



EXPENDITURE PROFILE AND AVERAGE LENGTH OF STAY OF  
INTERNATIONAL TOURISTS VISITING BANGKOK

By

Ms. Weena Sertpunya

Submitted in Partial Fulfillment of the Requirements for the Degree of  
Master of Arts in Tourism Management  
In the  
Graduate School of Business  
of  
Assumption University

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Graduate School of Business  
December, 2003

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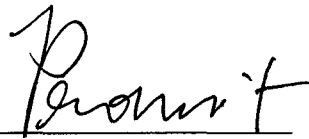
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## ACCEPTANCE

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

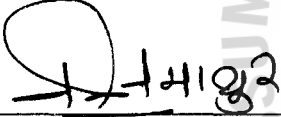


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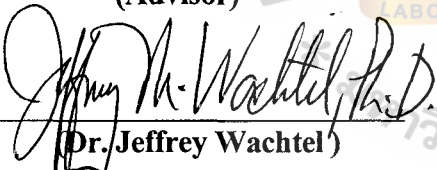
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## **Abstract**

Currently, tourism is contributing significantly in the developing economy of Thailand. International tourists with different demographic characteristics demonstrate different buying behavior, represent different expenditure profiles when traveling to different destinations, and gain different levels of satisfaction. This motivated the researcher to investigate valuable information about the expenditure profile and average length of stay of international tourists visiting Bangkok.

This study was designed to accomplish the following objectives: (1) to investigate the expenditure profile of international tourists visiting Bangkok; (2) to classify international tourists visiting Bangkok according to their personal background factors; (3) to determine the average length of stay of international tourists visiting Bangkok and establish its relationship to their personal background factors; (4) to determine whether there is a relationship between the personal profile of international tourists visiting Bangkok and their expenditure; and (5) to test and analyze the research hypotheses.

In this study, the researcher used a questionnaire as the research instrument for collecting the primary data. In total, 385 respondents comprised the target population of international tourists visiting Bangkok. Chi-square and frequency analysis were used in finding the relationship between the personal profile of international tourists, their average length of stay, and expenditure items.

This study was conducted to draw conclusions and make useful recommendations to tourism planners and business organizations involved in providing various services to international tourists during their stay in Bangkok. It will also provide information required for effective planning for promotion of international tourism.

The results revealed that most of the international tourists visiting Bangkok are from the region of Europe in general, and England in particular. Most of the international tourists visiting Bangkok are single, young and male by gender. The most common purpose of visit is pleasure, and the length of stay of most international tourists visiting Bangkok is lasts between one and four days.

The researcher recommends that tourism planners and service providers focus on organized efforts to increase the length of stay of international tourists visiting Bangkok and enhance the level of services provided to them. It is also suggested that further research be conducted to implement these suggestions.



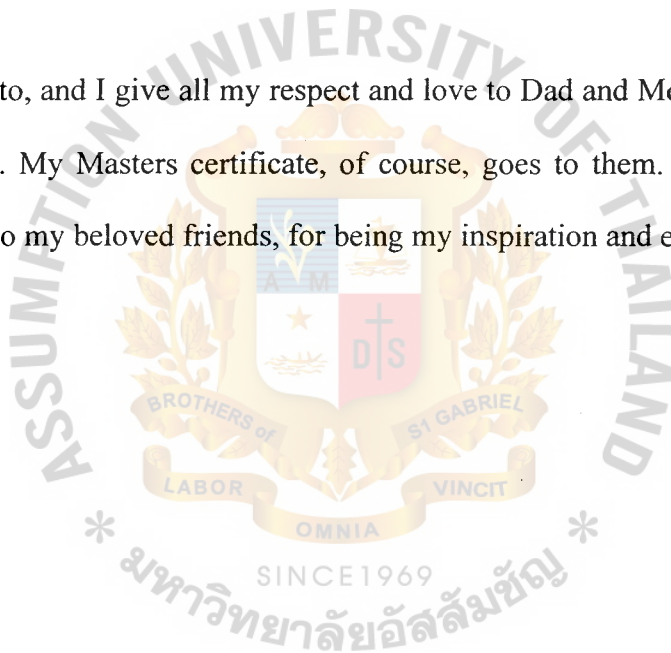


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# CHAPTER 1

## INTRODUCTION

Tourism is an important social and economic activity. It impacts many aspects of civilized human life. It also significantly contributes to the process of economic development of every nation in particular, and world economy in general. The findings by several international and national organizations and also by several individual researchers have highlighted that domestic as well as international tourism has begun to attract the attention of economic planners, political wizards and academic researchers. In this regard, it has been specifically projected that now almost every country of the world is making efforts in a very big way to promote international tourism. This requires appropriate planning for promoting international tourism. The tourism planning requires strong support of the information-infrastructure. This research aims at generating some critical information required for proper planning and promoting international tourism in Thailand.

To accurately assess its results, it is important to pose the question: What is the expenditure profile and average length of stay of international tourists visiting Bangkok? This question is important because the answer would help the related organizations to determine the quality and effectiveness of their management and services.

Bangkok is the capital of Thailand and has many sites that attract tourists. It is the one province that international tourists like to visit most, and where they spend the most money, thus helping to increase the revenues of Bangkok and Thailand.

### **Tourism Trends in Thailand**

In recent years, the Thai government, through its major tourism agency, the Tourism Authority of Thailand (TAT) and several prominent private agencies, has been

trying to attract international tourists. It has made specific efforts to promote Thailand as the hub of tourism within the regions of Southern China, Myanmar, Cambodia, Laos, and Vietnam.

These efforts by the Thai government have generated a significant growth in the tourism and hospitality industry in Thailand. The growth of the industry is presented in Table 1.

**Table 1.** Trends in tourism 1995-2000

International							
Year	Tourist Number (million)	Chng (%)	Average Length of stay (days)	Average expenditure /person/day (Baht)	Chng (%)	Revenue Million (Baht)	Chng (%)
1995*	6.95	12.73	7.43	3,693	9.48	190,765	31.37
1996*	7.19	3.46	8.23	3,706	0.34	219,364	14.99
1997*	7.22	0.41	8.33	3,672	-0.92	220,754	0.63
1998*	7.76	7.53	8.40	3,713	1.12	242,177	9.70
1999*	8.65	11.50	7.96	3,950	6.38	269,772	11.39
2000*	9.57	10.60	7.77	4,000	1.27	291,773	8.16

Domestic							
Year	Thai visitor Trip (million)	Chng (%)	Average Length of stay(days)	Average expenditure /person/day (Baht)	Chng (%)	Revenue Million (Baht)	Chng (%)
1995*	52.26	22.53	2.37	1,248		148,112	
1996*	52.47	0.40	2.22	1,314	6.41	157,323	6.20
1997*	52.05	-0.78	2.31	1,466	11.58	180,388	14.66
1998*	51.68	-0.72	2.37	1,513	3.18	187,898	4.16
1999**	53.55	3.62	2.35	1,600	5.77	201,200	7.08
2000**	55.05	2.80	2.40	1,730	8.13	228,300	13.47

\*Actual Figures  
 \*\*Estimates

Source: Tourism Authority of Thailand

As Table 1 indicates, the growth of the tourism industry since 1995 in Thailand has shown a steady growth in the number of arrivals of international tourists-a compound growth rate of approximately 5% per annum since 1995, and a total increase of over 30% (6.95 million in 1995, 9.57 million in 2000). Even more spectacular, however, is the

increase in tourist revenues over this period, from 190 billion Baht in 1995 to 291 billion Baht in 2000, indicating an increase of over 50%.

**Key Indicators of the Tourism Industry in Thailand**

Table 2 highlights several key indicators of the Tourism industry of Thailand during 1990-2000. These key indicators include revenue, arrivals of foreign tourists, earnings, average length of stay by international tourists, and average daily expenses by an international tourist. The table indicates that the average length of stay remained stable at 7.1 during 1990, 1991, and 1992, but declined to 6.9 during 1993 and 1994. It continued to increase between 1995, 1996, 1997 and settled at 8.4 in 1998. It again declined in 1999 to settle at 7.96.

The average daily expenses by an international tourists ranged between 2,771 Baht and 4,000 Baht during 1990-2000. It should be noted that this assessment is significantly affected by fluctuating current rate of Thai Baht in comparison to US dollars. The average daily expense per tourist was 2,961 Baht in 1990 and 3,672 Baht in 1997. It was 3,713 Baht, 3,950, and 4,000 Baht (estimated) in 1998, 1999, and 2000 respectively.

Table 3 is a breakdown of international tourists to Thailand by country of residence and nationality, which includes overseas Thai. The total number of tourists in this category from January-March 2001 was 274,006. Malaysia had the highest number of tourists, a total of 248,243 (9.18%).

Table 4 represents a breakdown of stay of international tourist arrivals. In 2001, tourists from Switzerland had the longest stay, which was 16.98 days, followed by tourists from Austria who stayed an average of 16.85 days. The average total stay for all tourists was 8.66 days.

### **International Tourist Arrivals by Country of Residence**

Table 5 highlights the arrivals of international tourists by country of residence during 2000 and 2001 (January-March). It indicates that international tourists visiting Thailand during this period in 2001 included: East Asia (56.04%), Europe (27.97%), the Americas (6.69%), South Asia (2.87%), Oceania (3.56%), Middle East (2.10%), and Africa (0.78%). The countries with the most tourist arrivals were Japan (13.25%) and Malaysia (8.90 %).

### **Statement of Problem**

The quality of the management and service components of the tourism and hospitality industry along with personnel's lack of knowledge and skills regarding integrating and synthesizing divergent and complex economic and social changes have negative impact on its growth. Personnel must be capable of identifying the industry's advantages and analyzing them relative to the business domain, and translating them into competitive strategies. (Navin,2002).This study addresses this problem.

As the country begins to acknowledge the implications of tourism for regional development and its benefits, the need for statistics of tourist activities and expenditure, and the geographical distribution of tourists becomes necessary. In addition, the application of the marketing concept in promoting businesses in tourism and hospitality sector needs proper information concerning tourist's profiles and behavior.

The present study addresses this problem by conducting research to answer the question, "What is the expenditure profile and average length of stay of international tourists visiting Bangkok?" This question is important because the answer would help the related organizations to determine the quality and effectiveness of their management and services. It is expected that the findings of this study about expenditure profile of



international tourists visiting Bangkok will benefit many including government organizations, tourism organizations, business consultants, trade associations, the media, advertising agencies, educational institutions and the individual companies that provide tourism services.

### **Objectives of the study**

The objectives of this study are to find out how international tourists decide to spend their money in Bangkok. In addition, this study will investigate the tourists' expenditure profile by classifying them by country of origin, age group, gender, income and purpose of their visit. The results of this research may help the related organizations to attract international tourists to Bangkok and bring more revenue into the country. Moreover, it may help Thais to become better hosts and raise the quality of the Thai tourism industry. The five objectives of the research are:

1. To investigate the expenditure profile of international tourists visiting Bangkok for expenditure items such as accommodation, food & beverage, entertainment, guides and companions, souvenir purchasing, and so on.
2. To classify international tourists visiting Bangkok according to their personal background factors – country of origin, demographic characteristics, and purpose of visit.
3. To determine the average length of stay of international tourists visiting Bangkok and establish its relationship to their personal background factors -country of origin, demographic characteristic and purpose of visit.
4. To determine whether there is a relationship between the personal profile of international tourists visiting Bangkok and their expenditure.
5. To test and analyze the research hypotheses.

### **Limitations of the Study**

The study was limited to English speaking international tourists because of the difficulty of interviewing international tourists who can not speak English. Although an effort was made to interview non-English speakers through their guides, the success of doing this depended on the cooperation of the guide. This was compounded by the fact that some tourists travel without a guide.

The study focused only on international tourists visiting Bangkok. Therefore, the findings of the study should not be generalized to international tourists who visit places other than Bangkok.

The study also focused only on international tourists generated from various countries during the period of August-September 2002. Therefore, the findings of the study should not be generalized for the expenditure profile of international tourists visiting Bangkok during other time periods.

### **Significance of the Study**

This research is very significant, as it will highlight various critical dimensions related to the expenditure profile of international tourists visiting Thailand. The investors in business can profit from the findings of the result as it can assist them in analyzing various aspects of the expenditure profile of international tourists. This study will identify, analyze, and expose critical information required for effective planning for promotion of international tourism and also for business planning by the service providers of international tourists. The providers of tourism services, who are often part of the public sector, are usually private sector companies or organizations that produce and/or sell a product or service. This being the case, they are primarily concerned with sector-specific information. For example, transport operators are always interested in information

(particularly that which reveals trends) on the use of different modes of transport by tourists and others, and the providers of accommodation preferences of tourists. Tourism data is also essential to local bodies and authorities so that objective and well informed decisions could be made about such issues as land use and personnel requirements.

This study will be conducted to obtain information about personal profile of international tourists, their average length of stay, their preference for spending on each expenditure items. These can be efficiently used not only in business planning at the micro level by service providers but also by tourism planners involved in the promotion of international tourism at the macro level. It is expected that the expenditure profile findings of this research will generate very useful information for hospitality and tourism related business executives that will assist them in planning and managing their operations. The following are significant aspects that can benefit tourist executives and service providers:

- Tourism behavior information: that is, the number of arrivals, their expenditure, length of stay, where they went, where they stayed, and how they traveled.
- Market share and market size information: that is, a need to view a business in relation to its competitors and from the perspective of total market changes.
- Reasons for changes in market size and one's own market share: that is, the underlying causes for changes in tourist behavior.
- Tourism source market information: that is, the inclination to travel, and ease of travel; one's competitive position in that market *vis-à-vis* other destinations; and the reasons why people are choosing or not choosing to come to a particular destination, or choosing to spend their disposable income on item other than travel.
- Forecasts of the marketplace situation five years hence: that is, locating the potential growth segments for one's business.

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- Requirements for new tourist facilities and employment prospects: that is, information for planning purposes, new construction and regional development.
- Customer satisfaction information: that is, whether the customer is satisfied with the particular product offered by one's company.
- The customer decision-making process about travel: that is, the lead-time before the purchase intention is translated into actual purchase and the subsequent travel experience.

### **Definition of Terms**

**International Tourism:** International tourism is the temporary movement of people to destinations outside their normal places of work and residence and the activities undertaken during the time spent at these destinations (Wanhill, 1998). International tourism is also known as inbound tourism. The World Tourism Organization defines inbound (or incoming) tourism as that which involves non-residents of a country traveling to that destination (Lionel Becherel, U.K., 2000)

**International Tourists:** (It includes randomly selected international tourists visiting Bangkok) the international tourist is defined from three viewpoints, including popular ideas, technical definitions, and heuristic meaning. The technical definition is commonly used for statistical and research purposes. For statistical purposes, the term international tourist is defined as an international visitor. It describes international visitor as "any person visiting a country (Thailand) other than that in which he has his usual place of residence, for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of activities remunerated from within the country visited. International visitors also include 'tourists' (Overnight visitors) who stay at least one night in a collective or private accommodation in the country visited and 'same day visitors'" (WTO 1997:3).

**Country of Origin:** The nationality and country of residence determines the country of origin of an international tourist. For determining the country of origin of an international tourist, the country of residence in addition to nationality is important to record. It is done because there are many people who are living permanently in countries different than their passport nationalities and significant numbers of expatriates living outside their countries of nationalities for a long period of time throughout the world. Some of these, such as a foreigner working overseas, are of fairly high socioeconomic levels and tend to travel extensively in the countries and the region where they are currently living (Inskeep, Edward, 1991).

**Age:** The age of tourists is one of the important constituents of their demographic profile. Demographic profile is related to background data of tourists and includes geographic area of residence, age, sex, race, household income (Okrant Marh J., USA, 2000). For the purpose of this research, the age of international tourists is classified in three categories. These include: international tourists who are 0-20 years old, 21-30 years old, 31-40 years old, 41-50 years old, 51-60 years old, and above 60 years old.

**Gender:** The gender of tourists is one of the important constituents of their demographic profile. The demographic profile is related to background data of tourists and includes geographic area of residence, age, sex, household size, race, household income (Okrant Mark J., USA, 2000). The gender of international tourists is defined by either male or female.

**Purpose of Visit:** The purpose of the visit of an international tourist is defined and classified into two categories: travel by obligation (including business) or travel for pleasure (Doswell Roger, 1997)

Business travel, a tourism market segment, is a term used to describe all non-discretionary trips, which occur either explicitly for the purpose of engaging in work, or



incidentally in the course of conducting work related activities. It includes travel associated with everyday business operations as well as travel for corporate or organization-based meetings, conventions, and congresses. Incentive travel, in which firm use trip to reward top performing employees, is also generally included under this heading (Cleverdon, K, 1988)

Leisure tourists, in contrast with business travels, travel for pleasure and thus are not under any obligations to frequent specific destinations or facilities. They tend to be price and fashion conscious, concentrate their touristic activities to specific (vacation) times and are influenced by marketing and publicity. Leisure tourism is heavily influenced by living standards, discretionary income levels, and vacation entitlements (Stephen J. Craig – Smith, Australia, 2000).

