.5% and 3.6% respectively.

Table 5.3: Marital status

Marital status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	286	74.5	74.5	74.5
	Married	98	25.5	25.5	100.0
	Total	384	100.0	100.0	

Table 5.3 shows that the majority, or 286 respondents are single, while 98 respondents are married, which represents 74.5% and 25.5% respectively.

Table 5.4: Occupation

Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Sector	68	17.7	17.7	17.7
	Business Employee	91	23.7	23.7	41.4
	Business Owner	46	12.0	12.0	53.4
	Housewife	28	7.3	7.3	60.7
	Student	103	26.8	26.8	87.5
	Other	48	12.5	12.5	100.0
	Total	384	100.0	100.0	

Table 5.4 shows that 26.8% of respondents are students. The remaining are business employees (23.7%), government sector (17.7%), others (12.5%) and business owners (12.0%). Housewives number only 7.3% and are the minority of respondents.

Table 5.5: Education level

Education level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Middle School or below	19	4.9	4.9	4.9
	High school graduate	138	35.9	35.9	40.9
	College/university graduate	189	49.2	49.2	90.1
	Graduate/Postgraduate degree	38	9.9	9.9	100.0
	Total	384	100.0	100.0	

Table 5.5 reveals that the highest education level of most respondents is college/university, which is 49.2%. The second and third ranks are high school graduates (35.9%) and graduate/postgraduate (9.9%) respectively. The next rank is middle school or below (4.9%).

5.2 Sources of information

The first section of the questionnaire investigates the sources of information that tourists used in planning their trip to Thailand. This section asked about the sources of information that they used. The respondents are provided with a five-point scale as follows:

- Very little = 1
- Little = 2
- Neutral = 3
- Much = 4
- Very much = 5

Table 5.6: Mean score rating, minimum, maximum and standard deviation of sources of information

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Tour guide books	384	1	5	3.69	1.47
Family/friends/relatives	384	1	5	3.26	1.46
Travel agencies	384	1	5	2.82	1.50
Internet	384	1	5	2.68	1.53
Travel brochures	384	1	5	2.55	1.39
Advertising Media(ex.Radio,TV,Newspaper)	384	1	5	2.14	1.31
Airline Offices	384	1	5	1.75	1.29
Thai tourism bureaus at your country	384	1	5	1.46	.91
Advertisement on Buses	384	1	4	1.17	.51
Valid N (listwise)	384				

This table represents the rank order of each source of information based on mean response. This information illustrates that tourists used tour guide books (3.69), family/friends/relatives (3.26) and travel agencies (2.82) which are the three highest-ranking information sources.

5.3 The Priority in choosing Thailand as the destination for the trip

The first section of the questionnaire also investigates the induced agent that tourists used in planning the trip to Thailand. This section asks about the priority level of induced agent when tourists chose Thailand as the destination for their trip. The respondents are provided with a five-point scale as follows:

Least priority = 1

Less priority = 2

Neutral = 3

More priority = 4

Most priority = 5

Table 5.7: Mean score rating, minimum, maximum and standard deviation of priority in choosing Thailand as the destination for tourist's trip.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Myself	384	1	5	3.58	1.43
My travel group make	384	1	5	3.35	1.70
My family member(s)	384	1	5	1.93	1.48
Whole family	384	1	5	1.51	1.04
My employer	384	1	5	1.34	.91
Valid N (listwise)	384				

Table 5.7 reveals that the mean score of self is the highest (3.58) followed by my travel group (3.35), my family members (1.93), whole family (1.51) and my employer (1.34).

5.4 The perception of destination attributes (Thailand)

The second section of the questionnaire measures the perception of each attribute of Thailand. There are 30 attributes perceived for Thailand. Moreover, they are divided into six groups, which are natural beauty & climate, culture & social characteristics, sport recreation & education facilities, shopping & commercial facilities, infrastructure of the country and cost of living. For each attribute, the respondents are also provided with a five-point scale as follows:

Strongly disagree = 1

Disagree = 2

Neutral = 3

Agree = 4

Strongly agree = 5

Table 5.8: Mean score rating, minimum, maximum and standard deviation in the perception of each attributes of Thailand

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Beautiful traditional architecture&buildings (grand palace,temples)	384	1	5	4.38	.91
Interesting cultural attractions	384	1	5	4.16	1.02
Interesting historical attractions	384	1	5	4.04	1.02
Appealing local food(cuisine)	384	1	5	3.95	1.11
Nice&Helpful local residents	384	1	5	3.83	1.00
Reasonable prices of cuisine	384	2	5	3.83	.91
Natural attractions	384	1	5	3.80	1.06
Shopping(good shopping facilities&opportunities)	384	1	5	3.60	1.17
Restful& relaxing atmosphere,opportunity for rest&relaxation	384	1	5	3.60	1.09
Reasonable prices of shopping and good bargaining	384	1	5	3.59	1.00
High service standard in hotels and restaurants	384	1	5	3.58	1.00
Reasonable hotel or guest house room rate	384	1	5	3.55	.91
A lot of massage parlors bars,night clubs and prostitution	384	1	5	3.52	1.17
Languages,ease of communication	384	1	5	3.47	1.12
A variety of health conscious activities (eg.Spa)	384	1	5	3.47	1.28
Good natural environment	384	1	5	3.42	1.15
Scenic natural beauty(sea beach and coral)	384	1	5	3.42	1.23
Good night life and entertainment	384	1	5	3.31	1.15
Reasonable prices for the local transportaion system(buses,trains,taxis)	384	1	5	3.21	1.05
Pleasant climate	384	1	5	3.00	1.25
Good service in store	384	1	5	2.95	1.07
Great beaches/ water sports	384	1	5	2.93	1.20
Good quality of infrastructure	384	1	6	2.92	.92
Many fashionable brand-name product in malls/stores	384	1	5	2.79	1.25
Personal safety	384	1	5	2.68	1.10
Opportunity for adventrue(jungle tour trekking rafting)	384	1	5	2.66	1.22
Outdoor recreation activities(camping)	384	1	5	2.56	1.17
A trip to Thailand is good value for money	384	1	5	2.53	1.23
High standard lodging of sanitation and cleanliness	384	1	5	2.47	1.13
Good golf courses	384	1	5	1.93	1.12
Valid N (listwise)	384				

Table 5.8 represents the rank order of each attribute based on mean response. This information illustrates that tourists perceive attributes such as beautiful traditional architecture and buildings (grand palace, temples) (4.38), interesting cultural attractions (4.16) and interesting historical attractions (4.04) as among the three highest-ranking attributes. The reported means for each attribute exceeded 4.00 on a scale of 5.00, which is the maximum.

Table 5.9: Mean score rating, minimum, maximum and standard deviation in the perception of each attribute of Thailand

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Perception of Culture&Social Characteristics	384	1	5	3.98	.71
Perception of Natural Beauty&Climate	384	1	5	3.45	.83
Perception of Cost of Living	384	2	5	3.34	.65
Perception of Shopping&commercial facilities	384	1	5	3.23	.86
Perception of Infrastructure of the Country	384	1	5	3.12	.73
Perceptio of Sport,recreation&educa tion facilities	384	1	5	2.71	.85
Valid N (listwise)	384				

Table 5.9 shows the mean score of attributes when divided into 6 groups, which are perception of culture and social characteristics, perception of natural beauty and climate, perception of cost of living, perception of shopping & commercial facilities, perception of infrastructure of the country, and perception of sport, recreation & education facilities. Mean score of perception of culture & social characteristics ranks the highest (3.98) followed by perception of natural beauty &

climate (3.45) and cost of living (3.34). The lowest one is sport, recreation & education facilities (2.71).

Table 5.10: Mean score rating, minimum, maximum and standard deviation of perception of natural beauty and climate

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Natural attractions	384	1	5	3.80	1.06
Restful& relaxing atmosphere,opportunity for rest&relaxation	384	1	5	3.60	1.09
Good natural environment	384	1	5	3.42	1.15
Scenic natural beauty(sea beach and coral)	384	1	5	3.42	1.23
Pleasant climate	384	1	5	3.00	1.25
Valid N (listwise)	384				

Table 5.10 illustrates the mean score of natural attractions is given the highest mean score among the other attributes, followed by restful & relaxing atmosphere (3.80), and opportunity for rest & relaxation (3.60). Good natural environment and scenic natural beauty have the same mean (3.42). The lowest one is pleasant climate (3.00).

Table 5.11: Mean score rating, minimum, maximum and standard deviation in perception of culture and social characteristics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Beautiful traditional architecture&buildings (grand palace,temples)	384	1	5	4.38	.91
Interesting cultural attractions	384	1	5	4.16	1.02
Interesting historical attractions	384	1	5	4.04	1.02
Nice&Helpful local residents	384	1	5	3.83	1.00
Languages,ease of communication	384	1	5	3.47	1.12
Valid N (listwise)	384				

Table 5.11 shows mean score of beautiful traditional architecture & buildings is the highest, 4.83, followed by interesting cultural attractions, 4.16, interesting historical attractions, 4.04, nice & helpful local residents, 3.83, languages, and ease of communication, 3.47.

Table 5.12: Mean score rating, minimum, maximum and standard deviation in perception of sport, recreation & education facilities

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
A variety of health conscious activities (eg.Spa)	384	1	5	3.47	1.28
Great beaches/ water sports	384	1	5	2.93	1.20
Opportunity for adventrue(jungle tour trekking rafting)	384	1	5	2.66	1.22
Outdoor recreation activities(camping)	384	1	5	2.56	1.17
Good golf courses	384	1	5	1.93	1.12
Valid N (listwise)	384				

Table 5.12 indicates the highest mean score of sport, recreation & education facilities is a variety of health conscious activities which has a mean of 3.47. Great beaches/water sports, opportunity for adventure, outdoor recreation activities and good golf courses showed means of 2.93, 2.66, 2.56 and 1.93 respectively.

Table 5.13: Mean score rating, minimum, maximum and standard deviation in perception of shopping and commercial facilities

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Shopping(good shopping facilities&opportunities)	384	1	5	3.60	1.17
A lot of massage parlors bars,night clubs and prostitution	384	1	5	3.52	1.17
Good night life and entertainment	384	1	5	3.31	1.15
Good service in store	384	1	5	2.95	1.07
Many fashionable brand-name product in malls/stores	384	1	5	2.79	1.25
Valid N (listwise)	384				

Table 5.13 shows shopping is given the highest mean score among the other attributes, followed by a lot of massage parlors bars, night clubs and prostitution, at 3.52, good night life and entertainment , 3.31, good service in store, 295, and many fashionable brand-name products in malls/stores, 2.79.