**Length of Stay and its Average:** “Length of stay refers to the period of time which people spend in a destination. It may be measured in hours, days, nights or weeks” (Geofferey Wall, 2000).

The average length of stay of an international tourist is defined on the basis of the trip duration or their stay in various destinations of Thailand, and is used as the unit of measurement. For this research it is classified into three categories: those who stay between 1 and 4 days; those who stay between 4 and 8 days; and those who stay more than 8 days. This classification is based on the analysis of information by the Tourism Authority of Thailand that on an average, an international tourist stays in Thailand for 8 days (estimated for 2000, please refer to Table 2).

**Expenditure Profile:** The expenditure profile is the total amount spent by international tourists during their stay in various destinations of Bangkok. The expenditure profile items included in this research are: accommodation, local transport, food and beverage, entertainment, guide and companions, souvenir purchasing, and others.

**Expenditure Package:** The expenditure package is the total amount spent by an international tourist during their stay in various destinations of Bangkok.

**Ranking of Expenditure Item by Weight:** Every international tourist has a package for expenditure. He/she spends a part of it on various expenditure items during the stay in destinations of Bangkok. The ranking of each expenditure item is based on its respective weight to each expenditure item. It reflects the importance tourists attach to each attribute expenditure item. (Malhotra Nareh K., 1999). The expenditure items included in this research are: accommodation, local transport, food and beverage, entertainment, guides and companions, souvenir purchasing, and others.

**Accommodation:** “Accommodation is a term used to encompass the provision of bedroom facilities on a commercial basis within the hospitality/tourism industry. Primarily it is associated with the hotel sector, and is readily applied to properties as diverse as business and conference hotels, guesthouses, resort hotels, motels, and budget hotels, guesthouse and bed and breakfast establishments. Accommodation also embraces other forms of hospitality outlets, such as university halls of residence, youth hostels, residential care facilities, and hospital hotel services” (Gross–Turner, S, 1996).

**Local Transport:** the type of transportation used by international tourists to travel to the destinations of Thailand.

**Entertainment:** Entertainment is a broad category that encompasses the traditional and contemporary performing arts and its association with gambling casinos and their resort environments. Nightclubs, discos, and more restaurants in tourism areas provide evening entertainment that is popular with many tourists and considered essential for successful operation of hotels and resorts (Inskeep, Edward, 1991).

**Guides and Companions:** The guides and companions are the people who provide many types of services to the international tourists, which make their travel and

stay enjoyable and comfortable. The principle task of a guide is to import information to tourists. Consequently, tour guides are more likely to be properly educated and formally trained. However, few countries actually require them to possess a license to practice (J. Christopher Holloway, 2000).

A tour guide can be a cultural broker, a person who escorts tourists to the various villages and sites and who interprets or explains what they have seen. A cultural broker or tourist guide describes one culture for the benefit of members of another culture. In other words, a culture broker refers to a person who is a middleman or mediator between the destination culture and the tourist culture. This broker is a go-between who usually assumes the role of explaining or selling the indigenous culture to those visiting the destination (Cohen, E. 1985). Some tourists, who are freed from their normal social control, seek commercial sexual services from the persons known as companions (G.J. Ashworth, The Netherlands, 2000).

**Souvenir Purchasing:** Souvenirs are material objects that serve as reminders of people, events or experiences of significance. These are commercial artifacts, particularly those acquired in the course of a journey, as reminders of places visited, or of particular travel experiences (Gordon B, 1986).

For the purpose of this research, souvenir purchasing is defined as the purchasing made by the international tourists during their stay in various destinations of Thailand as a part of remembrance or gifts for friends and relatives, such as arts, handicrafts, fashion clothes and jewelry, and duty-free items such as liquor, tobacco, perfume, electronic and optical items, or any specialty item of the destinations they visit.

## CHAPTER 2

### LITERATURE REVIEW

The main focus of this research is to investigate important dimensions related to the international tourists' expenditure profile and then to generate an information-infrastructure that can be efficiently and effectively used in developing a planning framework for promoting international tourism in Bangkok. The information infrastructure can also be usefully incorporated in the process of preparing business plans to be prepared by service providers for marketing tourism – related services to the international tourists visiting Bangkok.

The literature review for this research is a presentation of the concepts of tourism in general and international tourism in particular, including important elements of the demographic profile of international tourists, length of stay of international tourists, and expenditure activities. Literature related to tourism planning process, and tourism marketing is also reviewed.

#### \* The Tourism Phenomenon \*

Tourism, as an activity is as old as mankind but as an area of study and research, it is relatively new. Its nature is multidisciplinary and thus has generated attempts to describe the tourism phenomenon by drawing several dimensions from the melting pots of other related areas of study, such as, Geography, Economics, Sociology, Psychology, Business Science and Anthropology.

The tourism phenomenon has undergone a process of evaluation and it has been appropriately observed in the present context, “The traditional simplistic view of tourist behavior could be rejected and replaced with new understanding of the tourist as a consumer who demonstrates particular actions of behavior. This action involves the needs,

motivation, attitudes, values, personality and perceptions which all lead to specific preferences for tourism related activities” (WTO, 1993).

The word “tourism” is a single term, which connotes a variety of concepts. Its meaning consists of a combination of factors, which includes both the tourist and industry. It is a comprehensive act of tour and travel. It is associated with the movement of the people, which may be a socio-cultural or political event. The movement of people involves spending and services rendered by the industry, which has economic impacts. Tourism is characterized by a number of complex and interdependent factors. The constituent of phenomena is a human element involving domestic as well as international movement of people. It involves interaction and a human relationship between the guest and the host. The host community performs the critical role of providing valuable services to the tourists who prefer to leave their homes. The interaction and human relationships between the guest and the host may generate positive or negative feelings. The positive relationships may encourage enhanced arrival of tourists from particular socio-economic systems. In comparison to this, the negative relationships may lead to conflicts and discourage more arrival of tourists from that particular socio-economic system.

The tourism industry is complex and involves intensively perishable and inseparable products. With a highly priced sensitive demand, it is a fragmented industry with no defined boundaries. However, the peripheral services offered by the industry include the core products of transport, attractions, accommodation and catering. In addition, there are public and private services that are necessary to facilitate the overall operation of the tourism industry. The dimension of the tourism industry (See Figure 2.1) indicates the range of input required to sustain the necessary set of services for a modern tourism industry (Cooper, C.P, 1989)



Figure 2.1: Dimensions of the Tourism Industry

<u>Product Components</u> (Central Services)			
<u>Peripheral Private</u> <u>Public Services</u> <u>Services</u>	<u>Transportation</u>	<u>Attractions</u>	<u>Peripheral</u>
Travel Insurance	Air, Sea, Rail, Coach, Car Hire	Theme Parks National Tourist	Government
Marketing-Printing Organizations		Zoos, Heritage Centers,	Religion
Advertising etc.		Stately Homes, Parks, Monuments Leisure Centers, Physical Landscape	Organization
Tourist Distribution- Travel Agents. Distributors of Literature Telex, Prestel			Information Centers
Wholesales- Tours, Coach Operators Specialist Press for The Tourism Industry (Magazine, Journals, Papers)			Borough/ Council Tourism Departments
Private Education And Training Establishment			Public and Education Training Establishment
Private Ports, Airports, Marinas			Public ports/ Airports Services
Banking-Travel Cheque Currency			Vice and Passport Officer
Shops			Customs and Excise Service
			Police, Medical Sanitation Cleansing

Source: Cooper, C.P., Progress in Tourism, Recreation and Hospitality Management, CBD Publishers, New Delhi, 1989 (Article by D. Gilbert).

The explanation about the tourism phenomenon suggests that tourism is related to the movement of people that may be linked with social, cultural, political or economic events. The modern viewpoint about tourism is that it has become a leading industry, next to almost none in the world economy. This is one of the most popular and preferred human activities globally.

The tourist is considered a guest, as well as a very important consumer of specific products and services and who demonstrates particular actions of buying behavior. The movement of people as tourists involves their spending activities and the services provided by the tourism industry. Thus, it has a vital economic impact on the host community. The guest-host relationship and tourist-service provider relationship can generate positive as well as negative social and economic consequences. When tourists, as consumers of services from host community gain a high level of satisfaction then the frequency of tourists to an area is increased. On the other hand, when tourists have a low level of satisfaction, the frequency of tourists to an area decreases.

### **Definition of Tourism**

Tourism has several aspects. Thus, it can be defined in various ways, depending upon the dimension of tourism chosen for emphasis. Cooper, C.P. (1898) provided the following definition: “Tourism is deemed to include any activity concerned with the temporary short-term movement of people to destinations outside the places where they normally live and work, and their activities during the stay at this destination.”

Tourism is a multidimensional, multifaceted activity, which touches many lives and many different economic activities (Cooper, Chris). It involves people who travel for the following reasons:

- By obligation – having to go somewhere on business, or feeling an obligation for religious reasons, or for reason of family or friendship, or for medical reasons.
- For pleasure – choosing to go somewhere for pleasure, for example, to rest, to adventure, to escape, to discover, for excitement, for participation in sport or for making romance or any other pleasure seeking motivations. These may differ from person to person. Taken altogether, these comprise leisure tourism (Roger Doswell, 1997).

According to the World Tourism Organization (1993), tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.

Witt, Brook and Buckly (1991) state, “The definition of tourism encompasses a wide variety of visit purposes: holidays, visit to friends and relatives, business visits, attendance at conferences, visit for religious or health reasons, and so on.”

According to Bhatia, A.K. (1991), “The tourism is a composite phenomenon which embraces the incidence of a mobile population of travelers who are strangers to the place they visit.”

The varied definitions offered by experts and organizations are evidence of the complex nature of tourism. The definitions of tourism can be classified in two main categories: the conceptual definitions refer to an attempt to elucidate the essential nature of tourism as an activity. On the other hand, the technical definition was initially used to clarify the phenomenon of tourism, which ignored the social perspective of tourism.

### **Basic Tourism Concepts**

Tourism is the set of activities of a person traveling to a place outside his or her usual environment for less than a year and whose main purpose of travel is other than the

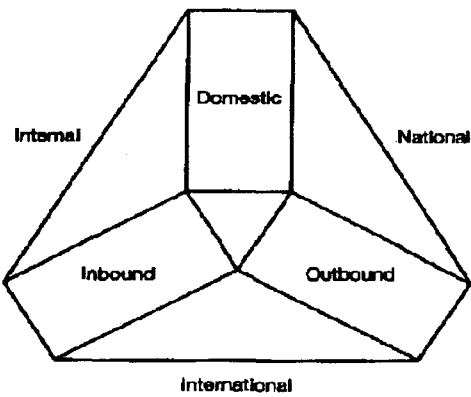
exercise of an activity remunerated from *within* the place visited. The phrase ‘usual environment,’ excludes trips within the person’s community of residence and routine commuting trips. The phrase, ‘exercise of an activity remunerated from *within* the place visited’ excludes migration for temporary work paid for by an economic agent resident in the place visited. This exclusion does not apply to business-related travel such as sales call, the installation of equipment, or conventions where the travelers’ employer is located elsewhere than the place visited.

**Tourism Categories**

- 1. **Domestic tourism**: residents of a country visiting destinations in their own country.
- 2. **Inbound tourism**: non-residents’ visits to a country.
- 3. **Outbound tourism**: residents of a country visiting destinations in other countries.
- 4. **Internal tourism**: the combination of domestic tourism and inbound tourism.
- 5. **National tourism**: the combination of internal and outbound tourism.
- 6. **International tourism**: the combination of inbound tourism and outbound tourism. (Stephen L J Smith 1995)

Figure 2.2 provides a graphic representation of the relationships among these terms.

**Figure 2.2      Forms of Tourism**



## **The Tourism System**

Tourism is a multi-dimensional socio-political and economic activity. It involves the movement of people from one geographical location to another for a variety of purposes. The movement of people is supported by various means of transportation. The movement of people from one geographical location to another depends upon a variety of support services.

The concept of a tourism system was developed by applying the core ideas from system theory. Two levels of systems were identified in these applications. First, there are models of whole tourism systems, which constitute an arrangement of all the elements deemed necessary for tourism to occur. Second, there are models for sub-themes stated in systematic terms.

Glenn's model (1988) of tourism systems specifies five elements:

- Information and direction
- Tourists
- Transport
- Attractions
- Services and facilities

Jafari's model (1989) sets out six phases that occur in all normal trips and as such are elementary, these are:

- Corporation
- Expatriation
- Animation
- Repatriation
- Incorporation

- Omission

Several other researchers (for example, Leiper, 1990) have also proposed many other frameworks to represent tourism systems. One viewpoint explains that the tourism system is mainly based on three factors, including motivation, mobility, and accessibility. Motivation lies at the core of human behavior and therefore it is the core of tourist's behavior also. The study of motivation is central to any scientific undertaking since it provides understanding, explanation, and prediction. It goes beyond the 'how' question of description to the 'why' questions of interpretation and causality. Thus, the motivation aspect provides an answer to questions like why and how people will move from one geographical location to another as tourists and contributors to tourism. Besides motivation, another important element of tourism system is 'mobility.' Mobility is related to the ability of people to move from one location to another with leisure time and disposable income. The third important element of tourism is 'accessibility.' Accessibility refers to the ease or difficulty of taking advantage of an opportunity. This refers to the facilities that make it possible for any person to transfer from their home to a second temporary home.

Leiper's model (1990) has a human element (tourists); three geographical elements representing roles in all tourists' itineraries (generating, region, transit route and destination region); and an organizational supportive element (tourism industries). Various kinds of environments, such as physical, social and economic are included in the system. This is the most popular model of tourism system, therefore detail information is provided for this model in the following description.

Leiper's model takes into account many of the issues identified by considering the activity of tourists, allowing industry sectors to be located, and providing the geographical element which is inherent in all travel. There are three basic elements of Leiper's model:



1. **Tourists:** The tourist is the actor in this system. Tourism, after all, is a human experience, enjoyed, anticipated and remembered by many as a very important aspect of their lives.

2. **Geographic Elements:** Leiper outlines three geographical elements in his model:

- Traveler-generating region
- Tourist destination region
- Transit route region.

The traveler-generating region represents the generation market for tourism, and in a sense provides the ‘push’ to stimulate and motivate travel. It is here that the tourist searches for information make the booking and makes the departure. In many respects, the tourist destination region represents the ‘sharp end’ of tourism. At the destination, the full impact of tourism is felt and planning and management strategies are implemented. The ‘pull’ to visit destinations energizes the whole tourism system and creates demand for travel in the generating region. It is therefore at the destination “where the noticeable and dramatic consequences of the system occur” (Leiper, 1990, p.23).

The transit route region represents not only the short period of travel to reach the destination, but also the intermediate places which may be visited en route: There is always an interval in a trip when the traveler feels they have left their home region but have not yet arrived...[where] they choose to visit (Leiper, 1990, p.22).

3. **Tourism Industry:** The third element of Leiper’s model is the tourism industry, which the researcher can think as the range of businesses and organizations

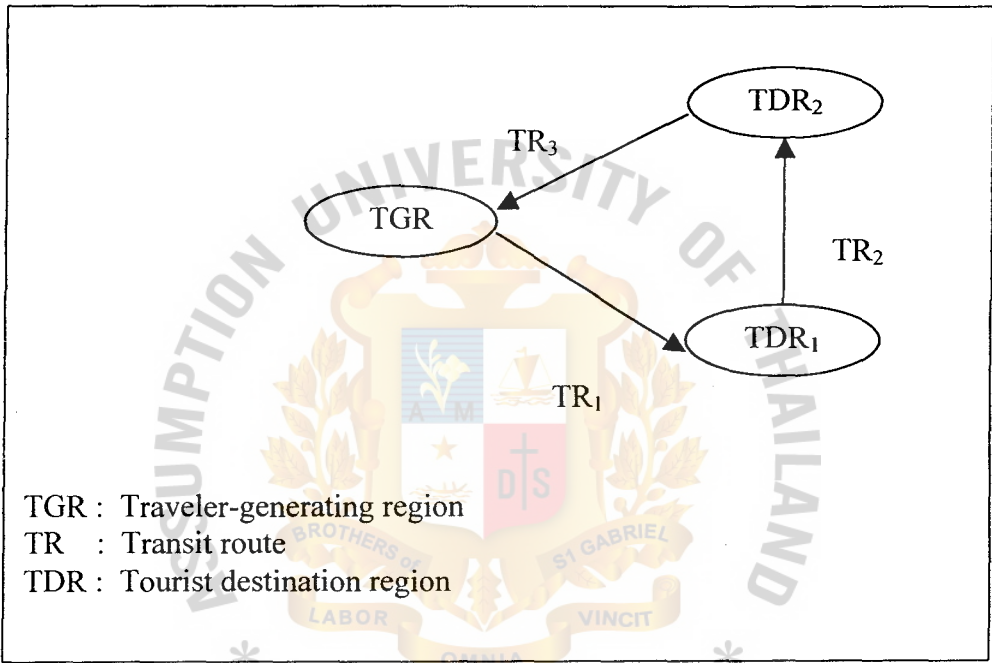
involved in delivering the tourism product. The model allows the location of the various industrial sectors to be identified. For example, travel agents and tour operators are predominantly found in the traveler-generating region, attractions and the hospitality industry are found in the destination region, while the transport industry is located in the transit route region.