Table 5.14: Mean score rating, minimum, maximum and standard deviation in perception of infrastructure of the country

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Appealing local food(cuisine)	384	1	5	3.95	1.11
High service standard in hotels and restaurants	384	1	5	3.58	1.00
Good quality of infrastructure	384	1	6	2.92	.92
Personal safety	384	1	5	2.68	1.10
High standard lodging of sanitation and cleanliness	384	1	5	2.47	1.13
Valid N (listwise)	384				

Table 5.14 illustrates mean score of appealing local food (cuisine) is highest, 3.95, followed by high service standard in hotels and restaurants, 3.58, good quality of infrastructure, 2.92, personal safety, 2.68, and high standard lodging of sanitation and cleanliness, 2.47.

Table 5.15: Mean score rating, minimum, maximum and standard deviation in perception of cost of living

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Reasonable prices of cuisine	384	2	5	3.83	.91
Reasonable prices of shopping and good bargaining	384	1	5	3.59	1.00
Reasonable hotel or guest house room rate	384	1	5	3.55	.91
Reasonable prices for the local transportaion system(buses,trains,taxis)	384	1	5	3.21	1.05
A trip to Thailand is good value for money	384	1	5	2.53	1.23
Valid N (listwise)	384				

Table 5.15 indicates the mean score of reasonable prices of cuisine is highest, at 3.83, followed by reasonable prices of shopping and good bargains, 3.59, reasonable hotel or guest house room rate, 3.55, reasonable prices for the local transportation system, 3.21, and a trip to Thailand is good value for money, 2.53.

5.5 Thailand’s overall destination image as an international travel destination

In the third section the questionnaire measures the overall opinion of Thailand. The respondents are provided with a five-point scale to indicate their opinion.

- Strongly disagree = 1
- Disagree = 2
- Neutral = 3
- Agree = 4
- Strongly agree = 5

Table 5.16: Mean score rating, minimum, maximum and standard deviation in Thailand’s overall destination image as an international travel destination

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Overall image of Thailand as an international travel destination	384	2	5	3.39	.63
Valid N (listwise)	384				

Table 5.16 presents the mean score of Thailand’s overall destination image, which is 3.39.

Table 5.17: Mean score rating, minimum, maximum and standard deviation in Thailand’s overall destination image

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Culture and social characteristics	384	1	5	4.08	.97
Cost of living	384	1	5	4.02	1.05
Natural beauty and climate	384	1	5	3.80	1.06
Shopping and commercial facilities	384	1	5	3.33	1.02
Infrastructure of the country	384	1	5	2.89	.83
Sport,recreation and education facilities	384	1	5	2.87	.97
Valid N (listwise)	384				

Table 5.17 indicates the highest mean score of Thailand’s overall destination image is culture and social characteristics, 4.08. Tourist perception of cost of living, natural beauty and climate, shopping and commercial facilities, infrastructure of the country and sport recreation and education facilities showed means of 4.02, 3.80, 3.33, 2.89 and 2.87 respectively.

Table 5.18: Frequency distribution of Thailand’s overall destination image in preference to the tourist perception of natural beauty and climate

Natural beauty and climate					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	2.9	2.9	2.9
	Disagree	40	10.4	10.4	13.3
	Neutral	75	19.5	19.5	32.8
	Agree	148	38.5	38.5	71.4
	Strongly Agree	110	28.6	28.6	100.0
	Total	384	100.0	100.0	

Table 5.18 shows that 38.5% of the respondents agree that Thailand has natural beauty and climate, 28.6% of the respondents strongly agree, 19.5% of the

respondents were neutral, 10.4 % of the respondents disagreed, and only 2.9% said that they strongly disagree.

Table 5.19: Frequency distribution of Thailand’s overall destination image in preference to the tourist perception of culture and social characteristics

Culture and social characteristics					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.0	1.0	1.0
	Disagree	24	6.3	6.3	7.3
	Neutral	69	18.0	18.0	25.3
	Agree	129	33.6	33.6	58.9
	Strongly Agree	158	41.1	41.1	100.0
	Total	384	100.0	100.0	

Table 5.19 shows that 41.1% of the respondents strongly agree that Thailand has culture and social characteristics, 33.6% of the respondents agree, 18.0% of the respondent were neutral, 6.3% of the respondents disagreed and only 1.0% said that they strongly disagree.

Table 5.20: Frequency distribution of Thailand’s overall destination image in preference to the tourist perception of sport, recreation and education facilities

Sport,recreation and education facilities					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	36	9.4	9.4	9.4
	Disagree	85	22.1	22.1	31.5
	Neutral	172	44.8	44.8	76.3
	Agree	75	19.5	19.5	95.8
	Strongly Agree	16	4.2	4.2	100.0
	Total	384	100.0	100.0	

Table 5.20 shows that 44.8% of the respondents were neutral in their perception of sport, recreation and education facilities, 22.1% of the respondents disagree, 19.5% of respondents agree, 9.4% of the respondents strongly disagree, and only 4.2% indicated that they strongly agree.

Table 5.21: Frequency distribution of Thailand’s overall destination image in preference to the tourist perception of shopping and commercial facilities

Shopping and commercial facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	3.9	3.9	3.9
	Disagree	63	16.4	16.4	20.3
	Neutral	133	34.6	34.6	54.9
	Agree	125	32.6	32.6	87.5
	Strongly Agree	48	12.5	12.5	100.0
	Total	384	100.0	100.0	

Table 5.21 shows that 34.6% of the respondents were neutral in their perception of Thailand's shopping and commercial facilities, 32.6% of the respondents agree, 16.4% of the respondents disagree, 12.5% of the respondents strongly disagree and 3.9% strongly disagree.

Table 5.22: Frequency distribution of Thailand’s overall destination image in preference to the tourist perception of infrastructure of the country

Infrastructure of the country					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	26	6.8	6.8	6.8
	Disagree	76	19.8	19.8	26.6
	Neutral	200	52.1	52.1	78.6
	Agree	80	20.8	20.8	99.5
	Strongly Agree	2	.5	.5	100.0
	Total	384	100.0	100.0	

Table 5.22 shows that 52.1% of the respondents were neutral in their perception of infrastructure of the country, 20.8% of the respondents agree, 19.8% of the respondents disagree, 6.8% of the respondents strongly disagree and only 0.5% of the respondents strongly agree.

Table 5.23: Frequency distribution of Thailand’s overall destination image in preference to the tourist perception of cost of living

Cost of living					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	38	9.9	9.9	11.2
	Neutral	62	16.1	16.1	27.3
	Agree	119	31.0	31.0	58.3
	Strongly Agree	160	41.7	41.7	100.0
	Total	384	100.0	100.0	

Table 5.23 shows that 41.7% of the respondents strongly agree that cost of living is reasonable, 31.0% of the respondents agree, 16.1% of respondents neutral, 9.9% of the respondents disagree and only 1.3% that they strongly disagree.

5.6 Hypotheses testing

Hypothesis group A: Measures the difference in perception of destination attributes when segmented by social-demographics

Hypothesis1

H₀1: There is no difference in perception of Japanese tourists of destination attributes when segmented by gender

H_a1: There is a difference in perception of Japanese tourists of destination attributes when segmented by gender

Table 5.24: The analysis of the difference in the perception of destination attributes when segmented by Japanese's 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	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Perception of Natural Beauty&Climate	Equal variances assumed	.002	.964	1.957	382	.051	.17	8.46E-02	-8.12E-04	.33
	Equal variances not assumed			1.950	367.265	.052	.17	8.49E-02	-1.40E-03	.33
Perception of Culture&Social Characteristics	Equal variances assumed	5.5	.020	-2.969	382	.003	-.21	7.22E-02	-.36	-7.E-02
	Equal variances not assumed			-2.946	358.980	.003	-.21	7.28E-02	-.36	-7.E-02
Perceptio of Sport,recreation&educatio n facilities	Equal variances assumed	1.4	.245	2.545	382	.011	.22	8.62E-02	4.99E-02	.39
	Equal variances not assumed			2.530	362.638	.012	.22	8.67E-02	4.89E-02	.39
Perception of Shopping&commercial facilities	Equal variances assumed	.002	.960	.193	382	.847	1.70E-02	8.81E-02	-.16	.19
	Equal variances not assumed			.193	371.463	.847	1.70E-02	8.82E-02	-.16	.19
Perception of Infrastructure of the Country	Equal variances assumed	4.5	.035	2.158	382	.032	.16	7.48E-02	1.43E-02	.31
	Equal variances not assumed			2.174	380.613	.030	.16	7.42E-02	1.54E-02	.31
Perception of Cost of Living	Equal variances assumed	6.0	.015	1.665	382	.097	.11	6.63E-02	-2.00E-02	.24
	Equal variances not assumed			1.639	339.093	.102	.11	6.74E-02	-2.E-02	.24

According to Table 5.24 the t-test for independent sample analysis shows the significance of .003 (Japanese's tourist gender and culture & social characteristics) is less than .05 ($.003 < .05$), the significance of .011 and .012 (Japanese's tourist gender & sport, recreation and education facilities) is less than .05 ($.011 < .012 < .05$) and the significance of .032 and .030 (Japanese's tourist gender and infrastructure of the country) is less than .05 ($.032 < .030 < .05$), which means that the null hypothesis was rejected. Therefore, there is a difference in tourists' perception of culture & social characteristics, sport recreation & education facilities, and infrastructure of the country, when segmented by tourist's gender at the .05 significance level.

Moreover, there is no difference in perception of natural beauty & climate ($.052 > .051 > .05$), by Japanese's tourist gender at the .05 significance level.

Hypothesis2

H₀2: There is no difference in perception of Japanese tourists of destination attributes when segmented by age

H_a2: There is a difference in perception of Japanese tourists of Japanese tourists about destination attributes when segmented by age

Table 5.25: The analysis of the difference in the perception of destination attributes when segmented by Japanese’s tourist age using ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Perception of Natural Beauty&Climate	Between Groups	11.549	5	2.310	3.465	.004
	Within Groups	251.986	378	.667		
	Total	263.535	383			
Perception of Culture&Social Characteristics	Between Groups	8.854	5	1.771	3.608	.003
	Within Groups	185.535	378	.491		
	Total	194.389	383			
Perceptio of Sport,recreation&education facilities	Between Groups	6.641	5	1.328	1.867	.099
	Within Groups	268.849	378	.711		
	Total	275.490	383			
Perception of Shopping&commercial facilities	Between Groups	10.734	5	2.147	2.981	.012
	Within Groups	272.199	378	.720		
	Total	282.932	383			
Perception of Infrastructure of the Country	Between Groups	20.613	5	4.123	8.391	.000
	Within Groups	185.716	378	.491		
	Total	206.330	383			
Perception of Cost of Living	Between Groups	4.061	5	.812	1.948	.086
	Within Groups	157.559	378	.417		
	Total	161.620	383			

The analysis of variance from Table 5.25 indicates that the significance of .004 (Japanese’s tourist age and natural beauty & climate) is less than .05 (.004<.05), the significance of .003 (Japanese’s tourist age and culture & social characteristics) is less than .05 (.003<.05), the significance of .012 (Japanese’s tourist age and shopping & commercial facilities) is less than .05 (.012<.05)and the significance .000 (Japanese’s tourist age and infrastructure of the country) is less than .05 (.000<.05), which means that the null hypothesis was rejected. Therefore, there is a difference in perception of Japanese tourists of natural beauty & climate, culture & social characteristics, shopping & commercial facilities, and infrastructure of the country, when segmented by Japanese’s tourist age at the .05 significance level.

Moreover, there is no difference between perception of sport, recreation & education facilities (.099>.05) and cost of living (.086>.05) when segmented by Japanese’s tourist age at the .05 significance level.

Hypothesis3

H₀₃: There is no difference in perception of Japanese tourists of destination attributes when segmented by marital status

H_{a3}: There is a difference in perception of Japanese tourists of Japanese tourists about destination attributes when segmented by marital status

Table 5.26: The analysis of the difference in perception of destination attributes when segmented by Japanese’s tourist marital status using independent t-test

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Perception of Natural Beauty&Climate	Equal variances assumed	5.363	.021	-3.383	382	.001	-.32	9.58E-02	-.51	-.14
	Equal variances not assumed			-3.759	206.976	.000	-.32	8.62E-02	-.49	-.15
Perception of Culture&Social Characteristics	Equal variances assumed	1.469	.226	-2.835	382	.005	-.23	8.26E-02	-.40	-.7E-02
	Equal variances not assumed			-2.932	178.930	.004	-.23	7.99E-02	-.39	-.8E-02
Perceptio of Sport,recreation&education	Equal variances assumed	.222	.637	-.046	382	.963	-4.55E-03	9.94E-02	-.20	.19
	Equal variances not assumed			-.044	157.776	.965	-4.55E-03	.10	-.21	.20
Perception of Shopping&commercial facilities	Equal variances assumed	4.692	.031	-1.142	382	.254	-.11	.10	-.31	8.3E-02
	Equal variances not assumed			-1.201	184.699	.231	-.11	9.56E-02	-.30	7.4E-02
Perception of Infrastructure of the Country	Equal variances assumed	1.515	.219	-5.290	382	.000	-.44	8.30E-02	-.60	-.28
	Equal variances not assumed			-5.474	179.045	.000	-.44	8.02E-02	-.60	-.28
Perception of Cost of Living	Equal variances assumed	4.948	.027	-.795	382	.427	-6.05E-02	7.61E-02	-.21	8.9E-02
	Equal variances not assumed			-.879	204.755	.381	-6.05E-02	6.88E-02	-.20	7.5E-02

According to Table 5.26, the t-test for independent sample analysis shows a significance of .001 and .000 (Japanese’s tourist marital status and natural beauty & climate) is less than .05 (.000<.001<.05), the significance of .005 and .004 (Japanese’s tourist marital status and culture & social characteristics) is less than .05 (.005<.004<.05) and the significance of .000 (Japanese’s tourist marital status and infrastructure of the country) is less than .05 (.000<.05), which means that the null hypothesis was rejected. Therefore, there is a difference in perception of Japanese tourists in terms of natural beauty & climate, culture & social characteristics and

infrastructure of the country when segmented by Japanese’s tourist marital status at the .05 significance level.

Moreover, there is no difference in perception of sport, recreation & education facilities (.965>.963>.05), shopping and commercial (.254>.231>.05) and cost of living (.427>.381>.05) when segmented by Japanese’s tourist marital status at the .05 significance level.

Hypothesis4

H₀4: There is no difference in perception of Japanese tourists of destination attributes when segmented by occupation

H_a4: There is a difference in perception of Japanese tourists of destination attributes when segmented by occupation

Table 5.27: The analysis of the difference in the perception of destination attributes when segmented by Japanese’s tourist occupation using ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Perception of Natural Beauty&Climate	Between Groups	13.352	5	2.670	4.035	.001
	Within Groups	250.183	378	.662		
	Total	263.535	383			
Perception of Culture&Social Characteristics	Between Groups	6.468	5	1.294	2.602	.025
	Within Groups	187.921	378	.497		
	Total	194.389	383			
Perceptio of Sport,recreation&education facilities	Between Groups	10.876	5	2.175	3.107	.009
	Within Groups	264.614	378	.700		
	Total	275.490	383			
Perception of Shopping&commercial facilities	Between Groups	7.199	5	1.440	1.974	.082
	Within Groups	275.734	378	.729		
	Total	282.932	383			
Perception of Infrastructure of the Country	Between Groups	4.893	5	.979	1.836	.105
	Within Groups	201.437	378	.533		
	Total	206.330	383			
Perception of Cost of Living	Between Groups	7.381	5	1.476	3.618	.003
	Within Groups	154.239	378	.408		
	Total	161.620	383			

The analysis of variance from Table 5.27 indicates that the significance of .001 (Japanese's tourist occupation and natural beauty & climate) is less than .05 ($.001 < .05$), the significance of .025 (Japanese's tourist occupation and culture & social characteristics) is less than .05 ($.025 < .05$), the significance of .009 (Japanese's tourist occupation and sport, recreation & education facilities) is less than .05 ($.009 < .05$) and the significance of .003 (Japanese's tourist occupation and cost of living) is less than .05 ($.003 < .05$), which means that the null hypothesis was rejected. Therefore, there is a difference in perception of Japanese tourists about natural beauty & climate, culture & social characteristics, sport, recreation & education facilities and cost of living when segmented by Japanese's tourist occupation at the .05 significance level.

Moreover, there is no difference in perception of shopping & commercial facilities ($.082 > .05$) and infrastructure of the country ($.105 > .05$) when segmented by Japanese's tourist occupation at the .05 significance level.

Hypothesis5

H_{o5}: There is no difference in perception of Japanese tourists of destination attributes when segmented by education

H_{a5}: There is a difference in perception of Japanese tourists of destination attributes when segmented by education

Table 5.28: The analysis of the difference in perception of destination attributes when segmented by Japanese's tourist education using ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Perception of Natural Beauty&Climate	Between Groups	1.610	3	.537	.779	.506
	Within Groups	261.925	380	.689		
	Total	263.535	383			
Perception of Culture&Social Characteristics	Between Groups	5.788	3	1.929	3.887	.009
	Within Groups	188.601	380	.496		
	Total	194.389	383			
Perceptio of Sport,recreation&education facilities	Between Groups	9.020	3	3.007	4.288	.005
	Within Groups	266.470	380	.701		
	Total	275.490	383			
Perception of Shopping&commercial facilities	Between Groups	5.560	3	1.853	2.539	.056
	Within Groups	277.372	380	.730		
	Total	282.932	383			
Perception of Infrastructure of the Country	Between Groups	8.331	3	2.777	5.330	.001
	Within Groups	197.999	380	.521		
	Total	206.330	383			
Perception of Cost of Living	Between Groups	.738	3	.246	.581	.628
	Within Groups	160.882	380	.423		
	Total	161.620	383			

The analysis of variance from Table 5.28 indicates that the significance of .009 (Japanese's tourist education and culture & social characteristics) is less than .05 ($.009 < .05$), the significance of .005 (Japanese's tourist education and sport, recreation & education facilities) is less than .05 ($.005 < .05$) and the significance of .001 (Japanese's tourist education and infrastructure of the country) is less than .05 ($.001 < .05$) which mean that the null hypothesis was rejected. Therefore, there is a difference in perception of Japanese tourists about the culture & social characteristics, sport, recreation & education facilities, infrastructure of the country) when segmented by Japanese's tourist education at the .05 significance level.

Moreover, there is no difference in Japanese's tourist perception of natural beauty and climate ($.506 > .05$) and shopping & commercial facilities ($.056 > .05$) and cost of living ($.628 > .05$) when segmented by Japanese's tourist education at the .05 significance level.

Hypothesis Group B: Measures the relationship between source of information and perception of destination attributes.

Hypothesis6

H₀6: There is no relationship between non-written source of information and Japanese tourists' perception of natural beauty & climate

H_a6: There is a relationship between non-written source of information and Japanese tourists' perception of natural beauty & climate

Table 5.29: The analysis of the relationship between non-written source of information and Japanese's tourist perception of natural beauty & climate by using Pearson Product Moment Correlation

Correlations			
		Average of non-write source of information	Perception of Natural Beauty&Climate
Average of non-write source of information	Pearson Correlation	1.000	.127*
	Sig. (2-tailed)	.	.013
	N	384	384
Perception of Natural Beauty&Climate	Pearson Correlation	.127*	1.000
	Sig. (2-tailed)	.013	.
	N	384	384

*. Correlation is significant at the 0.05 level (2-tailed).

The Pearson Correlation Analysis in Table 5.29 indicates that the significance of .013 is less than .05 ($.013 < .05$), which means that the null hypothesis was rejected. Therefore, there is a relationship between non-written source of information and Japanese's tourist perception of natural beauty & climate at the .05 significance level.

Pearson correlation at the .127 means that non-written source of information and Japanese’s tourist perception of natural beauty & climate have a positive relationship at the .127 or 12.7 percent at the 95 confidence level.

Hypothesis7

H₀7: There is no relationship between non-written source of information and Japanese tourists' perception of culture & social characteristics

H_a7: There is a relationship between non-written source of information and Japanese tourists' perception of culture & social characteristics

Table 5.30: The analysis of the relationship between non-written source of information and Japanese’s tourist perception of culture & social characteristics by using Pearson Product Moment

Correlations			
		Average of non-write source of information	Perception of Culture&Social Characteristics
Average of non-write source of information	Pearson Correlation	1.000	.111*
	Sig. (2-tailed)	.	.029
	N	384	384
Perception of Culture&Social Characteristics	Pearson Correlation	.111*	1.000
	Sig. (2-tailed)	.029	.
	N	384	384

*. Correlation is significant at the 0.05 level (2-tailed).

The Pearson Correlation Analysis in Table 5.30 indicates that the significance of .029 is less than .05 (.029<.05), which means that the null hypothesis was rejected. Therefore, there is a relationship between non-written source of information and

Japanese's tourist perception of culture & social characteristics at the .05 significance level.