Each of the elements of Leiper's tourism system interacts with the others, not only to deliver the tourism product, but also in terms of transactions and impacts of tourism and, of course, the differing contexts within which tourism occurs (See figure 2.2). The fact that tourism is also an industry of contrasts is illustrated by examining two major elements of Leiper's model. Demand for tourism in the generating region is inherently volatile, seasonal and irrational. Yet this demand is satisfied by a destination region where supply is fragmented and inflexible, which can result in the financial instability of tourism.

The major advantages of Leiper's model are its general applicability and simplicity, which provide a useful 'way of thinking' about tourism. But there are other advantages:

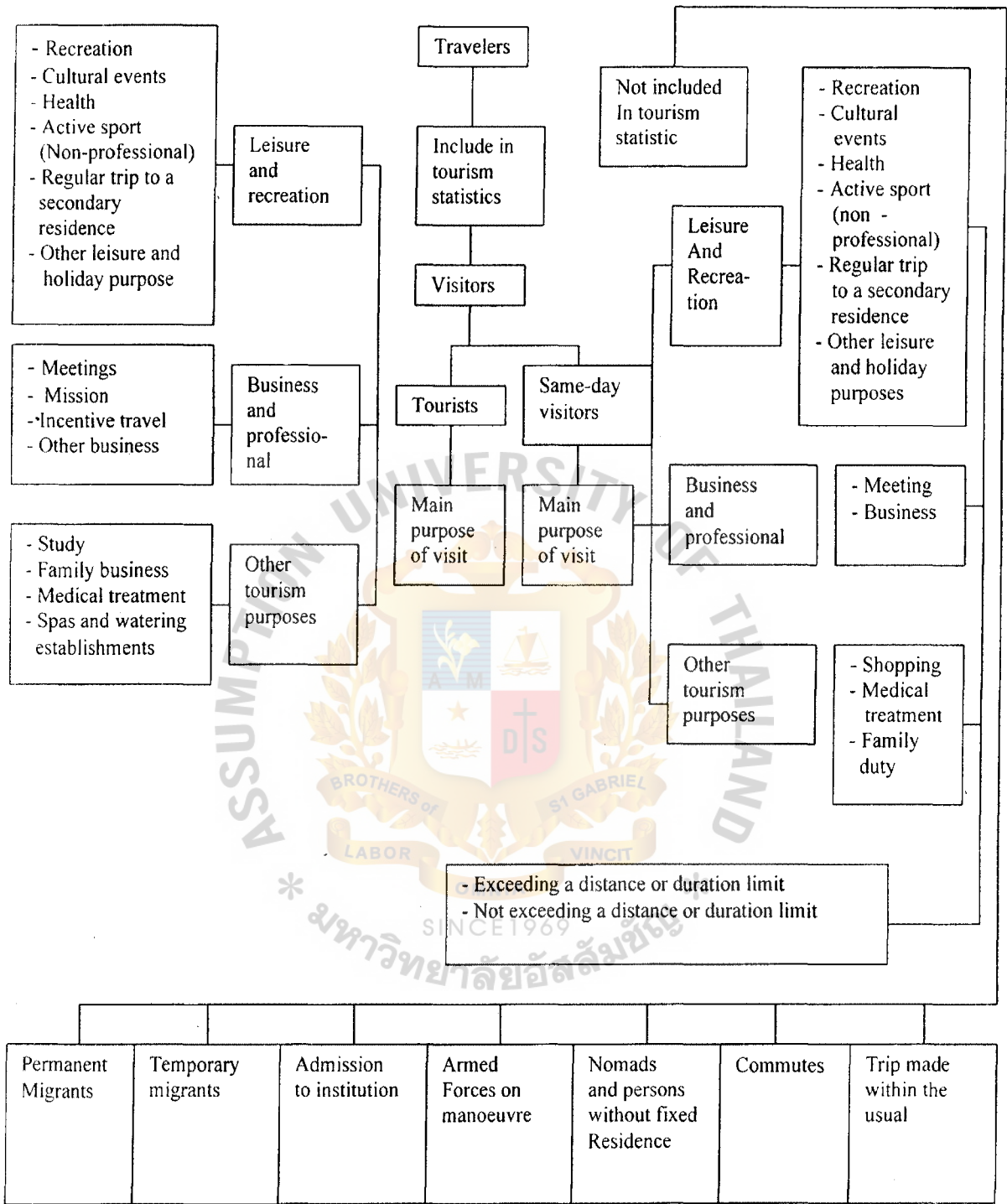
- It has ability to incorporate interdisciplinary approaches to tourism because it is not rooted in any particular subject or discipline, but instead provides a framework within which disciplinary approaches can be located.
- It is possible to use the model at any scale or level of generalization-from a local resort to the international industry.
- Finally, the model demonstrates the highly important principle of tourism studies that all the elements of tourism are related and interact-in essence, the researcher are studying a system of customers and supplier who demand and supply the tourism product and services.

**Figure 2.3: Geographic Elements in a Tourism System with Two Destinations**



Source: Leiper (1990)

Figure 2.4: Classification of International Visitors



Source: World Tourism Organization

## **International Tourism and the International Tourist**

International tourism is the temporary movement of people to destinations outside their normal places of work and residence and the activities undertaken during the time spent at those destinations (Wanhill, 1998).

An international tourist is “any person visiting a country other than that which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited” (WTO 1981). The term visitor includes two distinct types of travels:

1. Tourist - Temporary visitor staying at least 24 hours in the country visited and the purpose of whose journey can be classified as:
  - a) Leisure (i.e., recreation, holiday, health, religion, or sport);
  - b) Business
  - c) Family;
  - d) Mission; and
  - e) Meeting
2. Excursionist - Temporary visitor staying less than 24 hours in the destination visited and not making an overnight stay (including travelers on cruises).

## **Tourist Behavior**

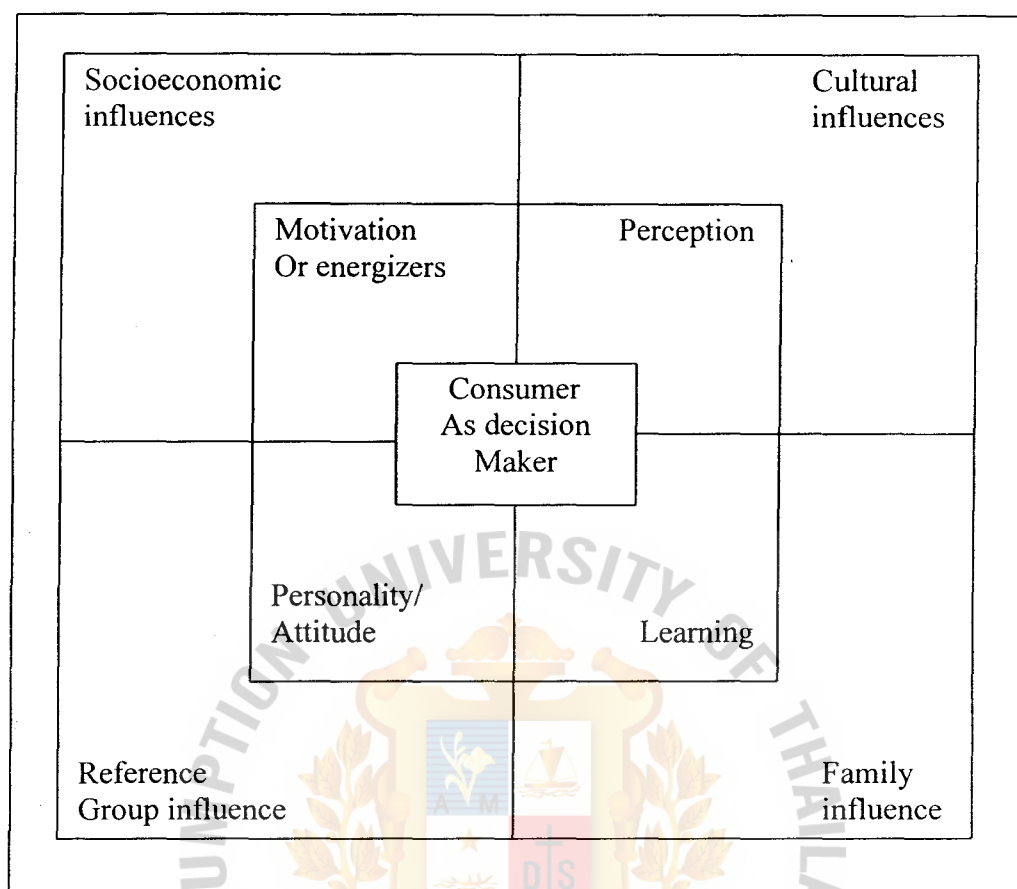
At the personal level, it is clear that the factors influencing the demand for tourism are closely linked to models of consumer behavior in tourism. No two individuals are alike, and differences in attitudes, perceptions and motivation have an important influence on the travel decision. Attitudes depend on an individual's perception of the world. Perception is the mental impressions of a place or travel company and is determined by many factors, which include childhood, family and work experiences. However, attitudes

and perceptions in themselves do not explain why people want to travel. The inner urges that initiate travel demands are travel motivators. The tourism consumer decision process consists of four basic elements (depicted in Figure 2.5):

1. **Energizers of demand.** These are the forces of motivation that lead a tourist to decide upon visiting an attraction or going on a holiday.
2. **Filters of demand.** Even though motivation may exist, demand is constrained or channeled due to economic (e.g. discretionary income), sociological (reference groups, cultural values) or psychological factors (perception of risk, personality, attitudes).
3. **Affecters.** The consumer will have developed ideas of a destination, product or organization from its promotion, development of image and information, which is generally available (learning, attitudes, associations). These factors will heighten or dampen the various energizers which lead to consumer action.
4. **Roles.** The important role is that of the family member who is normally involved in the different tasks of purchase process and final resolving of decisions about when, where, and how the group will consume the tourism product (family influence, cultural influence).



**Figure 2.5: Consumer Decision-Making Frameworks**



### **Demand-Side Concepts**

Demand-side concepts include classifications of individuals and trips. One of the important accomplishments of the WTO's Ottawa Conference was consensus on demand-side definitions for domestic tourism; prior to the Ottawa Conference, the WTO's definitions were limited to international travel only. A further accomplishment was agreement on the concept of 'visitor' as the basic concept for the whole system of tourism statistics. As noted in Table 2.6, visitors may be classified into international visitors and domestic visitors may be classified into international visitors and domestics. Each of these may in turn, be divided into tourists (Overnight visitors) and same-day visitors.

**Table 2.6: Travellers' Classifications**

Terms	International Tourism	Domestic Tourism
Resident	A person who has lived in a country for at least 12 consecutive months prior to arrival in another country for a period not exceeding one year.	A person residing in a country for at least six months prior to arrival at another place in the same country.
Visitor	A person who travels to a country other than that of his usual residence and that is outside his usual environment for a period not exceeding one year, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited	A person residing in a country, who travels to a place within the same country but outside his usual environment for a period not exceeding six months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.
Tourist	A visitor who travels to a country other than that in which he has his usual residence for at least one night but not for more than one year, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited	A visitor residing in a country who travels to a place within the same country but outside his usual environment for at least one night but not more than six months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.
Same-day visitor	A visitor who travels to a country other than that in which he has his usual residence for less than 24 hours and without spending the night in the country visited, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited	A visitor residing in a country who travels to a place within the same country but outside his usual environment for less than 24 hours and without spending the night in the place visited and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

Source: World Tourism Organization (1991)

### **Critical Elements of Tourist Profiles**

Profile statistics are made up of statistics relating to the visitor and those relating to the visit (Chris Cooper, 1999). First, an attempt is made to explain the main elements of the personal profile of international tourists. These are related to the demographic background of international tourists. Several international and national tourism organizations and academic researches have defined the term demographic background and its main elements.

**Demography:** Demography is a branch of social science concerned with studying the structure and change of human population. It examines birth, death and migration rates and lifestyle characteristics, among others, and employs these data to define social and economic dimensions. Demography views tourism as a form of temporary migration and seeks to understand such issues as the impact of tourism upon society and the economy.

Demography is a useful tool of researchers that is employed primarily in demand forecasting for marketing and promotion, and impact assessment to facilitate destination development and management. Numerous factors are traditionally considered in conducting demographic analysis of a tourism market. Background data include geographic area of residence (country of origin of international tourist), age, sex, household size, race, household income, education and occupation. From the viewpoint of research on tourism, however trip characteristics (for example purpose of travel, activities, length of stay, or expenditures) are not components of tourism (or visitor) demographics. (Mark J. Okrant, 1999), The implications of America's Changing Demographics and Attitudes on US Travel Industry, Discover America Implementation (Task Force, Washington D.C.)

Typically, information about demographic background of international tourists is collected for the following elements:

**Age:** Product and service needs often vary with the consumer's age. Marketers have found age to be a particularly useful demographic variable to distinguish segments. Many markets have generated a niche in the marketplace by concentrating on a specific age segment (Schiffman and Kanuk, 1994)

Age influences purchase decision since age is one factor influencing consumer behavior and thinking (Porrana, 1995). The consumer wants and abilities change with age (Kotler, 2000). People buy different goods and services over their lifetime. People's taste in clothes, furniture, and recreation is also age related (Kotler, 1997)

The relationship between tourism and age has two components - the amount of leisure time available relative to age and the type and extent of activities undertaken at various age levels. The amount of leisure time available changes curvilinearly, with the younger and older age groups having proportionately more leisure time.

Yet the amount of available time is, by itself, insufficient to explain age as a factor in tourism behavior. It is safe to conclude that the rate of the participation in the overwhelming majority of leisure activities declines with of age. The decline in participation varies relative to the type of activity. There is a greater decline for recreational active than for the more passive forms of recreational. Preferred activities among the elderly are the more passive ones such as visiting friends and relatives, sightseeing, fishing, and playing golf. Yet for many retirees, although the number of activities participated in may drop upon retirement, the amount of time spent on each remaining one in terms of participation often increases.

There are several differences between patterns of travel based on age. Older people tend to represent a smaller share of tourists in proportion to their numbers than do younger people. This may also be influenced by other socioeconomic factors, such as income. Although, younger people tend to select more adventurous destinations than do older

people, older tourists tend to travel to farther destinations. The older tourists tend to dominate ship travel, spend less than middle-aged tourists but more than younger tourists, and while preferring to travel in the summer (in common with younger travelers), tend to travel more in the spring than do younger tourists (Mill and Morison, 1992).

**Gender:** Gender has always been a distinguishing segmentation variable. Gender influences consumer thinking, values, attitudes, behavior, wants and purchase decisions. Occasionally, marketers notice an opportunity for gender segmentation (Kotler, 1997). Males and females make different thinking, value, attitude, behavior, want and purchase decisions.

There are more similarities than differences between the sexes in terms of leisure participation rates. Overall, participation rates in leisure activities do not differ between men and women, although many women engage in slightly fewer activities than do men. As might be expected, non-working women have slightly higher participation rates than do employed women, except for such things as going out to dinner and either taking part in active sports or watching sports. There is a clear difference between the sexes in terms of preferred activities. Women are more involved in cultural activities, and men lead in outdoor recreation and playing and watching sports. (Mill and Morrison, 1992).

Throughout the social sciences, feminists have argued that gender is a social construction that draws on some aspects of biological sex. The male tourists are likely to exhibit masculine characteristics. In comparison to this, female tourists highlight feminine characteristics (Vivian Kinnaird, 2000, in the Encyclopedia of Tourism, ed., Jafar Jafari, Routledge, London, p.246).

The gendering of tourism attraction, commodities, and work is an issue of great importance which raises many questions, including cultural relative, hierarchy,



subjectivity, aesthetics and human rights (Swain, 1995, and Kinnaird and hall, 1996, in the Encyclopedia of Tourism, ed., Jafar Jafari, Routledge, London, p.247).