Pearson correlation at the .111 means that non-written source of information and Japanese's tourist perception of culture & social characteristics have a positive relationship at the .111 or 11.1 percent at the 95 confidence level.

Hypothesis8

H₀8: There is no relationship between non-written source of information and Japanese tourists' perception of sport, recreation & education facilities

H_a8: There is a relationship between non-written source of information and Japanese tourists' perception of sport, recreation & education facilities

Table 5.31: The analysis of the relationship between non-written source of information and Japanese's tourist perception of sport, recreation & education facilities using Pearson's Product Moment

Correlations			
		Average of non-write source of information	Perceptio of Sport,recreation&education facilities
Average of non-write source of information	Pearson Correlation	1.000	.135*
	Sig. (2-tailed)	.	.008
	N	384	384
Perceptio of Sport,recreation&education facilities	Pearson Correlation	.135*	1.000
	Sig. (2-tailed)	.008	.
	N	384	384

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

The Pearson Correlation Analysis in Table 5.31 indicates that the significance of .008 is less than .01 ($.008 < .01$), which means that the null hypothesis was rejected. Therefore, there is a relationship between non-written source of information and Japanese's tourist perception of sport, recreation & education facilities at the .01 significance level.

Pearson correlation at the .135 means that non-written source of information and Japanese's tourist perception of sport, recreation & education facilities have a positive relationship at the .135 or 13.5 percent at the 99 confidence level.

Hypothesis9

H₀9: There is no relationship between non-written source of information and Japanese tourists' perception of shopping & commercial facilities

H_a9: There is a relationship between non-written source of information and Japanese tourists' perception of shopping & commercial facilities

Table5.32: The analysis of the relationship between non-written source of information and Japanese's tourist perception of shopping & commercial facilities by using Pearson Product Moment

Correlations

		Average of non-write source of information	Perception of Shopping&commercial facilities
Average of non-write source of information	Pearson Correlation	1.000	.200*
	Sig. (2-tailed)	.	.000
	N	384	384
Perception of Shopping&commercial facilities	Pearson Correlation	.200*	1.000
	Sig. (2-tailed)	.000	.
	N	384	384

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

The Pearson Correlation Analysis in Table 5.32 indicates that the significance of .000 is less than .01 ($.000 < .01$), which means that the null hypothesis was rejected. Therefore, there is a relationship between non-written source of information and Japanese's tourist perception of shopping & commercial facilities at the .01 significance level.

Pearson correlation at the .200 means that non-written source of information and Japanese's tourist perception of shopping & commercial facilities have a positive relationship at the .200 or 20.0 percent at the 99 confidence level.

Hypothesis10

H₀10: There is no relationship between non-written source of information and Japanese tourists' perception of infrastructure of the country

H_a10: There is a relationship between non-written source of information and Japanese tourists' perception of infrastructure of the country

Table 5.33: The analysis of the relationship between non-written source of information and Japanese’s tourist perception of infrastructure of the country by using Pearson Product Moment

Correlations			
		Average of non-write source of information	Perceptio n of Infrastruct ure of the Country
Average of non-write source of information	Pearson Correlation	1.000	.247*
	Sig. (2-tailed)	.	.000
	N	384	384
Perception of Infrastructure of the Country	Pearson Correlation	.247**	1.000
	Sig. (2-tailed)	.000	.
	N	384	384

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

The Pearson Correlation Analysis in Table 5.33 indicates that the significance of .000 is less than .05 (.000<.01), which means that the null hypothesis was rejected. Therefore, there is a relationship between non-written source of information and Japanese’s tourist perception of infrastructure of the country at the .01 significance level.

Pearson correlation at the .247 means that non-written source of information and Japanese’s tourist perception of infrastructure of the country have a positive relationship at the .247 or 24.7 percent at the 99 confidence level.

Hypothesis11

H₀11: There is no relationship between non-written source of information and Japanese tourists' perception of cost of living

H_a11: There is a relationship between non-written source of information and Japanese tourists' perception of cost of living

Table 5.34: The analysis of the relationship between non-written source of information and Japanese's tourist perception of cost of living by using Pearson Product Moment

Correlations			
		Average of non-write source of information	Perceptio n of Cost of Living
Average of non-write source of information	Pearson Correlation	1.000	.130*
	Sig. (2-tailed)		.011
	N	384	384
Perception of Cost of Living	Pearson Correlation	.130*	1.000
	Sig. (2-tailed)	.011	
	N	384	384

*. Correlation is significant at the 0.05 level (2-tailed).

The Pearson Correlation Analysis in Table 5.34 indicates that the significance of .011 is less than .05 ($.011 < .05$), which means that the null hypothesis was rejected. Therefore, there is a relationship between non-written source of information and Japanese's tourist perception of cost of living at the .05 significance level.

Pearson correlation at the .130 means that non-written source of information and Japanese's tourist perception of cost of living have a positive relationship at the .130 or 13.0 percent at the 95 confidence level.

Hypothesis12

H₀12: There is no relationship between written source of information and Japanese tourists' perception of natural beauty & climate

H_a12: There is a relationship between written source of information and Japanese tourists' perception of natural beauty & climate

Table 5.35: The analysis of the relationship between written source of information and Japanese's tourist perception of natural beauty & climate by using Pearson Product Moment

Correlations		Average of write source of information	Perception of Natural Beauty&Clim ate
Average of write source of information	Pearson Correlation	1.000	.075
	Sig. (2-tailed)	.	.140
	N	384	384
Perception of Natural Beauty&Climate	Pearson Correlation	.075	1.000
	Sig. (2-tailed)	.140	.
	N	384	384

The Pearson Correlation Analysis in Table 5.35 indicates that the significance of .140 is more than .05 (.140>.05), which means that the null hypothesis was accepted. Therefore, there is no relationship between written source of information and Japanese's tourist perception of natural beauty & climate at the .05 significance level.

Hypothesis13

H₀13: There is no relationship between written source of information and Japanese tourists' perception of culture & social characteristics

H_a13: There is a relationship between written source of information and Japanese tourists' perception of culture & social characteristics

Table 5.36: The analysis of the relationship between written source of information and Japanese's tourist perception of culture & social characteristics by using Pearson Product Moment

Correlations			
		Average of write source of information	Perception of Culture&Social Characteristics
Average of write source of information	Pearson Correlation	1.000	.244*
	Sig. (2-tailed)	.	.000
	N	384	384
Perception of Culture&Social Characteristics	Pearson Correlation	.244*	1.000
	Sig. (2-tailed)	.000	.
	N	384	384

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

The Pearson Correlation Analysis in Table 5.36 indicates that the significance of .000 is less than .01 ($.000 < .01$), which means that the null hypothesis was rejected. Therefore, there is a relationship between written source of information and Japanese's tourist perception of culture & social characteristics at the .01 significance level.

Pearson correlation at the .244 means that written source of information and Japanese’s tourist perception of culture & social characteristics have a positive relationship at the .244 or 24.4 percent at the 99 confidence level.

Hypothesis14

H₀14: There is no relationship between written source of information and Japanese tourists' perception of sport, recreation & education facilities

H_a14: There is a relationship between written source of information and Japanese tourists' perception of sport, recreation & education facilities

Table 5.37: The analysis of the relationship between written source of information and Japanese’s tourist perception of sport, recreation & education facilities by using Pearson Product Moment

Correlations			
		Average of write source of information	Perceptio of Sport,recreation&education facilities
Average of write source of information	Pearson Correlation	1.000	-.037
	Sig. (2-tailed)		.473
	N	384	384
Perceptio of Sport,recreation&education facilities	Pearson Correlation	-.037	1.000
	Sig. (2-tailed)	.473	
	N	384	384

The Pearson Correlation Analysis in Table 5.37 indicates that the significance of .473 is less than .05 (.473>.05), which means that the null hypothesis was accepted. Therefore, there is no relationship between written source of information and

Japanese’s tourist perception of sport, recreation & education facilities at the .05 significance level.

Hypothesis15

H₀15: There is no relationship between written source of information and Japanese tourists' perception of shopping & commercial facilities

H_a14: There is a relationship between written source of information and Japanese tourists' perception of shopping & commercial facilities

Table 5.38: The analysis of the relationship between written source of information and Japanese’s tourist perception of shopping & commercial facilities by using Pearson Product Moment

Correlations			
		Average of write source of information	Perception of Shopping&co mmercial facilities
Average of write source of information	Pearson Correlation	1.000	.121*
	Sig. (2-tailed)		.018
	N	384	384
Perception of Shopping&commercial facilities	Pearson Correlation	.121*	1.000
	Sig. (2-tailed)	.018	
	N	384	384

*. Correlation is significant at the 0.05 level (2-tailed).

The Pearson Correlation Analysis in Table 5.38 indicates that the significance of .018 is less than .05 (.018<.05), which means that the null hypothesis was rejected. Therefore, there is a relationship between written source of information and Japanese’s tourist perception of shopping & commercial facilities at the .05 significance level.

Pearson correlation at the .121 means that written source of information and Japanese's tourist perception of shopping & commercial facilities have a positive relationship at the .121 or 12.1 percent at the 95 confidence level.

Hypothesis16

H₀16: There is no relationship between written source of information and Japanese tourists' perception of infrastructure of the country

H_a16: There is a relationship between written source of information and Japanese tourists' perception of infrastructure of the country

Table 5.39: The analysis of the relationship between written source of information and Japanese's tourist perception of infrastructure of the country by using Pearson Product Moment

Correlations			
		Average of write source of information	Perception of Infrastruct ure of the Country
Average of write source of information	Pearson Correlation	1.000	.278*
	Sig. (2-tailed)		.000
	N	384	384
Perception of Infrastructure of the Country	Pearson Correlation	.278*	1.000
	Sig. (2-tailed)	.000	
	N	384	384

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

The Pearson Correlation Analysis in Table 5.39 indicates that the significance of .000 is less than .01 (.000<.01), which means that the null hypothesis was rejected. Therefore, there is a relationship between written source of information and

Japanese’s tourist perception of infrastructure of the country at the .01 significance level.

Pearson correlation at the .278 means that written source of information and Japanese’s tourist perception of infrastructure of the country have a positive relationship at the .278 or 27.8 percent at the 99 confidence level.

Hypothesis17

H₀17: There is no relationship between written source of information and Japanese tourists' perception of cost of living

H_a17: There is a relationship between written source of information and Japanese tourists' perception of cost of living

Table 5.40: The analysis of the relationship between written source of information and Japanese’s tourist perception of cost of living by using Pearson Product Moment

Correlations			
		Average of write source of information	Perception of Cost of Living
Average of write source of information	Pearson Correlation	1.000	.225*
	Sig. (2-tailed)	.	.000
	N	384	384
Perception of Cost of Living	Pearson Correlation	.225*	1.000
	Sig. (2-tailed)	.000	.
	N	384	384

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

The Pearson Correlation Analysis in Table 5.40 indicates that the significance of .000 is less than .01 (.000<.01), which means that the null hypothesis was rejected.

Therefore, there is a relationship between written source of information and Japanese's tourist perception of cost of living at the .01 significance level.

Pearson correlation at the .225 means that written source of information and Japanese's tourist perception of cost of living have a positive relationship at the .225 or 22.5 percent at the 99 confidence level.

Hypothesis Group 3: Measures the relationship between Japanese tourists' perception of destination attributes and Thailand's overall destination image

Hypothesis18

H₀18: There is no relationship between Japanese tourists' perception of natural beauty & climate and Thailand's overall destination image

H_a18: There is a relationship between Japanese tourists' perception of natural beauty & climate and Thailand's overall destination image

Table 5.39: The analysis of the relationship between Japanese tourists’ perception of natural beauty & climate and Thailand’s overall destination image by using Pearson Product Moment

Correlations			
		Perception of Natural Beauty&Climate	Overall image of Thailand as an international travel destination
Perception of Natural Beauty&Climate	Pearson Correlation	1.000	.557*
	Sig. (2-tailed)	.	.000
	N	384	384
Overall image of Thailand as an international travel destination	Pearson Correlation	.557**	1.000
	Sig. (2-tailed)	.000	.
	N	384	384

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

The Pearson Correlation Analysis in Table 5.39 indicates that the significance of .000 is less than .01 (.000<.01), which means that the null hypothesis was rejected. Therefore, there is a relationship between perception of natural beauty & climate and Thailand’s overall destination image at the .01 significance level.

Pearson correlation at the .557 means that the perception of natural beauty & climate and Thailand’s overall destination image has a positive relationship at the .557 or 55.7 percent at the 99 confidence level.

Hypothesis19

H₀19: There is no relationship between Japanese tourists’ perception of culture & social characteristics and Thailand’s overall destination image

H_a19: There is a relationship between Japanese tourists’ perception of culture & social characteristics and Thailand’s overall destination image

Table 5.41: The analysis of the relationship between Japanese tourists’ perception of culture & social characteristics and Thailand’s overall destination image by using Pearson Product Moment

Correlations			
		Perception of Culture&Social Characteristics	Overall image of Thailand as an international travel destination
Perception of Culture&Social Characteristics	Pearson Correlation	1.000	.555*
	Sig. (2-tailed)	.	.000
	N	384	384
Overall image of Thailand as an international travel destination	Pearson Correlation	.555*	1.000
	Sig. (2-tailed)	.000	.
	N	384	384

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

The Pearson Correlation Analysis in Table 5.41 indicates that the significance of .000 is less than .01 (.000<.01), which means that the null hypothesis was rejected. Therefore, there is a relationship between perception of culture & social characteristics and Thailand’s overall destination image at the .01 significance level.

Pearson correlation at the .555 means that the perception of culture & social characteristics and Thailand’s overall destination image have a positive relationship at the .555 or 55.5 percent at the 99 confidence level.

Hypothesis20

H₀20: There is no relationship between Japanese tourists’ perception of sport, recreation & education facilities and Thailand’s overall destination image

H_a20: There is a relationship between Japanese tourists’ perception of sport, recreation & education facilities and Thailand’s overall destination image

Table 5.42: The analysis of the relationship between Japanese tourists’ perception of sport, recreation & education facilities and Thailand’s overall destination image by using Pearson Product Moment

Correlations			
		Perceptio of Sport,recreation &education facilities	Overall image of Thailand as an international travel destination
Perceptio of Sport,recreation&educati on facilities	Pearson Correlation	1.000	.262*
	Sig. (2-tailed)	.	.000
	N	384	384
Overall image of Thailand as an international travel destination	Pearson Correlation	.262**	1.000
	Sig. (2-tailed)	.000	.
	N	384	384

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

The Pearson Correlation Analysis in Table 5.42 indicates that the significance of .000 is less than .01 ($.000<.01$), which means that the null hypothesis was rejected. Therefore, there is a relationship between perception of sport, recreation & education facilities and Thailand’s overall destination image at the .01 significance level.

Pearson correlation at the .262 means that the perception of sport, recreation & education facilities and Thailand’s overall destination image have a positive relationship at the .262 or 22.6 percent at the 99 confidence level.

Hypothesis 21

H_o21: There is no relationship between Japanese tourists’ perception of shopping & commercial facilities and Thailand’s overall destination image

H_a21: There is a relationship between Japanese tourists’ perception of shopping & commercial facilities and Thailand’s overall destination image

Table 5.43: The analysis of the relationship between Japanese tourists' perception of shopping & commercial facilities and Thailand's overall destination image by using Pearson Product Moment

Correlations			
		Perception of Shopping& commercial facilities	Overall image of Thailand as an international travel destination
Perception of Shopping&commercial facilities	Pearson Correlation	1.000	.485*
	Sig. (2-tailed)	.	.000
	N	384	384
Overall image of Thailand as an international travel destination	Pearson Correlation	.485*	1.000
	Sig. (2-tailed)	.000	.
	N	384	384

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

The Pearson Correlation Analysis in Table 5.43 indicates that the significance of .000 is less than .01 (.000<.01), which means that the null hypothesis was rejected. Therefore, there is a relationship between perception of shopping & commercial facilities and Thailand's overall destination image at the .01 significance level.

Pearson correlation at the .485 means that the perception of shopping & commercial facilities and Thailand's overall destination image has a positive relationship at the .485 or 48.5 percent at the 99 confidence level

Hypothesis22

H₀22: There is no relationship between Japanese tourists' perception of infrastructure of the country and Thailand's overall destination image

H_a22: There is a relationship between Japanese tourists' perception of infrastructure of the country and Thailand's overall destination image

Table 5.44: The analysis of the relationship between Japanese tourists' perception of infrastructure of the country and Thailand's overall destination image by using Pearson Product Moment

Correlations			
		Perception of Infrastructure of the Country	Overall image of Thailand as an international travel destination
Perception of Infrastructure of the Country	Pearson Correlation	1.000	.480*
	Sig. (2-tailed)	.	.000
	N	384	384
Overall image of Thailand as an international travel destination	Pearson Correlation	.480*	1.000
	Sig. (2-tailed)	.000	.
	N	384	384

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

The Pearson Correlation Analysis in Table 5.44 indicates that the significance of .000 is less than .01 ($.000 < .01$), which means that the null hypothesis was rejected. Therefore, there is a relationship between perception of infrastructure of the country and Thailand's overall destination image at the .01 significance level.

Pearson correlation at the .480 means that the perception of infrastructures of the country and Thailand's overall destination image has a positive relationship at the .480 or 48.0 percent at the 99 confidence level

Hypothesis23

H₀23: There is no relationship between Japanese tourists' perception of cost of living and Thailand's overall destination image

H_a23: There is a relationship between Japanese tourists' perception of cost of living and Thailand's overall destination image

Table 5.45: The analysis of the relationship between Japanese tourists’ perception of cost of living and Thailand’s overall destination image by using Pearson Product Moment

Correlations			
		Perception of Cost of Living	Overall image of Thailand as an international travel destination
Perception of Cost of Living	Pearson Correlation	1.000	.475*
	Sig. (2-tailed)	.	.000
	N	384	384
Overall image of Thailand as an international travel destination	Pearson Correlation	.475**	1.000
	Sig. (2-tailed)	.000	.
	N	384	384

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

The Pearson Correlation Analysis in Table 5.45 indicates that the significance of .000 is less than .01 ($.000<.01$), which means that the null hypothesis was rejected. Therefore, there is a relationship between perception of cost of living and Thailand’s overall destination image at the .01 significance level.

Pearson correlation at the .475 means that the perception of cost of living and Thailand’s overall destination image have a positive relationship at the .475 or 47.5 percent at the 99 confidence level

CHAPTER-6

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Introduction

This chapter consists of three sections. The first section is the summary of findings. The second section contains the conclusions of the study. The final section is composed of the recommendations for the TAT and tourist agencies. This chapter also includes suggestions for further research.

6.1 Summary of findings

The purpose of this study was to evaluate the image of Thailand as an international travel destination from Japanese travelers' perspectives. This study also aimed at studying 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. Furthermore, the research examined the relationship between perception of Japanese tourists' in terms of destination attributes and Thailand's overall destination image.

Respondents' demographic characteristics

The study found that the gender of the respondents comprised of 117 male respondents, and 207 female respondents or 46.1% and 53.9% respectively. The majority of respondents are aged between 20-29 years old, which is composed of 225 respondents or 58.6%. Most of respondents, 286 or 74.5% are single.

Most respondents are students, 103 persons or 26.8%. Respondents who had completed college/university graduate are 189 respondents or 49.2%.

Summary sources of information

According to Table 5.6, based on Japanese tourist's mean response, the highest ranking information sources used are tour guide books (3.69), followed by

family/friends/relatives (3.26) . On the other hand, mean responses of other sources of information are travel agencies (2.82), internet (2.68), travel brochures (2.55), advertising media (2.14), airline offices (1.75), Thai tourism bureaus in Japan (1.46) and advertisements on buses (1.17). This implies that the latter sources are less important for guiding respondents' choice of Thailand as the destination for the trip.

Summary of the priority in choosing Thailand as the destination for the trip

The results from the survey shows that the top three mean responses in choosing Thailand as the destination for the trip are the Japanese tourist's himself/herself (3.58), the travel group (3.35) and family member(s) (1.93). Moreover, the results show that family members (1.93), whole family (1.51) and employers (1.34) are less influential factors to induce the respondents to choose Thailand as a destination for their trip.

Summary of the Japanese tourists' perception of destination attributes (Thailand)

Based on mean responses, the top three perceived attributes are beautiful traditional architecture & buildings (4.38), interesting cultural attractions (4.16) and interesting historical attractions (4.04), all mean responses of top three ranked attributes exceeded 4.00 on a scale of 5.00 (maximum). Moreover, the mean response of the perception of destination attributes (Thailand) are higher than 3.00, except for the attributes as follows: good service in store (2.95), great beaches/water sports (2.93), good quality of infrastructure (2.92), many fashionable brand-name products in mall/stores (2.79), personal safety (2.68), opportunity for adventure (2.66), outdoor recreation activities (2.56), a trip to Thailand is good value for money (2.53), high standard lodging of sanitation and cleanliness (2.47) and good golf courses (1.93).