**Country of Residence:** The nationality and country of residence for international tourists and region or city of residence for domestic tourists are essential data required for marketing purposes. The country of residence, in addition to nationality, is important to record because there are many people living permanently in countries different from those to which they belong as nationals; and significant numbers of expatriates are living outside their countries of nationality for a long period of time throughout the world. Some of these, such as foreigners working overseas, are of fairly high socioeconomic levels and tend to travel extensively in the countries and the region where they are currently living (Inskeep E., 1991).

**Occupation:** A person's occupation also influences consumer consumption patterns (Kotler, 1997). Occupation reflects values, attitudes, taste, and lifestyle. Occupation, income, and education tend to be closely correlation on almost a cause-and effect relationship. High level occupations-those that produce high incomes usually require advanced educational training (Schiffman and Kanuk, 1994).

**Income:** Income is a factor that can determine consumer needs, thinking, and behavior. In addition, income is a factor that marketers consider to plan for product advertising as well as price-determining strategy, which is also related to consumer income (Suwattana, 1998).

Income is obviously an important inhibiting factor in shaping the demand for travel. Not only does travel itself entail a certain cost, but also the traveler must pay for services rendered at the destination as well as have money to engage in various activities during the trip. In addition, expenditure may be required in the form of specialized equipment to engage in various recreational activities while at the destination or enroute.



It is difficult, however, to determine the relative importance of a person's income, because this variable is interrelated with other socioeconomic variables. Generally speaking, higher income is associated with higher education, with certain jobs, and with certain age groups. Total family income has risen steadily as more wives have entered the labor force. The fact that family income has risen will have an effect upon tourism demand. Yet the fact that more families have two spouses in the labor force will also affect the nature of tourism demand. Different types of vacations and recreational activities may be demanded because of the time pressures involved in having two working spouses. The difficulty arises in determining the effect of these two interrelated variables on demand for new tourism and recreational products (Mill and Morrison, 1992).

### **The Visit**

**Origin and Destination:** While factors at the point of origin “push” people to travel, destination characteristics “pull” them to vacation. Basically tourists seek what they cannot get at home (Mill and Morrison, 1992)

**Mode of Transport:** Many theories have been offered regarding mode selection decision processes. Most theorists, however, consistently identify availability, frequency, cost/price, speed/time, and comfort/ luxury as the mode decision variables. Other factors that have been suggested are safety, convenient, ground services, terminal facilities and location, status and prestige, and departure and arrival times. People in different segments of the travel market, place varying degrees of value or utility on these criteria. For example, a business traveler is unlikely to have the same value perception as a pleasure traveler. Speed/ time and departure/ arrivals time may be all-important to the business traveler, while cost/ price may be the pleasure traveler's first criterion (Mill and Morrison, 1992).

Table 2.7: Classification of Means of Transport

Major groups		Minor groups	
1.	Air	1.1	Scheduled flights
		1.2	Non-scheduled flights
		1.3	Other services
2.	Waterway	2.1	Passenger lines and ferries
		2.2	Cruise
		2.3	Other
3.	Land	3.1	Railway
		3.2	Motor coach or bus and other public road Transport
		3.3	Private vehicles
		3.4	Vehicle rental
		3.5	Other

Source: World Tourism Organization, (1994)

**Purpose of Visit:** The two major classifications of travel purposes are business and pleasure/personal travel. The patterns and needs of people in both segments are different. Business travelers are more important to travel suppliers than their total number would indicate. They use airlines, rental cars, hotels and travel agents to a greater extent than pleasure travelers.

Compared to the pleasure travelers, the business travelers are more time sensitive; quality is more important than price; and she or he is more experienced and demanding. Business travel is a non-discretionary expenditure. The business traveler must travel to specific a place to do a business. For the pleasure tourist, taking a vacation is a discretionary purchase - one that he or she does not need to make. As a result, business

travel is more stable and less price resistant than vacation travel. Business trips are taken consistently throughout the year, while pleasure trips tend to be concentrated in the summer months.

People traveling on business tend to get frustrated with the many demands of travel that are beyond their control. Principal among these are the times required to travel, the long waits, and the delays of arrivals and departures. They also have more personal frustrations being away from home and families, being alone, and living out of suitcases (Mill and Morrison, 1992).

The WTO recognizes six main purposes of travel: pleasure, visiting friends or relatives, business, health, religion and other. Each of these may consist of a number of more specific motivations, as shown in Table 2.8.

**Table 2.8: Purpose of Trip – Classifications**

Major group	Example
1. Leisure, recreation and holidays	Sightseeing, shopping, attending sporting and cultural events, recreation and cultural activities, non-professional sports, trekking and mountaineers, use of beaches, cruises, gambling, rest and recreation for armed forces, summer camps, honeymooning
2. Visiting friends and relatives	Visits to relatives or friends, home leave, attending funerals, care of invalids, weddings.
3. Business and professional	a. Installing equipment, inspection, purchases, sale for foreign enterprises b. Attending meetings, conferences or congresses, trade fairs, exhibitions c. Giving lectures or concerts d. Programming tourist travel, contracting of accommodation and transport, working as guide or other tourism professionals e. Participation in professional sports activities

	<ul style="list-style-type: none"> <li>f. Government missions including diplomatic, military or international organization personnel except when Stationed on duty in the country visited.</li> <li>g. Paid stay, education, research such as university sabbatical leaves</li> <li>h. Language, professional or other specialized courses In connection with and supported by visitor's Business of profession</li> </ul>
4. Health treatment	Spas, fitness, thalassotherapy, health resorts, other treatments
5. Religion, pilgrimages	Attending religious events, going on a pilgrimage
6. Other	Aircraft and ship crews on public carriers, transit activities, other or unknown activities

Sources: World Tourism Organization (1994)

**Length of Stay:** The family market tends to have a lower average expenditure but visitors often stay for much longer than the business traveler, and sometimes at different times such as weekends and traditional holiday periods (Mill and Morrison, 1992).

**Accommodation Used:** Business travel, by its very nature, may involve last-minute booking and frequent changes or cancellations. Because the company or organization rather than the individual generally covers the cost, price may pay less of an important role for pleasure trips. This does not mean that businesses have little interest in managing their travel expense. Business trip are different from pleasure holidays in several other aspects. The preferred destinations for the former are generally cities rather than resorts (Cleverdon, R. and O'Brien, K., 1998).

The WTO suggests dividing accommodation first into 'collective' establishments (those serving the public), and private establishments. Both these major groups are then disaggregated into 'minor groups' and 'unit group' representing increasingly precise classifications. Table 2.9 presents the guidelines for classifying accommodation. The unit

groups, in particular, may be subject to modification by individual nations to reflect local supply.

Table 2.9: Classification of Tourism Accommodation

Major groups	Minor groups	Unit groups
1. Collective tourism establishments	1.1 Hotels and similar establishments 1.2 Specialized establishments 1.3 Other collective establishments	1.1.1 Hotels 1.1.2 Similar establishments 1.2.1 Health establishments 1.2.2 Work and holiday camps 1.2.3 Public means of transport 1.2.4 Conference centers 1.3.1 Holiday dwellings 1.3.2 Tourist campsites 1.3.3 Other collective Establishments
2. Private tourism establishments	2.1 Private tourism accommodation	2.1.1 Owned buildings 2.1.2 Rented rooms in family homes 2.1.3 Dwellings rented from Private individuals 2.1.4 Accommodation provided without charge by relatives or friends 2.1.5 Other private accommodation

Source: World Tourism Organization (1994)

**Critical Information required for Tourism Planning and Marketing**

Edward Inskeep’s (1991) recommendations for the characteristics and attitudes of tourism arrival are the following:

**Place of Residence:** The nationality and country of residence for international tourists, and region or city of residence for domestic tourists are essential data required for

marketing purposes. As stated earlier, the country of residence, in addition to nationality, is important to record because there are many people living permanently in countries different from those to which they belong as nationals; and significant numbers of expatriates are living outside their countries of nationality for a long period of time throughout the world. Some of these, such as foreigners working overseas, are of fairly high socioeconomic levels and tend to travel extensively in the countries and the region where they are currently living.

**Purpose of Visit:** Purpose of visit includes the categories of holiday, business, study, official mission/ diplomatic, visiting friends and relatives, and some times other categories depending on the local situation. Returning residents (for expatriates) should also be included so that this category can be separated from short-stay tourists. The purpose of the visit characteristic obviously is important as marketing and facility planning inputs.

**Length of Stay:** Length of stay, based on number of nights spent in the area is an important factor that relates to the extent of facility use and total expenditure of tourisms.

Age, sex, and number of family members traveling together are important characteristics to know in determining tourist profiles for marketing and tourist facility planning purposes. Age can be grouped into general categories (many tourists do not want to give their exact age).

**Type of Employment and Income Levels:** can be generalized into such categories as managerial, professional, skilled worker, housework, student, and retired. Income levels can also be grouped into broad categories (many persons do not like to indicate their exact incomes). These are useful factor to know for marketing and facility planning purposes.



**Places Traveled and Stayed during Visit:** Places visited in the country and the type or name of accommodation used is important information for planning purposes.

**Number of Times Visited:** Whether this is a first or successive visit to the country is desirable to record especially for holiday tourists, because return visits indicate a sustained interest in the destination.

**Individual or Group Travel:** Whether the tourist is traveling independently or with a group tour is important to know for marketing purposes, and also often related to facility use and expenditure patterns.

**Expenditure Patterns:** The total amount spent by each tourist and the distribution of spending, based typically on the categories of accommodation, food and drink, shopping, local transport and tours, and miscellaneous, is essential information in order to determine the economic impact of tourism to provide data for recommending ways to increase visitor spending. Expenditure patterns can best be determined through a special tourist survey, although estimates can be made from the receipts from hotels, restaurants, tour agencies, and retail shops. With foreign tourists, foreign exchange currency figures may help to obtain gross expenditure figures.

The WTO suggests the classifications in Table 2.10 for expenditures.

**Table 2.10      Expenditure Classifications**

1.	Package travel, package holidays, and package tours
2.	Accommodation
2.1.	Collective tourism accommodation
2.1.1	Hotel and similar accommodation
2.1.1.1	Hotels
2.1.1.2	Similar accommodation
2.1.2	Specialized accommodation
2.1.2.1	Health facilities
2.1.2.2	Work and holiday camps

- 2.1.2.3 Public means of transport
    - 2.1.2.4 Conference centers
  - 2.1.3 Other collective accommodation
    - 2.1.3.1 Holiday dwelling
    - 2.1.3.2 Tourist campsites
    - 2.1.3.3 Other collective accommodation
- 2.2 Private tourism accommodation
  - 2.2.1 Private tourism accommodation
    - 2.2.1.1 Owned dwellings
    - 2.2.1.2 Rented rooms in family homes
    - 2.2.1.3 Dwellings rented from private individuals or professional agencies
    - 2.2.1.4 Accommodation provided without charge by friends or relatives
    - 2.2.1.5 Other private accommodation

#### Food and drink

- 3.1 Prepared food consumed on premises
- 3.2 Beverages consumed on premises
- 3.3 Food and beverages for preparation and / or consumption elsewhere

#### Transport

- 4.1 Air
  - 4.1.1 Scheduled flights
  - 4.1.2 Non-scheduled flights
  - 4.1.3 Other air services
- 4.2 Waterway
  - 4.2.1 Passenger lines and ferries
  - 4.2.2 Cruises
  - 4.2.3\* Other waterway transport
- 4.3 Land
  - 4.3.1 Railway transport
  - 4.3.2 Motorcoach or bus and bus other public road transport
  - 4.3.3 Private vehicle transport
    - 4.3.3.1 Gasoline and oil
    - 4.3.3.2 Repair services
    - 4.3.3.2 Parking fees, tolls, fines
  - 4.3.4 Vehicle rental
  - 4.3.5 Other means of land transport
- 4.4 Other transport items

#### 5. Recreation, culture and sporting activities

- 5.1 Recreation and sporting activities
- 5.2 Cultural activities
- 5.3 Entertainment

#### 6. Shopping

- 6.1 Souvenirs

- 6.2 Duty-free goods
- 6.3 Clothing and footwear
- 6.4 Luggage
- 6.5 Tobacco products
- 6.6 Personal care products
- 6.7 Other goods

## 7. Other

- 7.1 Financial services
- 7.2 Travel items, charges not elsewhere classified
- 7.3 Health or medical services
- 7.4 Education or training services
- 7.5 Other services not elsewhere classified

---

Source: World Tourism Organization (1994)

### **Components of Tourism**

Basic to understanding the planning of tourism is knowledge of the components of tourism development and their interrelationships. The components can be classified and described as follows:

- Tourist attractions and activities - All those natural, cultural, and special features and related activities of an area that attract tourist visits.
- Accommodation - Hotels and other types of facilities and their related services where tourists stay overnight during their travels.
- Other tourists facilities and services – Other facilities and services necessary for tourism development, including tour and travel operations (also called receptive service), restaurants and other types of eating establishments, retail outlets for handicraft, souvenir, specialty, and convenience goods, bank, and money exchange, and other financial facilities and services, tourist information offices, personal services such as barbers and beauticians, medical facilities and services,

public safety facilities and services of police and fire protection, and entry and exit travel facilitation of custom and immigration.

- Transportation facilities and services - Transportation access into the country, region, or development area, the internal transportation system linking the attraction and development areas, including all types of facilities and services related to land water, and air transportation.
- Other infrastructure - In addition to transportation, the other necessary infrastructure, including water supply, electric power, sewage and solid waste disposal, telecommunications of telephone, telegraph, telex, and telefax, and sometimes radio; at the development area level, drainage is also an important infrastructure consideration.
- Institutional elements - The institutional elements necessary to develop and manage tourism, including manpower planning and education and training programs marketing strategies and programs, public and private sector investment policies, and economic, environmental, and sociocultural programs and impact controls (Edward Inskeep, 1991).

### **Tourism Supply Components**

Tourism supply components can be placed under four main categories:

1. **Natural Resources.** This category constitutes the fundamental measure of supply – the natural resources that any area has available for the use and enjoyment of visitors. Basic elements in this category include air and climate, land forms, terrain, flora, fauna, bodies of water, beaches, natural beauty, and water supply for drinking, sanitation, and similar uses.

2. **Infrastructure.** The infrastructure consists of all underground and surface developmental construction such as water supply systems, sewages disposal systems, gas lines, electrical and communications systems, drainage systems, other constructed facilities such as highways, airports, railroads, roads, drives, parking lots, parks, night lighting, marinas and dock facilities, bus and train station facilities, resorts, hotels, motels, restaurants, shopping centers, places of entertainment, museums, stores, and similar structures.

3. **Transportation.** Included are items such as ships, airplanes, trains, buses, limousines, taxi, automobiles, cog railroads, aerial tramways, and similar passenger transportation facilities.

4. **Hospitality and Cultural Resources.** These are all the cultural wealth of an area that makes possible the successful hosting of tourists. Examples are the tourist business employees' welcoming spirit, attitude of the residents toward visitors, courtesy, friendliness, sincere interest, willingness to serve and to get better acquainted with visitors, and other manifestations of warmth and friendliness. In addition, the cultural resources of any area included fine arts, literature, history, music, dramatic art, dancing, shopping, sports and other activities.

There is a wide range of tourist resources created by combining cultural resources. Such examples would be sports events and facilities, traditional or national festivals games, and pageants (McIntosh, Robert Woodrow, 1995).

### **Tourism Planning**

The decision to develop tourism or expand present tourism development in a community, a region, or a country must be studied carefully. The socioeconomic benefits from tourism are powerful. Tourism development is attractive to both developed and

underdeveloped countries with the right preconditions - some combination of natural, scenic, historical, archaeological, cultural, and climate attractions. Tourism is a growth industry, and while that growth may show some slowing in the short run, the long-run prospects are good. The expected continued growth is based on continually rising per capita incomes, lower travel costs, increased leisure time, and changes in consumers' tastes and preferences toward travel, recreation, and leisure goods and services (McIntosh, Robert Woodrow, 1917).

Tourism development must be guided by carefully planned policy, a policy not built on balance sheets and profit and loss statements alone, but on the ideals and principles of human welfare and happiness. Social problems cannot be solved without a strong and growing economy that tourism can help to create. Sound development policy can have the happy result of a growing tourist business and the preservation of the natural and cultural resources that attracted the visitors in the first place.