According to the findings, it can be concluded that the respondents have a positive perception of beautiful traditional architecture & buildings, interesting cultural attraction and interesting historical attractions, which are three attributes, under the component of culture & social characteristics. On the other hand, they have a negative perception of good service in store, great beaches/water sports, good quality of infrastructure, many fashionable brand-name products in mall/stores, personal safety, opportunity for adventure, outdoor recreation activities, a trip to Thailand is good value for money, high standard lodging of sanitation and cleanliness and good golf courses.

As stated previously, the perception of destination attributes are divided into six attributes. The highest mean responses is culture & social characteristics (3.98) followed in descending order by natural beauty and climate (3.45), cost of living (3.34), shopping & commercial facilities (3.23), infrastructure of the country (3.12) and sport, recreation & education facilities (2.71). When the perception of destination of attributes are divided into six attributes, all mean responses for each attributes exceeded 3.0 on a scale of 5.00 (maximum) except sport, recreation & education facilities.

Furthermore, the result from the survey shows that the highest mean response of component of natural beauty attribute is natural attraction (3.80) and the lowest one is pleasant climate (3.00).

The highest mean response of component of culture & social characteristics is beautiful traditional architecture & buildings (4.38) and the lowest one is languages, ease of communication (3.47).

The highest mean response of the component of sport, recreation & education facilities is a variety of health conscious activities (3.47) and the lowest one is good golf courses (1.93).

The highest mean response of component of shopping & commercial facilities is shopping (3.60) and the lowest one is many fashionable brand-name products in malls/stores (2.79).

The highest mean response of component of infrastructure of the country is appealing local food (3.95), and the lowest one, is high standard lodging of sanitation and cleanliness.

The highest mean response of component of cost of living is reasonable prices of cuisine (3.83) and the lowest one is a trip to Thailand is good value for money (2.53).

Summary of Thailand's overall image

According to the findings, it can be concluded that the mean response of Thailand's overall image as an international travel destination is 3.39. In addition, when the Thailand's overall image is divided into six attributes (natural beauty & climate, culture & social characteristics, sport recreation & education facilities, shopping & commercial facilities, infrastructure of the country and cost of living), the highest mean response is culture & social characteristics (4.08) followed in descending order by cost of living (4.02), natural beauty & climate (3.80), shopping & commercial facilities (3.33), infrastructure of the country (2.89) and sport recreation & education facilities (2.87).

Summary of hypotheses testing

The result of hypotheses testing is shown in Table 6.1 and 6.2. These tables confirm all the hypotheses. This means that there is the statistical relationship

between all pairs of dependent and independent variables. In this study, there were 23 hypotheses, 5 hypotheses were set to test the difference of perception of destination attributes when segmented by social-demographics. Moreover, 12 hypotheses were set to test the relationship between sources of information and perception of destination attributes. In addition, 6 hypotheses were set to test the relationship between perception of destination attributes and Thailand's overall destination image.

Table 6.1: Summary of hypotheses testing results (Hypothesis 1-5)

Hypotheses	Statistics test	Sig. (2-tailed)	Results
H_{a1}: There is a difference in perception of Japanese tourists about Japanese tourists about destination attributes when segmented by gender			
- Japanese tourist's gender and natural beauty & climate	Independent t-test	.051 & .052	Accepted H ₀
- Japanese tourist's gender and culture & social characteristics	Independent t-test	.003 & .003	Rejected H ₀
- Japanese tourist's gender and sport, recreation & education facilities	Independent t-test	.011 & .012	Rejected H ₀
- Japanese tourist's gender and shopping & commercial facilities	Independent t-test	.847 & .847	Accepted H ₀
- Japanese tourist's gender and infrastructure of the country	Independent t-test	.032 & .030	Rejected H ₀
- Japanese tourist's gender and cost of living	Independent t-test	.097 & .102	Rejected H ₀
H_{a2}: There is a difference in perception of Japanese tourists about Japanese tourists about destination attributes when segmented by age			
- Japanese tourist's age and natural beauty & climate	ANOVA	.004	Rejected H ₀
- Japanese tourist's age and culture & social characteristics	ANOVA	.003	Rejected H ₀
- Japanese tourist's age and sport, recreation & education facilities	ANOVA	.099	Accepted H ₀
- Japanese tourist's age and shopping & commercial facilities	ANOVA	.012	Rejected H ₀
- Japanese tourist's age and infrastructure of the country	ANOVA	.000	Rejected H ₀

Hypotheses	Statistics test	Sig. (2-tailed)	Results
- Japanese tourist's age and cost of living	ANOVA	.086	Accepted H ₀
H_{a3}: There is a difference in perception of Japanese tourists about Japanese tourists about destination attributes when segmented by marital status			
- Japanese tourist's marital status and natural beauty & climate	Independent t-test	.001 & .000	Rejected H ₀
- Japanese tourist's marital status and culture & social characteristics	Independent t-test	.005 & .004	Rejected H ₀
- Japanese tourist's marital status and sport, recreation & education facilities	Independent t-test	.963 & .965	Accepted H ₀
- Japanese tourist's marital status and shopping & commercial facilities	Independent t-test	.254 & .231	Accepted H ₀
- Japanese tourist's marital status and infrastructure of the country	Independent t-test	.000 & .000	Rejected H ₀
- Japanese tourist's marital status and cost of living	Independent t-test	.427 & .381	Accepted H ₀
H_{a4}: There is a difference in perception of Japanese tourists about Japanese tourists about destination attributes when segmented by occupation			
- Japanese tourist's occupation and natural beauty & climate	ANOVA	.001	Rejected H ₀
- Japanese tourist's occupation and culture & social characteristics	ANOVA	.025	Rejected H ₀
- Japanese tourist's occupation and sport, recreation & education facilities	ANOVA	.009	Rejected H ₀
- Japanese tourist's occupation and shopping & commercial facilities	ANOVA	.082	Accepted H ₀
- Japanese tourist's occupation and infrastructure of the country	ANOVA	.105	Accepted H ₀
- Japanese tourist's occupation and cost of living	ANOVA	.003	Rejected H ₀
H_{a5}: There is a difference in perception of Japanese tourists about destination attributes when segmented by Japanese tourist's education			
- Japanese tourist's education and natural beauty & climate	ANOVA	.506	Accepted H ₀
- Japanese tourist's education and culture & social characteristics	ANOVA	.009	Rejected H ₀
- Japanese tourist's education and sport, recreation & education facilities	ANOVA	.005	Rejected H ₀

Hypotheses	Statistics test	Sig. (2-tailed)	Results
- Japanese tourist's education and shopping & commercial facilities	ANOVA	.056	Accepted H ₀
- Japanese tourist's education and infrastructure of the country	ANOVA	.001	Rejected H ₀
- Japanese tourist's education and cost of living	ANOVA	.628	Accepted H ₀
H_{a6}: There is a relationship between non-written source of information and Japanese tourists' perception of natural beauty & climate	Pearson correlation	.013	Rejected H ₀
H_{a7}: There is a relationship between non-written source of information and Japanese tourists' perception of culture & social characteristics	Pearson correlation	.029	Rejected H ₀
H_{a8}: There is a relationship between non-written source of information and Japanese tourists' perception of sport, recreation & education facilities	Pearson correlation	.008	Rejected H ₀
H_{a9}: There is a relationship between non-written source of information and Japanese tourists' perception of shopping & commercial facilities	Pearson correlation	.000	Rejected H ₀
H_{a10}: There is a relationship between non-written source of information and Japanese tourists' perception of infrastructure of the country	Pearson correlation	.000	Rejected H ₀
H_{a11}: There is a relationship between non-written source of information and Japanese tourists' perception of cost of living	Pearson correlation	.011	Rejected H ₀
H_{a12}: There is a relationship between written source of information and Japanese tourists' perception of natural beauty & climate	Pearson correlation	.140	Accepted H ₀
H_{a13}: There is a relationship between written source of information and Japanese tourists' perception of culture & social characteristics	Pearson correlation	.000	Rejected H ₀
H_{a14}: There is a relationship between written source of information and Japanese tourists' perception of sport, recreation & education facilities	Pearson correlation	.473	Accepted H ₀
H_{a15}: There is a relationship between written source of information and Japanese tourists' perception of shopping & commercial facilities	Pearson correlation	.018	Rejected H ₀

Hypotheses	Statistics test	Sig. (2-tailed)	Results
H _{a16} : There is a relationship between written source of information and Japanese tourists' perception of infrastructure of the country	Pearson correlation	.000	Rejected H ₀
H _{a17} : There is a relationship between written source of information and Japanese tourists' perception of cost of living	Pearson correlation	.000	Rejected H ₀
H _{a18} : There is a relationship between Japanese tourists' perception of natural beauty & climate and Thailand's overall destination image	Pearson correlation	.000	Rejected H ₀
H _{a19} : There is a relationship between Japanese tourists' perception of culture & social characteristic and Thailand's overall destination image	Pearson correlation	.000	Rejected H ₀
H _{a20} : There is a relationship between Japanese tourists' perception of sport recreation & education and Thailand's overall destination image	Pearson correlation	.000	Rejected H ₀
H _{a21} : There is a relationship between Japanese tourists' perception of shopping & commercial facilities and Thailand's overall destination image	Pearson correlation	.000	Rejected H ₀
H _{a22} : There is a relationship between Japanese tourists' perception of infrastructure of the country and Thailand's overall destination image	Pearson correlation	.000	Rejected H ₀
H _{a23} : There is a relationship between Japanese tourists' perception of cost of living and Thailand's overall destination image	Pearson correlation	.000	Rejected H ₀

6.2 Conclusions

The result from this study illustrates the three highest-ranking information sources used by Japanese tourist are tour guidebooks, family friend/relatives and travel agencies. These results are similar to previous studies. For example, Ngamsom (2001) found that travel agencies, tour guidebooks and word of mouth from family, friends and relatives were the most important sources of information while planning a trip to a travel destination. Mok & Armstrong (1996) indicating that Taiwanese and

Hong Kong travelers also considered travel agencies, word of mouth from friends and relatives, as the most important sources of travel information. Moreover, Gitelson & Crompton, (1983); Mill & Morrison,(1985); Mok & Armstrong, (1996) found that tour guide books and word of mouth from friends and relatives are objective, informative, and credible sources of information.