Planning is critical to having sustainable development and protecting the environment. Viewed comprehensively, the relationship between tourism and the community, state, regions, and countries require consideration of many difficult issues: the quality of architecture, landscape, and environmental design; environmental reclamation and amenity; natural conservation; land-use management; financial strategies for long-term economic development; employment; transportation; energy conservation; education, information and interpretation systems. These are the reasons sound tourism planning is essential. Planning can ensure that tourist development has the ability to realize the advantages of tourism and reduce the disadvantages.

Tourism planning is the process of preparing for tourism development. It is also a tool for addressing the choices associated with tourism development. Planning fosters the achievement of tourism goals and objectives and the assessment of tourism benefits and



costs (Joseph D. Fridgen, 1991). Tourism development comprises the planning, building, and management of tourism attractions, accommodations, transportation, services, and facilities. It is the long-term process of readying a destination for tourists or improving a destination's attractiveness to tourists.

The concept of planning is concerned with organizing some future events in order to achieve pre-pre-specified objectives. Integrated planning and development is a form of comprehensive planning. It is comprehensive because it integrates all forms of planning-economic, physical, social and cultural. According to Chris Cooper, the planning process consists of eight major aspects:

- 1) Study preparation
- 2) Determination of objectives
- 3) Surveys
- 4) Analysis
- 5) Policy and formulation
- 6) Recommendation
- 7) Implementation
- 8) Monitoring and reformulation

### **Study Preparation**

The study preparation is concerned with the recognition by the planning authorities (normally the government) and the resident population that tourism is a desirable development option, together with some awareness of constraints within which it must develop.

### **Determination of Objectives**

In order to design a development plan successfully, it is necessary to have a clear understanding of the objectives which are to be achieved. Some major objectives, commonly found in tourism development plans, are:

- To develop a tourism sector which, in all respects and at all levels, is of high quality, through not necessarily of high cost.
- To encourage the use of tourism for both cultural and economic exchange.
- To distribute economic benefit of tourism, both direct and indirect, as widely and to as many of the host community as feasible.
- To preserve cultural and nature resources as part of tourism development, and to facilitate this through architectural and landscape design, which reflects local traditions.
- To appeal to a broad cross-section of international (and domestic) tourists through policies and programs of site and facility development.
- To maximize foreign exchange earning to ensure a sound balance of payments.
- To attract high spending, up-market's tourists.
- To increase employment opportunities.
- To aid peripheral regions by raising incomes and employment, thus slowing down or halting emigration.

It is important that the objectives set out in development plan are clear, unambiguous, non-conflicting and achievable.

## Surveys

This is the data collection process, where information is gathered from both primary and secondary sources. The data requirements for development planning are quite comprehensive and include the following:

- Tourist characteristics/ travel patterns.
- Tourist attractions.
- Accommodation facilities.
- Other tourist facilities.
- Land availability and use.
- Economic structure.
- Environment.
- Sociocultural characteristics.
- Investment and available capital.
- Public-and private-sector organizations.
- Relevant legislation and regulation.

## Analysis

Once the objectives have been formulated, the analytical framework chosen will determine the precise set of data to be collected. Once collected, the data are analyzed and generally fall into one of four-subject areas:

- Asset evaluation
- Market analysis
- Market analysis
- Development planning

- Impact analysis

### **Policy and Plan Formulation**

The results from the analyses of the survey data are unlikely to yield a single solution, and instead will tend to yield a number of possibilities for development strategies. The process from here is one of formulating draft plans on the basis of each policy option derived from the analyses. The alternative plans are then evaluated in terms of their potential economic, physical and sociocultural costs and benefits, together with any likely problem areas, which may result from the implementation of the plan. The plan that achieves the most objectives, while not exposing the destination to potentially serious consequences, is selected and then drawn up in full.

### **Recommendations**

The plan that has been selected on the basis of the analyses, having now been completed in detail, is submitted to the authorities by the research team, together with recommendations concerning the optimum methods of development and achievement of the plan's objectives.

### **Implementation**

The methods of implementing the development plan have to be considered throughout most stages of its construction. Thus, by the time that the implementation stage is reached, all the necessary legislation and regulation controls will have been brought into effect.

### **Monitoring and Reformation**

Once the development plan has been implemented, it must be closely monitored in order to detect any deviations from the projected path of development. Any deviations, and there are likely to be some, must be analyzed in order to assess how they will affect the development plan and its objective. Once this secondary analysis has been completed, the research team can report back to the authorities with the recommendations as to how the plan and its policy recommendations should be modified in order to stay on target.

### **Sustainability**

It is now fashionable to look at tourism development in the context of sustainability and it is common to note terms such as 'alternative,' 'green' and 'eco-tourism,' which all have particular meanings to its adherents.

A general interpretation of these terms would be to encourage tourism developments, which are sensitive and sympathetic in the use of finite resources. Unfortunately many of these labels have been interpreted to refer only to small-scale tourism, as low volumes of visitors are more easily managed than large volumes and less damaging to sensitive environments. Global tourism reflects the movement of large numbers of people, which cannot be scaled down. The principle of sustainability must apply to both high-and low-volume movements of tourists.

Sustainability does not only apply to finite and environmentally fragile resources, it is also related to communities. As tourism develops there is a need to consider the question of carrying capacity at a location or site. Many factors are considered in estimating carrying capacities, but often the capacity of the host community to accept tourism is not considered at all. A community, which is overwhelmed by tourists, is likely

to develop antipathy and possibly antagonism towards the visitors, thereby threatening the long-term sustainability of tourism in that particular location (Leonard J Lickorish, 1997).

### **Conclusion**

As indicated by the review of literature, tourism is one of the world's greatest and most significant social and economic forces. The major arguments for and disadvantages of tourism that represent an analysis of the information obtained from the review of literature are outlined below.

#### **Major Arguments for Tourism**

1. Provides employment opportunities, both skilled and unskilled, because it is a labor-intensive industry.
2. Generates a supply of needed foreign exchange.
3. Increases incomes.
4. Creates increase gross national product.
5. Requires the development of an infrastructure that will also help stimulate local commerce and industry.
6. Justifies governmental protection and improvement.
7. Increases government revenues.
8. Helps to diversify the economy.
9. Creates a favorable worldwide image for the destination.
10. Facilitates the process of modernization by education of youth and society changing values.
11. Provides tourist and recreational facilities that may be used by a local population who could not otherwise afford developing facilities.



12. Gives foreigners an opportunity to be favorably impressed by little known country or region.

### **Disadvantages of Tourism**

1. Develops excess demand.
2. Creates leakages so great that economic benefits do not accrue.
3. Diverts funds from more promising forms of economic development.
4. Creates social problems from income differences, social differences, introduction of prostitution, gambling, crime, and so on.
5. Degrades the natural physical environment
6. Degrades the cultural environment
7. Poses the difficulties of seasonality
8. Increases vulnerability to economic and politic change.
9. Adds to inflation of land values and the price of local goods and services.

Consequently, tourism is not always a panacea. On the contrary, over development can generate soil and water pollution and even people pollution, if there are too many visitors at the same place at the same time. Automobile and bus traffic congestion, inadequate parking, hotels overpowering the scale of historic districts, and the displacement of the local community by tourist-serving firms leads to degradation of the quality of life rather than improving it. A beautiful landscape can suffer through thoughtless and unwise land development and construction methods. And customers and crafts can be overwhelmed by an overemphasis on quantity and cheapness.

These problems cannot really be blamed on tourism, but rather on over commercialization. Government officials and business people must weigh the economic benefits against the possible future degradation of human and natural resources.



## CHAPTER 3

### THE RESEARCH FRAMEWORK

#### Theoretical Framework

The theoretical framework delineates different theories and models leading to the development of the conceptual framework in Figure 3.1. Theory is a coherent set of general propositions used to explain the apparent relationship among certain observed phenomenon. A model is a simplified but organized and meaningful representation of selected attributes of an actual system or process. The model underlying this research, along with the theories used, has formed a conceptual framework, in which the variables can be tested, examined, and can be useful for further research studies.

#### Research Hypotheses

Hypotheses are necessary to test the relationship between a dependent variable and an independent variable to determine the validity of the assumption. In this research, an exploration will be made to determine how each independent variable is associated with the dependent variable as stated below:

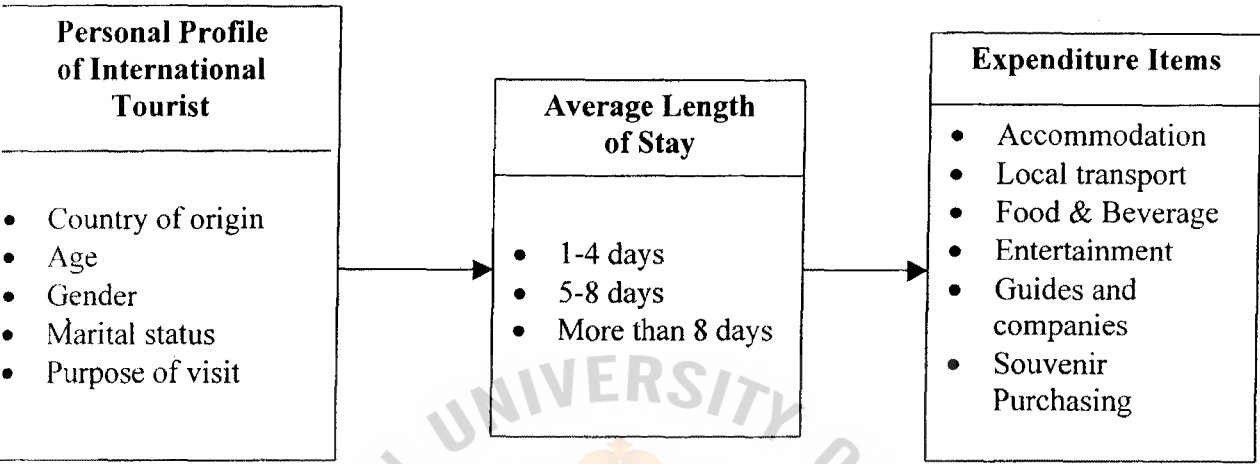
**H<sub>0</sub> 1:** There is no relationship between the personal profile of international tourists and the average length of stay.

**H<sub>a</sub> 1:** There is a relationship between the personal profile of international tourists and the average length of stay.

**H<sub>0</sub> 2:** There is no relationship between the personal profile of international tourists and the weighed point of expenditure items.

**H<sub>a</sub> 2:** There is a relationship between the personal profile of international tourists and the relative weight of expenditure items.

Figure 3.1: Conceptual Framework



**Operationalization of the Independent and Dependent Variables**

Concepts can be defined as abstract ideas generalized from particular facts. A concept must be made operational in order to be measured. An operational definition gives meaning to concept by specifying the activities or operation necessary to measure it. An operational definite is like a manual of instructions or a recipe (Zikmund, 1997). The operational definition of this research is as follows:

No.1 Personal Profile of International Tourist

Nominal Scale is employed in the demographic background and in the purpose of the visit.

No.2 Average length of stay

Nominal scale is assigned a number: 1 as “1-4 days”, 2 as “5-8 days”, and 3 as “more than 8 days.”

No.3 Expenditure items

Here, Rank-Order Scaling is employed, where respondents are presented with several expenditure items simultaneously, and research participants are asked to order or rank the item according to the percentage of total expenditure spent while staying in Bangkok (for example, number 1 denoting the highest expenditure and so on, until number 6 (for the lowest expenditure) is allocated. The rank-order scaling results in ordinal data. (Naresh K. Malhotra, 1999).

### **Operationalization of the Independent Variables**

#### **Personal profile of international tourists**

1. Country of origin
2. Age
3. Gender
4. Marital Status

#### **Purpose of visit**

1. For business
2. For pleasure

#### **Moderative Variable**

##### **Average Length of stay**

1. 1-4 days
2. 5-8 days
3. More than 8 days

### **Operationalization of the Dependent Variables**

#### **Expenditure Items**

1. Accommodation

- Being safe and secure.
- Providing a pleasant service.
- Providing support services such as information, transportation, in response to exiting.

## 2. Local transportation

- Safety
- Convenience
- Availability
- Frequency
- Cost/price
- Speed/time

## 3. Food and beverage

- Sampling local cuisine
- Providing a variety of cuisine
- Being clean and nutritious

## 4. Entertainment

- Diversifying the range of activities
- Experiencing different culture and ways of life
- Having fun being entertained

## 5. Guide and companion

- Having knowledge about history and culture of Thailand, and Bangkok in particular.
- Having knowledge about natural scenery of Thailand, and Bangkok in particular.



- Having knowledge about the current political and social system of Thailand.
- Having knowledge about places of entertainment in Thailand, and Bangkok in particular.

#### 6. Souvenirs

- Ensuring that Bangkok has the products demanded by the international tourists
- Promoting the availability of personnel in the tourism industry in sufficient numbers to meet the market demand
- Providing a variety of products
- Increasing the availability of the tourist products of the destination



## **CHAPTER 4**

### **RESEARCH METHODOLOGY**

#### **Introduction**

The research design is the plan and structure of investigation designed to obtain answers to research questions. It is the overall scheme of the research. The research design constitutes the blueprint for the collection, measurement and analysis of data.

The purpose of this chapter is to present the rationale for the research objectives and design employed in the current study. First, the research design explains techniques and the method of data collection. Second, the sampling design describes how target respondents are classified and the sample size, and sample. Third, the research instrument the questionnaire, defines how to construct an effective questionnaire. To examine the validity of the questionnaire design, a pretest (pilot test) was conducted to test its effectiveness to address the research objectives. Fourth, the method of the data/gathering procedures was considered. Data analysis included the statistical techniques used for calculating each hypothesis, along with an evaluation of the results of the data obtained from the participants' responses to the questionnaire.

The primary focus of this research was to investigate the expenditure profile of international tourists visiting Bangkok between August and September, 2002. The data was collected from interviews conducted with 385 international tourists in and around Bangkok. The tourists were interviewed in department stores, the airport, and other tourist sites. The study contains conclusions about the data collected and useful recommendations to tourism planners and business organizations involved in providing various services to international tourists during their stay in Bangkok.

## **Research Method**

The descriptive statistical model was used in this research study. It involved transformation of the raw data into a form that will make them easy to understand and interpret. It also involved calculating the frequency of responses in each category, the percentage of the responses in each category and the mean. Chi-square testing was used to analyze the relationship between variables. A cross-tab procedure was also used to evaluate the categories involved in each part of the questionnaire.

A survey questionnaire was used because a survey is a research instrument that is usually based upon the use of a survey/questionnaire for the primary purpose of describing and/or predicting some phenomena. In addition, surveys are used to help test hypotheses, evaluate programs, describe populations and make other methodological improvements in the research design. Surveys allow the researcher to study and describe large populations fairly quickly at a relatively low cost and is an accurate means of assessing information about the population (Davis, 1996). This research study is an investigation of the expenditure profile of international tourists visiting Bangkok, comprising the components of qualitative and quantitative research methods.

A self-administered questionnaire was used as the tool for collecting the data, and was distributed directly to the respondents. The questionnaire was also designed to elicit information with regard to the independent and dependent variables of the study. Each variable was stated in simple and concise language, which limited the possibility of ambiguity and misinterpretation. The questionnaire consisted of a Normal Scale of 1 to 3 representing the average length of stay from 1-4 days, 5-8 days and more than 8 days. This rank-order scaling allowed respondents to respond to several expenditure items and order or rank them according to the percentage of total expenditures during their stay in Bangkok.

### **Sample Population and Selection Procedures**

To select the respondents of the sample, the researcher used convenient sampling or non-probability sampling techniques. This technique involves obtaining a sample of convenient elements. Also, the selection of sampling units is left primarily to the interviewer (Naresh K. Malhotra, 1999). This technique was used in the present study because its relatively inexpensive and not time consuming.

As stated above, the target population for this study consisted of international tourists who were visiting Bangkok. Respondents were randomly selected. The target sample size was 384 respondents (Anderson, 1996). The sample was based on the expected rate of the theoretical sample sizes for different sizes of population with a 95 percent level of certainty (See Table 4.1). This research required approximately 385 respondents in order to achieve a 95 percent confidence level and a 5 percent sampling error.

### **Research Instrument/Questionnaire**

The researcher designed a questionnaire to gather data, which addresses the research objectives. This questionnaire is comprised of four parts:

**Part 1:** The respondents are asked about personal profile of international tourists, consisting of country of origin, age, gender, marital status, and purpose of visiting Bangkok.

**Part 2:** The respondents are asked about their average length of stay in Bangkok.

**Part 3:** The respondents are asked about accommodation, local transportation, food and beverage, entertainment, guide and companion, and souvenir purchasing.

**Part 4:** The respondents are asked about the total expenditure and weightage of total expenditure package on each item purchased while visiting Bangkok.