For the priority in choosing Thailand as a destination for the trip, the results show that most respondents chose Thailand as the destination for the trip by themselves and their travel group. Ngamsom (2001) also found that more than half of the travelers made their own decisions to visit Thailand. Meanwhile, the researcher found that about 24% of the respondents had their family's influence in making their trip decision, about 14% of the travelers had their travel group make a decision in traveling to Thailand, and 12% visited Thailand because of their employer.

This study also found that the top three perception of destination of attributes are beautiful traditional architecture & buildings, interesting cultural attractions and interesting historical attractions. This finding is similar to Ngamsom (2001)'s study which concludes that the respondents have relatively high positive perception towards the image of Thailand as "beautiful architecture and buildings," "interesting customs and culture," "numerous cultural/historical attractions".

When the perception of destination of attributes are divided into six attributes the highest mean responses is culture & social characteristics, followed in descending order by natural beauty & climate , cost of living, shopping & commercial facilities, infrastructure of the country and sport, recreation & education facilities .

The researcher found that the mean response of Japanese tourists' overall image of Thailand is 3.39 which means that Japanese tourists held a positive image of Thailand as a destination. However, when the researcher considered each attribute of

overall image mean response of culture & social characteristics, and cost of living exceeded 4.0 on a scale of 5.0 maximum.

In addition, the researcher can conclude that there is a difference of perception of natural beauty when segmented by tourist's age, tourist's marital status, and tourist's occupation. The finding also show that there is a difference in perception of Japanese tourists in terms of culture & social characteristics when segmented by tourist's gender, tourist's age, tourist's marital status, tourist's occupation and tourist education.

Moreover, there is a difference in perception of Japanese tourists in terms of sport, recreation and education when segmented by tourist's gender, tourist's occupation and tourist's education. This study also shows a difference in perception of Japanese tourists in terms of shopping when segmented by tourist's age. There is a difference of infrastructure of the country when segmented by tourist's gender, tourist's age, tourist's marital status, tourist's education. Finally, there is a difference in perception of Japanese tourists in terms of cost of living when segmented by tourist's gender and tourist's occupation.

However, these findings show differences from previous studies. For example, Ngamson's (2001) study on perception of image difference by demographics (age, gender, marital status, occupation, education and income) indicates no significance difference.

Besides, this study also found that there is a relationship between non-written source of information and each perception of destination attributes which are natural beauty & climate, culture & social characteristics, sport recreation & education facilities, shopping & commercial facilities, infrastructure of the country and cost of living.

Likewise, there is a relationship between written source of information and perception of destination attributes except for natural beauty & climate, sport recreation & education facilities.

The last finding also showed a relationship between each perception of destination attributes and Thailand's overall destination image as follows:

- There's a relationship between perception of natural beauty & climate and Thailand's overall destination image.
- There's a relationship between perception culture & social characteristics and Thailand's overall destination image.
- There's a relationship between perception sport recreation & education facilities and Thailand's overall destination image.
- There's a relationship between perception shopping & commercial facilities and Thailand's overall destination image.
- There's a relationship between perception infrastructure of the country and Thailand's overall destination image.
- There's a relationship between perception cost of living and Thailand's overall destination image.

The last finding is also similar to the previous study for example Sathyamoorthy (2001) found a relationship between perception of Indian tourists in terms of destination attributes of Thailand which are

- Natural scenery
- Shopping
- Value for money

In addition, the findings show that all values of correlation coefficient indicate that there is a positive relationship. It means that the higher the level of using information sources, the higher the tourists' perception of destination attributes.

It also means the higher level of perception of destination attributes, the more positive was the overall destination image of Thailand.

6.3 Recommendations

Nowadays, the Thai tourism industry is facing an era of greater competition on the global stage, especially when free trade in service becomes more prevalent under the new World Trade Organization rules. In the face of increasing competition, it is imperative for TAT and private sector businesses to join forces and work together as a united front. Achieving synergy is indispensable in several key areas of activities namely tourism marketing and promotion, new product development and product diversification, the development of service infrastructure and tourism personnel. For Thailand to gain international recognition as a 'world-class' tourism destination, the effort to preserve and enhance product quality must be undertaken consistently by both the public and private sectors as one single entity.

Sources of information

According to the findings, three highest-ranking information sources used by Japanese tourists are tour guidebooks, family friend/relatives and travel agencies. As a result, the Tourism Authority of Thailand (TAT) or tour agencies should promote and advertise campaign, tour promotion, new travel opportunities, tourist attractions etc. though these sources of information which are tour guidebooks and travel agencies.

Moreover, family friend/relatives is one of the important sources of information which Japanese tourist's used. Therefore, the satisfaction of tourist after

traveling in Thailand is fundamental in creating positive word of mouth. As a result, Thai service providers such as tour operators, hotel, sports authorities, charge and credit card companies, environmental and cultural organization and industry and trade associations should provide services and products to exceed travelers' expectation. These recommendations are similar to the recommendation of Ngamsom (2001).

The perception of destination of attributes

- **Culture & Social Characteristics**

When perception of destination of attributes were divided into 6 attributes (natural beauty & climate, culture & social characteristics, sport, recreation & education facilities, shopping & commercial facilities, infrastructure of the country and cost of living), the perception of culture & social characteristics attribute gained the highest mean response. Moreover, the component of culture & social characteristics also gained the three highest – ranking mean response when considering all 30 attributes. Although, the mean response of the culture & social characteristics attribute is highest, the mean response is only 3.98. Similarly, the mean response of overall image of Thailand in the culture & social characteristics attribute is only 4.08. As a result, TAT and concerned organization should improve and develop this attribute. Recommendations proposed include the modification of land and building utilization and deterioration of the cultural assets. Besides, local community should cooperate with government to protect and preserve the cultural heritage of the city.

- **Sport, recreation & education facilities**

The perception of sport, recreation & education facilities gained the lowest mean response. The mean response of this attribute in overall image of Thailand is also lowest. The concerned organization should do the promotion such as golfing,

Thai boxing and other sports. These promotions can use to attract travelers who are interested in sport activities. These promotions may be educating sport courses such as boxing courses or professional golf courses etc. at competitive prices in Thailand.

- **Shopping & commercial facilities**

In this study, the overall image of Thailand in perception of shopping and commercial facilities is only 3.33, mean response. However, the TAT paper points out those tourists spend most of their money on shopping. As a result, TAT should support Thailand in becoming a regional shopping centre for tourists. Then, custom regulations, duty-free shopping and VAT refund should be adapted in order to attract and satisfy tourists. Especially, the Government, TAT or concerned organization have to play their respective roles in doing their duty in ensure that tourists are not cheated. These recommendations are similar to the campaigns of TAT. For example, “Amazing Thailand Grand Sale” which was organized jointly with the Department of Export Promotion. This nationwide shopping extravaganza was launched under shopping theme. This campaign involves the participation and support of department store chains, shopping plazas and malls and individual retail establishments, nationwide. Next example is “Customs Trade Fair & Exhibition 2001”. This is Thailand’s latest shopping innovation pioneered by TAT and the Customs Department, Ministry of Finance. This fair features product such as jewelry, electrical equipment, consumer products and other items that are made in Thailand but usually exported overseas where they are sold under an international brand name. Besides, the TAT should continue to campaign to boost visitor spending, especially on Thai-made products, through such campaigns as stated previously. VAT refunds should be given to further encourage spending.

- **Cost of living**

TAT should promote Thailand's value because of devaluation of Thai baht. The devaluation of Thai baht after the Asian financial crisis is opportunities to promote good value for money in terms of food, shopping, and a variety of activities.

- **Natural beauty & climate**

When considering natural beauty, the nature and environmental resources should be taken into consideration. Moreover, TAT has also supported the promotion of ecotourism and adventure travel in Thailand in order to attract the tourists who are interested in natural beauty. However, ecotourism requires sensitivity toward precious and fragile resources. Consequently, there are diminishing water resources, deforestation, and increase in pollution, the destruction of coral reefs and many more. As a result, TAT and related public and private sectors should work together to preserve and protect the natural and environmental resources and places of science beauty.

- **Infrastructure of country**

Tourism-related infrastructure and facilities should be improved. At the same time, the provision of public utilities and welfare service should be developed, for example, roads, electricity or tap water etc.

General recommendation

Thailand is outstanding in its depth and diversity of tourist destination, and effectively caters to the diverse needs of tourists, regardless of their age, profession, special interest or market niche. In the past, a range of new tourism development and marketing strategies have been developed to best present these outstanding aspects of Thailand in a way that capture the attention and interest of overseas visitors. In order

to preserve this position, TAT and related public and private sectors should improve and develop the Thai tourism and marketing strategies as follows:

- To develop fully integrated products and services to be marketed in the short and long-term. Emphasis will be placed on offering tourists, new and more product choices, in terms of areas/tourism destinations as well as supported activities in these location as well as service enhancement to provide greater convenience facilities and amenities and safety for tourists.
- The adaptation of a pro-active and targeted marketing strategy which reaches the right target market for the products and builds a positive image of Thailand as their preferred choice of a travel/tourism destination.
- Revised marketing strategy, the conversion of a perceived 'handicap' i.e. The weaker Thai Baht, into a strong selling point by convincing potential tourists in every market, through advertising, that by coming to Thailand, they get tremendous value for their money.
- Enhance the effectiveness of information dissemination through the use of latest communication technology and tools to generate maximum coverage of the target audiences. This includes the development of a TAT website.

6.4 Suggestions for further research

- Further study should investigate the determinants of Thailand's destination image with Chinese and Middle East tourists because TAT puts emphasis on spurring growth from the three major markets (China, Middle East and Japan)
- Likewise further studies should investigate Thailand as attractive place for the niche markets such as MICE (meetings, incentives, conventions and exhibitions), sports, health and spas, the elderly and honeymooners.

- Moreover further studies should investigate the determinants of repeat tourists to Thailand.
- Further studies also investigate the tourist satisfaction after traveling in Thailand.
- Additionally, further research should be qualitative research in order to get richer data needed to examine the reasons that tourist choose Thailand as a holiday destination.



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Appendix A
Questionnaire: English Version

ASSUMPTION UNIVERSITY (ABAC)
AN EMPIRICAL INVESTIGATION OF DETERMINANTS OF
TOURIST DESTINATIONS IMAGE

Dear Sir/Madam,

I am a student who is enrolled in the "Master of Business Administration" in Assumption University, Thailand. I am doing a study on the Thai tourist industry. I would appreciate very much if you may help me by sharing your opinion on the following questions.

PART ONE: Please circle only ONE number for each of the following questions.

1. What sources of information did you use in planning this trip to Thailand?

Very Little = 1
 Little = 2
 Neutral = 3
 Much = 4
 Very Much = 5

a. Airline Offices	1	2	3	4	5
b. Advertisement on Buses	1	2	3	4	5
c. Tour guide books	1	2	3	4	5
d. Travel brochures	1	2	3	4	5
e. Travel agencies	1	2	3	4	5
f. Thai tourism bureaus at your country	1	2	3	4	5

g. Advertising Media (ex. Radio, TV, Newspaper)	1	2	3	4	5
h. Internet	1	2	3	4	5
i. Family/ friends/ relatives	1	2	3	4	5

2. Who had the priority in chose Thailand as the destination for your trip?

Least Priority = 1
 Less Priority = 2
 Neutral = 3
 More Priority = 4
 Most Priority = 5

a. Myself	1	2	3	4	5
b. My family member(s)	1	2	3	4	5
c. Whole family	1	2	3	4	5
d. My travel group make	1	2	3	4	5
e. My employer	1	2	3	4	5

PART TWO: Please indicate the level to which you agree regarding the image of Thailand as an international travel destination. Circle only ONE number for each statement.

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

I perceive that Thailand has:

<i>Natural beauty & climate:</i>					
1. Scenic natural beauty (sea beach and coral)	1	2	3	4	5
2. Restful and relaxing atmosphere, opportunity for rest and relaxation	1	2	3	4	5
3. Pleasant climate	1	2	3	4	5
4. Good natural environment	1	2	3	4	5
5. Natural attractions	1	2	3	4	5
<i>Culture & Social characteristics:</i>					
6. Interesting cultural attractions	1	2	3	4	5
7. Nice and helpful local residents	1	2	3	4	5
8. Interesting historical attractions	1	2	3	4	5
9. Beautiful traditional architecture and buildings (grand palace, temples)	1	2	3	4	5
10. Languages, ease of communication	1	2	3	4	5
<i>Sport, recreation & education facilities:</i>					
11. Great beaches / water sports	1	2	3	4	5
12. Opportunity for adventure (jungle tour trekking rafting)	1	2	3	4	5
13. A variety of health conscious activities (e.g. spar)	1	2	3	4	5
14. Outdoor recreation activities (camping)	1	2	3	4	5
15. Good golf courses	1	2	3	4	5

Shopping & commercial facilities:

16. Shopping (good shopping facilities and opportunities)	1	2	3	4	5
17. Many fashionable brand-name product in malls / stores	1	2	3	4	5
18. Good service in store	1	2	3	4	5
19. A lot of massage parlors bars, night clubs and prostitution	1	2	3	4	5
20. Good night life and entertainment	1	2	3	4	5
<i>Infrastructure of the country:</i>					
21. Good quality of infrastructure	1	2	3	4	5
22. Personal safety	1	2	3	4	5
23. Appealing local food (cuisine)	1	2	3	4	5
24. High service standard in hotels and restaurants	1	2	3	4	5
25. High standard lodging of sanitation and cleanliness	1	2	3	4	5
<i>Cost of living:</i>					
26. A trip to Thailand is good value for money	1	2	3	4	5
27. Reasonable prices for the local transportation system (buses, trains, taxis)	1	2	3	4	5
28. Reasonable hotel or guest house room rate	1	2	3	4	5
29. Reasonable prices of cuisine	1	2	3	4	5
30. Reasonable prices of shopping and good bargaining	1	2	3	4	5

PART THREE: Please indicate the level to which you agree regarding the overall image of Thailand as an international travel destination. Circle only ONE number for each statement.

Strongly Negative = 1
 Negative = 2
 Neutral = 3
 Positive = 4
 Highly Positive = 5

What is your overall opinion of Thailand in preference to the following attribute?

1. Natural beauty and climate	1	2	3	4	5
2. Culture and social characteristics	1	2	3	4	5
3. Sport, recreation and education facilities	1	2	3	4	5
4. Shopping and commercial facilities	1	2	3	4	5
5. Infrastructure of the country	1	2	3	4	5
6. Cost of living	1	2	3	4	5

PART FOUR: The following questions will help us to better understand our country destination image so that we know our image in the view of tourists. Please check (✓) in only one ☐ for following question.

1. Your Gender

☐ Male

☐ Female

2. Your age group

☐ Less than 20 years old

☐ 30-39 years old

☐ 50-59 years old

☐ 20-29 years old

☐ 40-49 years old

☐ 60 years and older

3. Your marital status

☐ Single

☐ Married

4. Your Occupation

☐ Government Sector

☐ Business Owner

☐ Other....

☐ Business Employee

☐ Housewife

5. Your Education level

☐ Middle School or below

☐ High school graduate

☐ College/university graduate

☐ Graduate/Postgraduate degree



Appendix B

Questionnaire: Japanese Version

タイ国アサンプション大学 大学院(ABAC)によるアンケート調査

テーマ：日本人海外旅行者の行先選択に関する決定要因の調査

旅行者各位

私はタイ国アサンプション大学大学院（MBA 専攻）に在籍しております修士課程の研究生です。お忙しい中まことにお手数ですが、私の現在行っている研究のテーマであります“日本人の海外旅行の行先決定要因”に関する以下のアンケートにお答えいただければ幸甚に存じます。安全でよい思い出になる旅となりますようお祈りいたします。 ご協力感謝申し上げます。

パート1：該当する数字の部分のひとつだけ○で囲んでください。

1. 今回のタイ旅行にあたってはどのような情報を利用されましたか？

- 1 = ほとんどない
2 = ほんの少しだけ
3 = どちらとも言えない
4 = かなりとはいえないがそこそこ
5 = かなりの程度

a. 航空会社事務所	1	2	3	4	5
b. バスの中の広告	1	2	3	4	5
c. ツアーガイドブック	1	2	3	4	5
d. 旅行広告ちらし	1	2	3	4	5
e. 旅行代理店	1	2	3	4	5
f. タイ旅行案内所	1	2	3	4	5

g. 情報メディア (例.テレビ,ラジオ,新聞)	1	2	3	4	5
h. インターネット	1	2	3	4	5
i. 家族/ 友達/ 親戚	1	2	3	4	5

2. 今回の旅行でどなたが行先を優先的に選択なさいましたか？

- 1 = 全くない
2 = ほんの少し
3 = どちらとも言えない
4 = かなりとはいえないがそこそこ
5 = かなりの程度

a. 私自身	1	2	3	4	5
b. 私の家族	1	2	3	4	5
c. 家族全員	1	2	3	4	5
d. 旅行仲間	1	2	3	4	5
e. 私の勤める会社	1	2	3	4	5

パート2：旅行先としてタイのイメージはいかがでしょう？該当する数字の部分にひとつだけ○をつけてください。

- 1 = 全くそうは思わない
2 = 少しだけそう思う
3 = どちらとも言えない
4 = そこそこそう思う
5 = かなりそう思う

I perceive that Thailand has:

自然 & 気候:	
1. 海岸、海、珊瑚等の自然の美しさがある	1 2 3 4 5
2. 休息とリラクセスができる環境がある	1 2 3 4 5
3. 気候が魅力的	1 2 3 4 5
4. 恵まれた自然環境	1 2 3 4 5
5. 自然で素朴な魅力がある	1 2 3 4 5
文化 & 社会:	
6. 独自の文化に興味をもてる	1 2 3 4 5
7. そこに住む人の親切さに共感を覚える	1 2 3 4 5
8. 独自の歴史に興味をもてる	1 2 3 4 5
9. 伝統的な建物に興味をもてる (宮廷, 寺院)	1 2 3 4 5
10. 言葉、コミュニケーションに興味がある	1 2 3 4 5
スポーツ、レクリエーション、教育設備:	
11. すばらしい海岸とマリンスポーツが楽しめる	1 2 3 4 5
12. ジングル旅行、トレッキング、ラフト (いかだ) 等が楽しめる	1 2 3 4 5
13. スパ (エステ) など健康的な楽しみがある	1 2 3 4 5
14. (キャンプ)アウトドアレクリエーションが楽しめる	1 2 3 4 5
15. 良いゴルフ場があり楽しめる	1 2 3 4 5

ショッピング & 商用施設:	
16. 豊富なショッピング施設とショッピングチャンスが楽しめる	1 2 3 4 5
17. たくさんのブランド品が楽しめる	1 2 3 4 5
18. お店のサービスがいい	1 2 3 4 5
19. マッサージ、ナイトクラブ、ナイトスポットがたくさんある	1 2 3 4 5
20. 夜のエンターテインメントが楽しめる	1 2 3 4 5
インフラ、受け入れ設備:	
21. インフラが整っている	1 2 3 4 5
22. 身の安全を感じる	1 2 3 4 5
23. エスニックな料理が楽しめる	1 2 3 4 5
24. ホテル、レストランでのサービスがよい	1 2 3 4 5
25. 清潔感は充分高い	1 2 3 4 5
コスト:	
26. タイ旅行にはお金の価値を高く感じる	1 2 3 4 5
27. 現地のバス、タクシー、電車の料金は適切	1 2 3 4 5
28. ホテル料金は適切である	1 2 3 4 5
29. 料理の値段は適切である	1 2 3 4 5
30. ショッピングでの値段は適切である。	1 2 3 4 5

パート3: 旅行先としてのタイの全体的なイメージについてお答えください。 一番と思うものをひとつにだけ選んでください。.

- 1 = 全くそうは思わない
2 = 少しだけそう思う
3 = どちらとも言えない
4 = そこそこそう思う
5 = かなりそう思う

全体的な印象

1. 自然と気候が素晴らしい	1	2	3	4	5
2. 文化、社会に好感が持てる	1	2	3	4	5
3. スポーツ、レクリエーション、教育設備に興味を持てる	1	2	3	4	5
4. ショッピングとその設備が素晴らしい	1	2	3	4	5
5. インフラが整備されている	1	2	3	4	5
6. コストが魅力的	1	2	3	4	5

パート4: 旅行者の皆さまにお尋ねいたします。該当項目 ☐ の部分に (√) をつけてください。.

1. 性別

☐ 男性

☐ 女性

2. 年齢

☐ 20 歳未満

☐ 30-39 歳

☐ 50-59 歳

☐ 20-29 歳

☐ 40-49 歳

☐ 60 歳以上

3. 結婚

☐ 独身

☐ 既婚

4. 仕事

☐ 公務員

☐ 会社役員

☐ その他

☐ 会社員

☐ 主婦

5. 教育

☐ 中学高卒業

☐ 高校卒業

☐ 短大、大学卒業

☐ 修士、博士課程卒業

ご協力大変有難うございました。どうか楽しく安全な旅をお続け下さい。何か特別な印象があれば以下に日本語でお書きください。