## Questionnaire

This questionnaire has been designed to collect data for research on the expenditure profile of international tourists visiting Bangkok, Thailand. This research is a part of the requirements for the degree of Master of Art, Tourism Management, at Assumption University in Thailand. Your cooperation by filling in the questionnaire will be greatly appreciated. All information you provide will remain anonymous and confidential.

Please fully answer all of the questions that require a written response and check (✓) all the other appropriate ones.

### Part 1 : Personal Profile of International Tourists

1. What is your nationality?  
\_\_\_\_\_
2. What is your age level?  

_____ Under 20 years old	_____ 21-30 years old
_____ 31-40 years old	_____ 41-50 years old
_____ 51-60 years old	_____ Above 60 years old
3. What is your gender?  

_____ Male	_____ Female
------------	--------------
4. What is your marital status?  

_____ Single	_____ Married
_____ Divorced	_____ Widowed
5. What is the purpose of this visit to Bangkok?  

_____ For Business	_____ For Pleasure
_____ For Health & Sport	
_____ Other.....	(Please specify)

### Part 2:

6. What is the length of your stay in Bangkok?

☐ 1-4 days
 ☐ 4-8 days  
☐ More than 8 days.....(Please specify in days)

### **Part 3:**

7. What types of accommodation have you used during this visit?
- ☐ Hotel
 ☐ Resort  
☐ Other.....(Please specify)
- 8.1 What type of local transport have you mainly used?
- ☐ Taxi and Tuk Tuk
 ☐ River taxi  
☐ Public transportation
 ☐ Sky train  
☐ Other.....(Please specify)
- 8.2 What type of transportation have you mainly used for inter-city movement during this visit?
- ☐ Domestic air
 ☐ Train  
☐ Buses
 ☐ Taxi  
☐ Other.....(Please specify)
9. What type of food have you preferred during your stay in Bangkok?
- ☐ Thai food
 ☐ Japanese food  
☐ Italian food
 ☐ German food  
☐ International food  
☐ Other.....(Please specify)
10. Have you hired tour guides during this visit to Bangkok?
- ☐ Yes  
☐ No (Skip to question 12)
11. If yes, what type of guides have you preferred during this visit?
- ☐ Guides who have knowledge of the history and culture of Bangkok and Thailand.  
☐ Guides who have knowledge of the natural scenery of Bangkok and Thailand.  
☐ Guides who have knowledge of the current political and social system of Thailand.  
☐ Guides who have knowledge of the places for entertainment in Thailand.
12. Have you hired companions during your stay in Thailand?



- ☐ Yes  
☐ No (Skip to question 14)
13. If yes, what were your companion preferences? (Can answer more than one)
- ☐ Male ☐ Female  
☐ Local Thai ☐ Foreigner  
☐ Hired yourself ☐ Hired through some agency
14. Have you spent money on entertainment during your stay in Bangkok?
- ☐ Yes  
☐ No (skip to question 16)
15. What types of entertainment have you preferred during your stay in Bangkok? (Can answer more than one)
- ☐ Night Club, Bar, Pub or Discotheque (Please specify).....  
☐ Live show such as cabaret and etc.(Please specify).....  
☐ Cultural show (Please specify).....  
☐ Light and sound presentation.....  
☐ Movies Theater.....  
☐ Music & Song or Concert.....  
☐ Commercial sex.....  
☐ Other.....(Please specify)
16. Have you spent money on souvenirs during your stay in Bangkok?
- ☐ Yes. ☐ No. (Skip to part 4)
17. Where have you preferred to purchase souvenirs? (Can answer more than one)
- ☐ Department store.....  
☐ Roadside.....  
☐ Important tourist sites.....  
☐ Other.....(Please specify)
18. What type of souvenirs have you preferred to purchase during your stay in Thailand? (Can answer more than one)
- ☐ Fashion clothes.....  
☐ Gems, Jewelry, Silver or Gold (Please specify).....  
☐ Silk.....  
☐ Arts and handicrafts such as wood carving, Thai pictures and etc.....  
☐ Antiques.....  
☐ Thai flower such as orchid, rose, and etc.....  
☐ Duty-free items such as liquor, tobacco, perfume, electronic, and Optical items, (Please specify which one you prefer the most).  
 .....  
☐ Other.....(Please specify)

**Part 4:**

19. What have been your total amount of expenditures?

- |                                                   |                                                   |
|---------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Less than US\$ 500       | <input type="checkbox"/> Between US\$ 501-1,000   |
| <input type="checkbox"/> Between US\$ 1,001-2,000 | <input type="checkbox"/> Between US\$ 2,001-3,000 |
| <input type="checkbox"/> Between US\$ 3,001-5,000 | <input type="checkbox"/> More than US\$ 5,000     |

20. Please rank the percentage of the total amount of expenditures on each item that you have purchased or intend to purchase while staying in Bangkok. Choose the item that you spent the most on and assign it number 1, then continue this procedure until the last one is assigned number 6 as the least expenditure.

Expenditure items		Rank Order
1.	Accommodation	_____
2.	Local transportation	_____
3.	Food and beverage	_____
4.	Entertainment	_____
5.	Guide and companion	_____
6.	Souvenir purchasing	_____

*Thank you for your assistant*

# CHAPTER 5

## PRESENTATION OF DATA

### AND CRITICAL DISCUSSION OF RESULTS

The primary research in this study comprised a questionnaire survey involving a total of 385 questionnaires administered to 385 respondents. The researcher was able to obtain responses from all 385 respondents, and therefore, data analysis was carried out on 385 respondents.

Two types of analytical tools have been employed as the foundation for data analysis in this study.

1. Descriptive Analysis
2. Hypothesis Analysis.

#### 5.1 Descriptive Analysis

Table 5.1.1 Frequency Distribution of Country of Origin of International Tourists

Country of Origin	Frequency	Percent	Valid Percent	Cumulative Percent
Britain	71	18.4	18.4	18.4
Germany	56	14.5	14.5	32.9
Japan	38	9.9	9.9	42.8
Australia	37	9.6	9.6	52.4
Sweden	17	4.4	4.4	56.8
USA	14	3.6	3.6	60.4
Finland	12	3.1	3.1	63.5
China	11	2.9	2.9	66.4
The Netherlands	10	2.6	2.6	69.0

<b>Other*</b>	<b>119</b>	<b>31.0</b>	<b>31.0</b>	<b>100.0</b>
<b>Total</b>	<b>385</b>	<b>100.0</b>	<b>100.0</b>	

\* The Other\* category includes international tourists from Taiwan, Columbia, Switzerland, Greece, Malta, Ireland, Israel, Turkey, Bangladesh, Tanzania, Sri Lanka, Russia, Belgium, Poland, Spain, Iran, Wales, Mexico, Switzerland, South Africa, the Philippines, Canada, Cameroon, Pakistan, Burma, Slovakia.

The statistical analysis of the data on the nationality of the international tourists reveals that the largest proportion of international tourist surveyed (18.4%) was generated from Britain. It also revealed that 14.5%, 9.9%, 9.6%, 4.4%, 3.6%, 3.1%, 2.9%, 2.6%, 2.3%, and 1.6% respectively, of the international tourists visiting Bangkok, were generated from Germany, Japan, Australia, Sweden, USA, France, Finland, China, Canada, the Netherlands, Italy, Korea, New Zealand, Malaysia, India and Norway. The remaining 16% of international tourists were generated from other\* countries. Hence, in this study, Britain was the main generator of international tourists to Bangkok.

**Table 5.1.2 Frequency Distribution of Geographical Region of Origin of International Tourists**

<b>Geographical Region of Origin</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Asia</b>	<b>79</b>	<b>20.5</b>	<b>20.5</b>	<b>20.5</b>
<b>Europe</b>	<b>225</b>	<b>58.4</b>	<b>58.4</b>	<b>79.0</b>
<b>Africa</b>	<b>13</b>	<b>3.4</b>	<b>3.4</b>	<b>82.3</b>
<b>Oceania</b>	<b>42</b>	<b>10.9</b>	<b>10.9</b>	<b>93.2</b>

<b>Americas</b>	<b>26</b>	<b>6.8</b>	<b>6.8</b>	<b>100.0</b>
<b>Total</b>	<b>385</b>	<b>100.0</b>	<b>100.0</b>	

The statistical analysis of the data on the geographical region of origin of international tourists visiting Bangkok reveals that more than a half of them (58.4%) were generated from Europe. It is also observed that 20.5%, 10.9%, 6.8% and 3.4% respectively, out of the international tourists surveyed, were generated from Asia, Oceania, the Americas and Africa respectively. This signifies that, in this study, the region of Europe was the main generator of international tourists to Bangkok.

**Table 5.1.3 Frequency Distribution of Age Level of International Tourists**

<b>Age Level</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
< 21	30	7.8	7.8	7.8
21-30	216	56.1	56.1	63.9
31-40	95	24.7	24.7	88.6
41-50	24	6.2	6.2	94.8
51-60	15	3.9	3.9	98.7
> 60	5	1.3	1.3	100.0
<b>Total</b>	<b>385</b>	<b>100.0</b>	<b>100</b>	

The statistical analysis of the data on the age level of the international tourists surveyed reveals that more than half of them (56.1%) belonged to the age group of 21-30 years. It is also observed that 24.7%, 7.8%, 6.2%, 3.9%, and 1.3% respectively, of international tourists visiting Bangkok, belonged to the following age groups: 31-40 years,

under 21 years, 41-50 years, 51-60 years, and above 60 years old. This signifies that in this study, respondents aged between 21 and 30 years constituted the largest group of international tourists visiting Bangkok.

**Table 5.1.4 Frequency Distribution of Gender of International Tourists.**

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Male	233	60.5	60.5	60.5
Female	152	39.5	39.5	100.0
Total	385	100.0	100	

The statistical analysis of the data on the gender of the international tourists reveals that among the 385 respondents, 233 (60.5%) were male, and 152 (39.5%) were female. One can conclude, then, that the majority of international tourists visiting Bangkok are male.

**Table 5.1.5 Frequency Distribution of Marital Status of International Tourists**

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Single	286	74.3	74.3	74.3
Married	83	21.6	21.6	95.8
Divorced	12	3.1	3.1	99.0
Widowed	4	1.0	1.0	100.0
Total	385	100	100	



The statistical analysis of the data on the marital status of the international tourists surveyed, reveals that 74.3% were single. It is also observed that 21.6%, 3.1%, and 1.0% respectively, of the international tourists visiting Bangkok, were married, divorced and widowed. One can therefore conclude that most of the international tourists visiting Bangkok were single at the time of the survey.

**Table 5.1.6 Frequency Distribution of International Tourists’ Purpose for Visiting Bangkok**

Purpose of Visit	Frequency	Percent	Valid Percent	Cumulative Percent
Business	28	7.3	7.3	7.3
Pleasure	333	86.5	86.5	93.8
Health & Sports	4	1.0	1.0	94.8
Other	20	5.2	5.2	100.0
Total	385	100.0	100.0	

The statistical analysis of the data on the international tourists’ purpose for visiting Bangkok, reveals that 86.5% of respondents visited Bangkok for pleasure, and that out of the remainder, 7.3% visited Bangkok for Business; 1.0% visited Bangkok for Health & Sports; and 5.2 % visited Bangkok for other purposes such as: tennis tournaments, honeymooning, visiting friends and relatives, rock climbing, to understand Thai Culture, and onward travel.

**Table 5.1.7 Frequency Distribution of International Tourists’ Length of Stay in Bangkok**

Length of Stay	Frequency	Percent	Valid Percent	Cumulative Percent
1-4 days	171	44.4	44.4	44.4
4-8 days	113	29.4	29.4	73.8
More than 8 days	101	26.2	26.2	100.0
Total	385	100.0	100.0	

The statistical analysis of the data on the length of stay of international tourists reveals that 44.4% of those surveyed stayed in Bangkok between 1-4 days. It is also observed that 29.4% and 26.2% respectively, of international tourists visiting Bangkok, stayed between 4-8 days, and more than 8 days. It can be seen that in this research study, the majority of international tourists visiting Bangkok stayed in the city between 1-4 days.

**Table 5.1.8 Frequency Distribution of the Type of Accommodation Preferred by International Tourists visiting Bangkok. (Multiple Responses)**

Type of Accommodation	Name	Count	Pct of Responses	Pct of Cases
Hotel	ACCOM1	265	61.1	68.8
Resort	ACCOM2	49	11.3	12.7
Other	ACCOM3	120	27.6	31.2
	Total Responses	434	100.0	112.7

0 missing cases; 385 valid cases

The statistical analysis of the data on the type of accommodation frequented by the international tourists reveals that 68.8% stayed in hotels. It is also observed that 31.2% and 12.7 % respectively, of the respondents, stayed in other types of accommodation (namely guest houses, hostels, inns, apartments bungalows, friends' houses, and so on) and resorts. This signifies that hotels were the main type of accommodation in Bangkok preferred by the international tourists surveyed.

**Table 5.1.9 Frequency Distribution of the Type of Local Transport Used by International Tourists visiting Bangkok. (Multiple Responses)**

Form of Local Transportation	Name	Count	Pct of Responses	Pct of Cases
Taxi and Tuk Tuk	LOCTSP1	274	47.7	71.2
River Taxi	LOCTSP2	61	10.6	15.8
Public Transportation	LOCTSP3	104	18.1	27.0
Sky Train	LOCTSP4	79	13.7	20.5
Other	LOCTSP5	57	9.9	14.8
	Total responses	575	100.0	149.4

0 missing cases; 385 valid cases

The statistical analysis of the data on the type of local transport used by international tourists, shows that 71.2% used taxis and Tuk Tuks. It is also observed that 27.0%, 20.5% and 15.8% respectively, of the international tourists surveyed, used public

transport, sky train, and river taxi. One can therefore conclude that taxis are the main form of local transport used by international tourists in Bangkok.

**Table 5.1.10 Frequency Distribution of Type of Inter-city Transport Used by International Tourists visiting Bangkok. (Multiple Responses)**

Form of Inter-city Transportation	Name	Count	Pct of Responses	Pct of Cases
Domestic Aircraft	TRANSP1	66	14.7	18.0
Train	TRANSP2	79	17.6	21.5
Buses	TRANSP3	146	32.5	39.8
Taxi	TRANSP4	112	24.9	30.5
Other	TRRNSP5	46	10.2	12.5
	Total responses	449	100.0	122.3

18 missing cases; 367 valid cases

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The statistical analysis of the data on the type of inter-city transport preferred by international tourists showed that 39.8% of the respondents used buses. It is also observed that 30.5%, 21.5% and 18.0% respectively, of the international tourists visiting Bangkok, used taxis, trains, and domestic aircraft. This signifies that buses were the main form of inter-city transportation used by international tourists visiting Bangkok.

**Table 5.1.11 Frequency Distribution of Favorite Foods of International Tourists visiting Bangkok. (Multiple Responses)**

Type of Cuisine	Name	Count	Pct of Responses	Pct of Cases
Thai food	FOODT1	346	75.4	89.9
Japanese food	FOODT2	14	3.1	3.6
Italian food	FOODT3	13	2.8	3.4
German food	FOODT4	3	0.7	0.8
International food	FOODT5	66	14.4	17.1
Other	FOODT6	17	3.7	4.4
	Total responses	459	100.0	119.2

0 missing cases; 385 valid cases

The statistical analysis of the data on the favorite foods of international tourists in Bangkok, reveals that almost all of them (89.9%) liked Thai food the most. It is also observed that 17.1%, 4.4%, 3.6%, 3.4% and 0.8% respectively, of the respondents, expressed their preference for international food; other food such as McDonalds, Indian food, and Korean food; Japanese food; Italian food; and German food. Thus, in this study, Thai food was seen to be the favorite food for international tourists visiting Bangkok.

**Table 5.1.12 Frequency Distribution of the Hiring of Tour Guides by International Tourists**

<b>Tour Guide Hired</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Yes</b>	<b>63</b>	<b>16.4</b>	<b>16.4</b>	<b>16.4</b>
<b>No</b>	<b>322</b>	<b>83.6</b>	<b>83.6</b>	<b>100.0</b>
<b>Total</b>	<b>385</b>	<b>100.0</b>	<b>100.0</b>	

The respondents were asked to state whether they preferred to hire tour guides during their visit to Bangkok. It was seen that only 16.4% preferred to hire tour guides, while 83.6% preferred not to hire tour guides. This signifies that only about one-sixth of the international tourists surveyed hired tour guides during their visit to Bangkok.

**Table 5.1.13 Frequency Distribution of the Type of Tour Guides Hired by International Tourists visiting Bangkok. (Multiple Responses)**

<b>Type of Tour Guide</b>	<b>Name</b>	<b>Count</b>	<b>Pct of Responses</b>	<b>Pct of Cases</b>
Those who have knowledge of history	<b>TGUIDE1</b>	<b>44</b>	<b>51.8</b>	<b>69.8</b>
Those who have knowledge of nature	<b>TGUIDE2</b>	<b>14</b>	<b>16.5</b>	<b>22.2</b>
Those who have current knowledge of politics	<b>TGUIDE3</b>	<b>7</b>	<b>8.2</b>	<b>11.1</b>
Those who have knowledge of entertainment venues	<b>TGUIDE4</b>	<b>20</b>	<b>23.5</b>	<b>31.7</b>
	<b>Total responses</b>	<b>85</b>	<b>100.0</b>	<b>134.9</b>

322 missing cases; 63 valid cases



The statistical analysis of the data on the tour guides hired by international tourists reveals that 69.8% of respondents preferred to hire tour guides who had some knowledge of Thai history. It is also observed that 31.7% of respondents preferred to hire tour guides who had knowledge of entertainment venues. 22.2% preferred to hire tour guides who had knowledge of nature, and 11.1% preferred to hire tour guides who had current knowledge of politics.

**Table 5.1.14    Frequency Distribution of Hiring of Companions by International Tourists**

Companion Hired	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	45	11.7	11.7	11.7
No	340	88.3	88.3	100.0
Total	385	100.0	100.0	

The respondents were asked to indicate whether they preferred to hire a companion during their visit to Bangkok. Only 11.7% of international tourists preferred to hire a companion, while 88.3 % of international tourists preferred not to hire a companion. Therefore, only little more than one-ninth of the international tourists surveyed hired companions during their visit to Bangkok.

Table 5.1.15    Frequency Distribution of the Profile of Companions Hired by International Tourists (Multiple Responses)

Type of Companion	Name	Count	Pct of Responses	Pct of Cases
Male	COMPRES1	15	23.4	33.3
Female	COMPRES2	13	20.3	28.9
Local Thai	COMPRES3	23	35.9	51.1
Foreigner	COMPRES4	5	7.8	11.1
Hired by self	COMPRES5	3	4.7	6.7
Hired through an agency	COMPRES6	5	7.8	11.1
	Total responses	64	100.0	142.2

340 missing cases; 45 valid cases

The statistical analysis of the data on companions hired by international tourists reveals that most international tourists (33.3%) who hire companions preferred companions of the male gender. It is also observed that 51.1% of the international tourists visiting Bangkok preferred to hire local Thai companions. 11.1% of respondents preferred to hire their companions through an agency. This signifies that companions who are male and local Thai are the main types of companions preferred by international tourists during their visit to Bangkok. Similarly, it is seen that most of the international tourists that do hire companions, preferred to do so through an agency.

Table 5.1.16 Frequency Distribution of International tourists who Spend Money on Entertainment

Entertainment Expenses	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	221	57.4	57.4	57.4
No	164	42.6	42.6	100.0
Total	385	100.0	100.0	

The statistical analysis of the data on entertainment expenses of the international tourists showed that among the 385 respondents, 221 (57.4%) respondents spent money on entertainment, and 164 (42.6%) respondents did not spend any money on entertainment.

Table 5.1.17 Frequency Distribution of Entertainment Expense of International Tourists (Multiple Responses)

Type of Entertainment	Name	Count	Pct of Responses	Pct of Cases
Night club	TENT 1	152	46.9	68.8
Live show	TENT2	28	8.6	12.7
Cultural show	TENT3	53	16.4	24.0
Light and sound presentation	TENT4	6	1.9	2.7
Movies/Theater	TENT5	41	12.7	18.6
Concert music/singing	TENT6	21	6.5	9.5
Commercial sex	TENT7	6	1.9	2.7
Other	TENT8	17	5.2	7.7
	Total responses	324	100.0	146.6

164 missing cases; 221 valid cases

Most of the international tourists surveyed spent money on forms of entertainment like Night Clubs; Bars; Pubs or Discotheques (68.8%); Cultural shows (24.0%); Movies or Theater (18.6%); Live shows such as cabaret (12.7%); Light and sound presentations (2.7%); Concert music and singing (9.5%); Commercial sex (2.7%); and other forms of entertainment (7.7%).

**Table 5.1.18 Frequency Distribution of Souvenir purchased by International Tourists.**

Souvenirs Purchased	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	259	67.3	67.3	67.3
No	126	32.7	32.7	100.0
Total	385	100.0	100.0	

The statistical analysis of the data on souvenir purchasing by international tourists show that 67.3% of international tourists preferred to spend money on souvenirs, and the remaining 32.7% did not spend on it. This signifies that in this study, more than half of the international tourists preferred to spend money on souvenirs while visiting Bangkok.

**Table 5.1.19 Frequency Distribution of Place of Souvenir Purchase by International Tourists (Multiple Responses)**

Place of Souvenir Purchase	Name	Count	Pct of Response	Pct of Cases
Department store	PLACE1	94	26.9	36.3
Roadside	PLACE2	182	52.1	70.3
Important tourist sites	PLACE3	45	12.9	17.4
Other	PLACE4	28	8.0	10.8
	Total responses	349	100.0	134.7

126 missing cases; 259 valid cases

The statistical analysis of the data on the places where souvenirs were purchased by international tourists reveals that most of international tourists (70.3%) preferred to buy souvenirs from the roadside. It is also observed that 36.3%, 17.4% and 10.8% respectively, of the international tourists surveyed, preferred to buy souvenirs from department stores, important tourist attraction sites, and other places. This signifies that the roadside is the most favored place for souvenir purchasing by international tourists visiting Bangkok.

**Table 5.1.20 Frequency Distribution of Souvenirs Purchased by International Tourists. (Multiple Responses)**

Type of Souvenir	Name	Count	Pct of Response	Pct of Case
Fashion clothes	SOUVT1	174	35.1	67.2
Gems/Jewelry	SOUVT2	51	10.3	19.7
Silk	SOUVT3	63	12.7	24.3
Arts and handicrafts	SOUVT4	139	28.0	53.7
Antiques	SOUVT5	10	2.0	3.9
Thai flowers	SOUVT6	18	3.6	6.9
Duty-free items	SOUVT7	31	6.3	12.0
Other	SOUVT8	10	2.0	3.9
	Total responses	496	100.0	191.5

126 missing case; 259 valid cases

The statistical analysis of the data on souvenirs purchased by international tourists reveals that international tourists mostly prefer to buy fashion clothes (67.2%). It is also observed that 53.7%, 24.3%, 19.7%, 12.0%, 6.9%, and 3.9% respectively, of international

tourists surveyed, preferred to buy arts and handicrafts, silk, gems and jewelry, duty-free items, Thai flowers, antiques and other kinds of souvenirs.

**Table 5.1.21 Frequency Distribution of Total Amount of Expenditure of International Tourists**

Amount of Expenditure of International Tourists	Frequency	Percent	Valid Percent	Cumulative Percent
Less than US\$ 500	165	42.9	42.9	42.9
Between US\$ 501-1,000	97	25.2	25.2	68.1
Between US\$ 1,001-2,000	75	19.5	19.5	87.5
Between US\$ 2,001-3,000	20	5.2	5.2	92.7
Between US\$ 3,001-5,000	21	5.5	5.5	98.2
More than US\$ 5,000	7	1.8	1.8	100.0
Total	385	100.0	100.0	

The statistical analysis of the data on the total package of expenditure of the international tourists surveyed, reveals that 42.9% spent less than US\$ 500 during their visit to Bangkok. It is also observed that 25.2%, 19.5%, 5.5%, 5.2% and 1.8% respectively, of respondents, spent US\$ 501-1,000; US\$1,001-2,000; US\$ 3,001-5,000; US\$ 2,001-3,000; and more than US\$ 5,000. This shows that the majority of international tourists visiting Bangkok spend less than US\$ 500 in total, during their visit.

**Relative Weights**

The Relative Weights (Frequency x No. of Units) were calculated for six expenditure items: Accommodation, Local Transportation, Food and Beverage, Entertainment, Guide and Companion, and Souvenirs (see Appendix 2). The following listing shows the results in terms of: expenditure items, their weight and their ranking.



<u>Expenditure Items</u>	<u>Weight</u>	<u>Ranking</u>
1. Accommodation	1,953 units	1
2. Local transportation	1,400 units	3
3. Food and beverage	1,730 units	2
4. Entertainment	1,221 units	4
5. Guide and companion	627 units	6
6. Souvenirs	1,155 units	5

This statistical analysis of the data on the rank order of expenditure of the international tourists surveyed, shows that 1,953 units of respondents spent money on accommodation. It is also observed that 1,730 units, 1,400 units, 1,221 units, 1,155 units, and 627 units respectively, of respondents, spent money on food and beverage, local transportation, entertainment, souvenirs, and guides and companions. This signifies that accommodation is the main expenditure item for international tourists visiting Bangkok. Food and beverage is the second largest expenditure item for international tourists, and the third largest expenditure item for international tourists is local transportation.

## 5.2.Hypothesis Analysis

**Table 5.2.1 The Relationship between Personal Profile of International Tourists and Average Length of Stay**

<b>Personal Profile</b>	<b>p</b>
<b>Country of origin</b>	<b>0.001</b>
<b>Age</b>	<b>0.612</b>
<b>Gender</b>	<b>0.017</b>
<b>Marital status</b>	<b>0.190</b>
<b>Purpose of visit</b>	<b>0.721</b>

Two hypotheses,  $H_0$  1 and  $H_a$  1 have been set, as follows:

$H_0$  1 : There is no relationship between the personal profile of international tourists and their average length of stay in Bangkok.

$H_a$  1 : There is a relationship between the personal profile of international tourists and their average length of stay in Bangkok.

### Decision Rules

The following decision rules were also established:

If the p-value > the value of  $\alpha$  (0.05); then reject  $H_a$ , and accept  $H_0$

If the p-value < the value of  $\alpha$  (0.05); then reject  $H_0$ , and accept  $H_a$

### Significance Level – Average Length of Stay

With the personal profile variables of Country of Origin and Gender, the Chi-square tests show a significance value of 0.001 and 0.017 respectively. Since these values are less than the value of  $\alpha$  (0.05),  $H_a$  is accepted. This reveals that there is a relationship between both Country of Origin and Gender of international tourists, and their Average Length of Stay in Bangkok.

With respect to Age, Marital Status and Purpose of Visit, the Chi-square tests show the significance value of 0.612, 0.190, and 0.721 respectively. Since these values are greater than the value of  $\alpha$  (0.05),  $H_a$  is rejected. This shows that there is no relationship between the Age, Marital Status, and Purpose of Visit of international tourists, and their Average Length of Stay.

**Table 5.2.2 The Relationship between the Personal Profile of International Tourists and the Relative Weights of Expenditure Items**

Personal Profile	Relative Weights of Expenditure Items					
	Accommodation	Local Transportation	Food and Beverage	Entertainment	Guide and Companion	Souvenirs
Country of Origin	0.000**	0.000**	0.002*	0.042*	0.000**	0.148
Age	0.209	0.053	0.165	0.779	0.103	0.004*
Gender	0.218	0.354	0.001**	0.002*	0.333	0.001**
Marital Status	0.317	0.128	0.014	0.510	0.016*	0.213
Purpose of Visit	0.104	0.601	0.649	0.312	0.785	0.752

**Note :** \* means  $p < 0.05$

\*\* means  $p < 0.01$

Two more hypotheses were set, as follows:

- H<sub>0</sub> 2: There is no relationship between the personal profile of international tourists and the relative weights of expenditure items.
- H<sub>a</sub> 2: There is a relationship between the personal profile of international tourists and the relative weights of expenditure items.

## Decision Rule

The following decision rules were also established:

If the  $p\text{-value} > \alpha$  (0.05); then reject  $H_a$  and accept  $H_o$

If the  $p\text{-value} < \alpha$  (0.05); then reject  $H_o$  and accept  $H_a$

## Significance Level

- **Country of Origin**

The Chi-square tests show that the significance values of expenditure on Accommodation (0.000), Local Transportation (0.000), Food and Beverage (0.002), Entertainment (0.042), and Guide and Companion (0.00) are less than the value of  $\alpha$  (0.05). Therefore,  $H_a$  is accepted. This shows that there is a relationship between the Country of Origin of international tourists and the relative weight of expenditure items on Accommodation, Local Transportation, Food and Beverage, Entertainment and Guide and Companion.

- **Age**

The Chi-square tests show that the significant value of expenditure on Souvenirs, being 0.004, is less than the value of  $\alpha$ , 0.05 therefore  $H_a$  is accepted. This shows that there is a relationship between the age of international tourists and the relative weight of expenditure items on Souvenir purchases.

- **Gender**

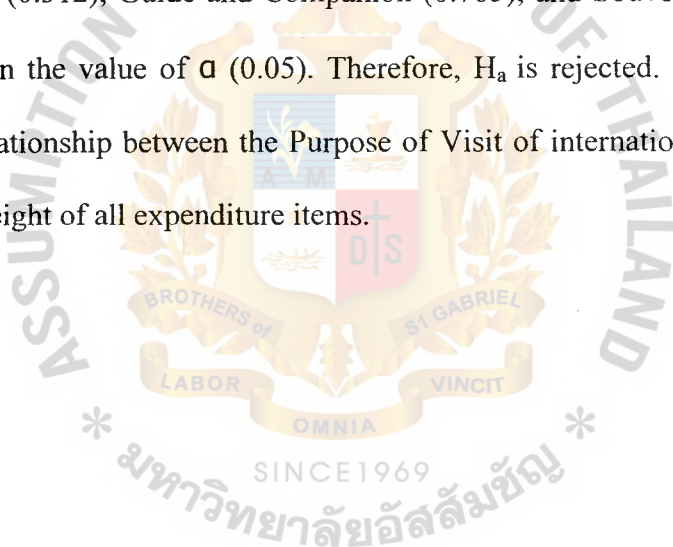
The Chi-square tests show that the significance values of expenditure on Food & Beverage (0.001), Entertainment (0.002), and Souvenirs (0.001), are less than the value of  $\alpha$  (0.05). Therefore,  $H_a$  is accepted. This shows that there is a relationship between the Gender of international tourists, and the relative weight of expenditure items on Food & Beverage, Entertainment and Souvenirs.

- **Marital Status**

The Chi-square tests show that the significance value of expenditure on Guide and Companion (0.16) and Food and Beverage (0.014), are less than the value of  $\alpha$  (0.05). Therefore,  $H_a$  is accepted. This shows that there is a relationship between the Marital Status of international tourists and the relative weight of expenditure items on Guide and Companion and Food and Beverage.

- **Purpose of Visit**

The Chi-square tests show that the significance values of expenditure on Accommodation (0.104), Local Transportation (0.601), Food & Beverage (0.649), Entertainment (0.312), Guide and Companion (0.785), and Souvenirs (0.752), are all greater than the value of  $\alpha$  (0.05). Therefore,  $H_a$  is rejected. This shows that there is no relationship between the Purpose of Visit of international tourists, and the relative weight of all expenditure items.



## CHAPTER 6

### SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

#### 6.1 Conclusions drawn from the Research Problem

This research study is concerned with the assessment of the expenditure profile of international tourists visiting Bangkok. Its main objectives were identified as follows:

1. To investigate the expenditure profile of international tourists visiting Bangkok for expenditure items such as accommodation, food & beverage, entertainment, guides and companions, souvenirs, and so on.
2. To classify international tourists visiting Bangkok according to their personal background factors – country of origin, demographic characteristics, and purpose of visit.
3. To determine the average length of stay of international tourists visiting Bangkok and establish its relationship to their personal background factors -country of origin, demographic characteristic and purpose of visit.
4. To determine whether there is a relationship between the personal profile of international tourists visiting Bangkok and their expenditure.
5. To test and analyze the research hypotheses.

The following information was collected by conducting a questionnaire survey among 385 international tourists visiting Bangkok. The survey was conducted between August and September 2002.



#### **a. Preferred Accommodation**

The majority of international tourists (68.8%) visiting Bangkok stayed in hotels. The smallest group of international tourists (12.7%) visiting Bangkok stayed in resorts.

#### **b. Local Transport Used**

The majority of international tourists (71.2%) visiting Bangkok used Taxis and Tuk Tuks. The smallest group of international tourists (14.8%) visiting Bangkok used other forms of transport (such as private cars, hotel coaches, motorbikes, agency buses, ferryboats, walking, and hitchhiking).

#### **c. Inter-city Transport Used**

For inter-city transport, buses were used by the largest group (39.8%) of international tourists visiting Bangkok. The smallest group (12.5%) of international tourists visiting Bangkok used other forms of transportation such as motorbikes, bicycles, rental cars, ferry boats, and so on).

#### **d. Favorite Food**

The majority of international tourists (89.9%) preferred Thai food, when compared to other national cuisines. The smallest group of international tourists (0.8%) preferred German food.

#### **e. Hiring of Guides**

The majority of international tourists (83.6%) preferred to hire guides. The smallest group of international tourists (16.4%) preferred not to hire guides at all. Most of the tourists (51.8%) preferred to hire tour guides who had some knowledge of history.

**f. Hiring of Companions**

The majority of international tourists (88.3%) has preferred to hire companions. The smallest group of international tourists (11.7%) preferred not to hire companions.

**g. Expenditure on Entertainment**

The majority of international tourists (57.4%) spent money on entertainment. The smallest group of international tourists (42.6%) did not spend any money on entertainment. The most popular form of entertainment (46.9%) was going to night clubs.

**h. Expenditure on Purchasing Souvenirs**

The majority of international tourists (67.3%) spent money on purchasing souvenirs. The smallest group of international tourists (32.7%) did not spend any money on purchasing souvenirs.

**i. Preferred Places for Purchasing Souvenirs**

The majority of international tourists (70.3%) purchased their souvenirs from the roadside. The smallest group of international tourists (10.8%) preferred to purchase their souvenirs from other venues.

**j. Preferred Type of Souvenir**

Fashion clothes are the most preferred type of souvenir, among international tourists visiting Bangkok. Their patrons represent 67.2% of international tourists. The smallest group of international tourists visiting Bangkok rather preferred to purchase antiques and other less popular souvenirs. These are represented by 3.9% of respondents.

**k. Total Amount of Expenditure**

The largest group (42.9%) of international tourists visiting Bangkok spent a total amount of expenditure amounting to less than US\$ 500. The smallest group (1.8%) of international tourists visiting Bangkok spent a total amount of expenditure greater than US\$ 5,000.

**l. Ranking of Tourist Expenditure Items**

The largest group (1953 units) of international tourists visiting Bangkok identified accommodation as their largest expenditure item. Similarity, the other groups of international tourists (1,730 units), (1,400 units), (1,221 units), (1,155 units), and (627 units) ranked food and beverage, local transportation, entertainment, souvenir purchasing and guide and companion, as attracting less expenditure.

**6.2 Personal Profile of International Tourists**

**Country of Origin**

Britain was the largest generator of international tourists for Bangkok. In this study, Britain contributed 18.4% of international tourists to Bangkok, attesting to the fact that the “push” effect is greatest in this country. Countries in the “other” category were the smallest generator of international tourists for Bangkok. Together, these countries contributed only 0.3% of Bangkok’s international tourists during this study.

**Geographical Region of Origin**

Europe was the largest generator of international tourists for Bangkok. In this study, the region contributed 58.4% of international tourist to Bangkok, attesting to the

fact that the “push” effect is greatest in this region. Africa was the smallest generator of international tourists for Bangkok, contributing only 3.4% of international tourists to Bangkok.

**Age**

The majority (56.1%) of international tourists visiting Bangkok represented an age group of 21-30 years. The smallest group (1.3%) was represented by international tourists above 60 years old.

**Gender**

Males represented the majority group (60.5%), and females represented the smallest group (39.5%) of international tourists visiting Bangkok.

**Marital Status**

Those tourists who were single represented the majority group (74.3%), and the widowed represented the smallest group (1.0%).

**Purpose of Visit**

The international tourists visiting Bangkok for the purpose of pleasure represented the majority group (86.5%), and international tourists visiting for the purpose of health & sports represented the smallest group (1.0%).

## Length of Stay

The majority of international tourists surveyed (44.4%) stayed in Bangkok for 1-4 days. The smallest group (26.2%) comprised international tourists who stayed for more than 8 days.

### 6.3 Summary of Results from Hypotheses Testing

**Table 6.3.1 Summary of Chi-square Test for the Relationship between Personal Profile of International Tourists and Average Length of Stay**

Hypotheses	Statistics Test	Level of Significance	Results
H <sub>a</sub> 1.1 There is a relationship between the Country of Origin of international tourists and their Average Length of Stay	Chi-square	0.001	Accept H <sub>a</sub>
H <sub>a</sub> 1.2 There is a relationship between the Age of international tourists and their Average Length of Stay	Chi-square	0.612	Reject H <sub>a</sub>
H <sub>a</sub> 1.3 There is a relationship between the Gender of international tourists and their Average Length of Stay	Chi-square	0.017	Accept H <sub>a</sub>
H <sub>a</sub> 1.4 There is relationship between the Marital Status of international tourists and their Average Length of Stay	Chi-square	0.190	Reject H <sub>a</sub>
H <sub>a</sub> 1.5 There is a relationship between the Purpose of Visit of international tourists and their Average Length of Stay	Chi-square	0.721	Reject H <sub>a</sub>

As seen in Table 6.3.1, the results from the Chi-square test of 5 hypotheses - on the relationship between the Personal Profile of international tourists, and their Average Length of Stay - show that 2 out of 5 hypotheses call for  $H_a$  to be accepted. It can therefore be concluded that there is a relationship between both Country of Origin and Gender of international tourists and their Average Length of Stay. On the other hand, there is no relationship between Age, Marital Status, and Purpose of Visit of international tourists, and their Average Length of Stay.

**Table 6.3.2 Summary of Chi-square Test for the Relationship between Country of Origin of International Tourists and the Relative Weight of Expenditure Items**

Hypotheses	Statistics Test	Level of Significance	Results
H <sub>a</sub> 2.1 There is a relationship between the Country of Origin of international tourists and the relative weight of Accommodation	Chi-square	0.000	Accept H <sub>a</sub>
H <sub>a</sub> 2.2 There is a relationship between the Country of Origin of international tourists and the relative weight of Local Transport	Chi-square	0.036	Accept H <sub>a</sub>
H <sub>a</sub> 2.3 There is a relationship between the Country of Origin of international tourists and the relative weight of Food and Beverage	Chi-square	0.003	Accept H <sub>a</sub>



H <sub>a</sub> 2.4 There is a relationship between the Country of Origin of international tourists and the relative weight of Entertainment	Chi-square	0.450	Reject H <sub>a</sub>
H <sub>a</sub> 2.5 There is a relationship between the Country of Origin of international tourists and the relative weight of Guide and Companion	Chi-square	0.000	Accept H <sub>a</sub>
H <sub>a</sub> 2.6 There is a relationship between the Country of Origin of international tourists and the relative weight of Souvenirs	Chi-square	0.020	Accept H <sub>a</sub>

As seen in Table 6.3.2, the results from the Chi-square test of 6 hypotheses - on the relationship between Country of Origin of international tourists, and the relative weight of expenditure items - show that 1 out of 6 hypotheses call for H<sub>a</sub> to be rejected. It can therefore be concluded that there is no relationship between Country of Origin of international tourists, and the relative weight of Entertainment. On the other hand, there is a relationship between Country of Origin of international tourists, and relative weights for Accommodation, Local Transport, Food and Beverage, Guide and Companion, and Souvenirs.

**Table 6.3.3 Summary of Chi-square Test for the Relationship between the Age of International Tourists and the Relative Weight of Expenditure Items**

Hypotheses	Statistics Test	Level of Significance	Results
H <sub>a</sub> 3.1 There is a relationship between the Age of international tourists and the relative weight of Accommodation	Chi-square	0.209	Reject H <sub>a</sub>
H <sub>a</sub> 3.2 There is a relationship between the Age of international tourists and the relative weight of Local Transport	Chi-square	0.053	Reject H <sub>a</sub>
H <sub>a</sub> 3.3 There is a relationship between the Age of international tourists and the relative weight of Food and Beverage	Chi-square	0.356	Reject H <sub>a</sub>
H <sub>a</sub> 3.4 There is a relationship between the Age of international tourists and the relative weight of Entertainment	Chi-square	0.165	Reject H <sub>a</sub>
H <sub>a</sub> 3.5 There is a relationship between the Age of international tourists and the relative weight of Guide and Companion	Chi-square	0.103	Reject H <sub>a</sub>
H <sub>a</sub> 3.6 There is a relationship between the Age of international tourists and the relative weight of Souvenirs	Chi-square	0.004	Accept H <sub>a</sub>

As seen in Table 6.3.3, the results from the Chi-square test of 6 hypotheses - on the relationship between the Age of the international tourists surveyed and the relative weight of expenditure items - show that 1 out of 6 hypotheses call for  $H_a$  to be accepted. It can therefore be concluded that there is no relationship between Age of international tourists and the relative weight of Accommodation, Local Transport, Food and Beverage, Entertainment, and Guide and Companion. On the other hand, there is a relationship between the Age of international tourists, and the relative weights for Souvenirs.

**Table 6.3.4    Summary of Chi-square Test for the Relationship between the Gender of International Tourists and the Relative Weight of Expenditure Items**

Hypotheses	Statistics Test	Level of Significance	Results
$H_{a4.1}$ There is a relationship between the Gender of international tourists and the relative weight of Accommodation	Chi-square	0.218	Reject $H_a$
$H_{a4.2}$ There is a relationship between the Gender of international tourists and the relative weight of Local Transport	Chi-square	0.354	Reject $H_a$
$H_{a4.3}$ There is a relationship between the Gender of international tourists and the relative weight of Food and Beverage	Chi-square	0.001	Accept $H_a$
$H_{a4.4}$ There is a relationship between the Gender of international tourists and the relative weight of Entertainment	Chi-square	0.002	Accept $H_a$

H <sub>a</sub> 4.5 There is a relationship between the Gender of international tourists and the relative weight of Guide and Companion	Chi-square	0.333	Reject H <sub>a</sub>
H <sub>a</sub> 4.6 There is a relationship between the Gender of international tourists and the relative weight of Souvenirs	Chi-square	0.001	Accept H <sub>a</sub>

As seen in Table 6.3.4, the results from the Chi-square test of 6 hypotheses - on the relationship between the Gender of international tourists and the relative weight of expenditure items - show that 3 out of 6 hypotheses call for the rejection of H<sub>a</sub>. It can therefore be concluded that there is no relationship between the Gender of international tourists and the relative weight of Accommodation, Local Transportation, and Guide and Companion. On the other hand, there is a relationship between the Gender of international tourists, and the relative weights for Food and Beverage, Entertainment, and Souvenirs.

**Table 6.3.5 Summary of Chi-square Test for the Relationship between Marital Status of International Tourists and the Relative Weight of Expenditure Items**

Hypotheses	Statistic Test	Level of Significance	Results
H <sub>a</sub> 5.1 There is a relationship between the Marital Status of international tourists and the relative weight of Accommodation	Chi-square	0.317	Reject H <sub>a</sub>
H <sub>a</sub> 5.2 There is a relationship between the Marital Status of international tourists and the relative weight of Local Transport	Chi-square	0.128	Reject H <sub>a</sub>

H <sub>a</sub> 5.3 There is a relationship between the Marital Status of international tourists and the relative weight of Food and Beverage	Chi-square	0.014	Accept H <sub>a</sub>
H <sub>a</sub> 5.4 There is a relationship between the Marital Status of international tourists and the relative weight of Entertainment	Chi-square	0.510	Reject H <sub>a</sub>
H <sub>a</sub> 5.5 There is a relationship between the Marital Status of international tourists and the relative weight of Guide and Companion	Chi-square	0.016	Accept H <sub>a</sub>
H <sub>a</sub> 5.6 There is a relationship between the Marital Status of international tourists and the relative weight of Souvenirs	Chi-square	0.213	Reject H <sub>a</sub>

As seen in Table 6.3.5, the results from the Chi-square test of 6 hypotheses – on the relationship between the Marital Status of international tourists and the relative weight of expenditure items – show that 2 out of 6 hypotheses call for H<sub>a</sub> to be accepted. It can therefore be concluded that there is a relationship between the Marital Status of international tourists, and the relative weight of Food and Beverage and Guide and Companion. On the other hand, there is no relationship between the Marital Status of international tourists and the relative weights for Accommodation, Local Transport, Entertainment, and Souvenirs.

**Table 6.3.6 Summary of Chi-square Test for the Relationship between International Tourists' Purpose of Visit and the Relative Weight of Expenditure Items**

Hypotheses	Statistics Test	Level of Significant	Results
H <sub>a</sub> 6.1 There is a relationship between the international tourists' Purpose of Visit and the relative weight of Accommodation	Chi-square	0.104	Reject H <sub>a</sub>
H <sub>a</sub> 6.2 There is a relationship between the international tourists' Purpose of Visit and the relative weight of Local Transport	Chi-square	0.601	Reject H <sub>a</sub>
H <sub>a</sub> 6.3 There is a relationship between the international tourists' Purpose of Visit and the relative weight of Food and Beverage	Chi-square	0.649	Reject H <sub>a</sub>
H <sub>a</sub> 6.4 There is a relationship between the international tourists' Purpose of Visit and the relative weight of Entertainment	Chi-square	0.312	Reject H <sub>a</sub>
H <sub>a</sub> 6.5 There is a relationship between the international tourists' Purpose of Visit and the relative weight of Guide and Companion	Chi-square	0.785	Reject H <sub>a</sub>
H <sub>a</sub> 6.6 There is a relationship between the international tourists' Purpose of Visit and the relative weight of Souvenirs	Chi-square	0.752	Reject H <sub>a</sub>

As seen in Table 6.3.6, the results from the Chi-square test of 6 hypotheses – on the relationship between the international tourists' Purpose of Visiting Bangkok, and the



relative weight of expenditure items - show that 6 out of 6 hypotheses call for the rejection of  $H_a$ . It can therefore be concluded that there is no relationship between international tourists' Purpose of Visiting Bangkok and the relative weight of expenditure on Accommodation, Local Transport, Food and Beverage, Entertainment, Guide and Companion, and Souvenirs.

**6.4 Summary of Findings**

It has been identified that the greatest number of international tourists visiting Bangkok are generated from the Europe region in general, and Britain in particular. Most of the international tourists visiting Bangkok are single, young, and male. The purpose of visit of most international tourists visiting Bangkok is pleasure, and the most common length of stay is between 1 and 4 days. Hotels are the most popular form of accommodation, and the preferred mode of local transport is taxi and tuk tuk. The majority of inter-city transportation is by bus. Most tourists prefer not to hire tour guides or companions. While in Bangkok, the favorite food of the tourists is Thai food, and night clubs provide the most popular form of entertainment. Most tourists buy souvenirs, mainly clothes and handicrafts, from the roadside.

In all, most international tourists visiting Bangkok spend less than US\$1,000. The largest proportion of international tourist expenditure in the city is spent on accommodation, followed by food and beverage, local transportation, entertainment, souvenirs, and guide/companion.

In this study, it was discovered that several relationships do exist between certain personal profile variables and the average length of stay; and between certain personal

profile variables and the relative weight of certain expenditure items. These relationships are depicted in Table 6.4.1 below.

**Table 6.4.1 Summary of Relationships Tested in the Study**

		Country of Origin	Age	Gender	Marital Status	Purpose of Visit
Avg. Length of Stay		✓		✓		
Expenditure Items	Accommodation	✓				
	Food and Beverage	✓		✓	✓	
	Local Transportation	✓				
	Entertainment			✓		
	Souvenirs	✓	✓	✓		
	Guide and Companion	✓			✓	

From Table 6.4.1 above, relationships were found to exist between:

1. Average Length of Stay and Country of Origin
2. Average Length of Stay and Gender
3. Country of Origin and the relative weight of expenditure on Accommodation
4. Country of Origin and the relative weight of expenditure on Food and Beverage
5. Country of Origin and the relative weight of expenditure on Local Transportation

6. Country of Origin and the relative weight of expenditure on Souvenirs
7. Country of Origin and the relative weight of expenditure on Guide/Companion
8. Age and the relative weight of expenditure on Souvenirs
9. Gender and the relative weight of expenditure on Food and Beverage
10. Gender and the relative weight of expenditure on Entertainment
11. Gender and the relative weight of expenditure on Souvenirs
12. Marital Status and the relative weight of expenditure on Food and Beverage
13. Marital Status and the relative weight of expenditure on Guide/Companion.

The purpose of visit was found to have no bearing on average length of stay, or any of the expenditure items.

The explanations for some of these relationships can be deduced from the existing body of literature on the various topics. For instance, the fact that the country of origin of international tourists has some bearing on their average length of stay and the relative weight of several expenditure items, can be attributed to the various national culture/lifestyle factors that differ from country to country. Gender, as has been mentioned earlier, influences the thinking, values, attitudes, behavior, wants and purchase decisions of international tourists, and hence, it is not surprising that the relative weight of expenditure on food and beverage, entertainment and souvenirs are affected by gender.

Also, a married couple will have less need for a tour guide or a companion than a single tourist, because of their reduced need for extra companionship.

Other relationships are more difficult to explain, and may require further research. For instance, secondary research in Chapter 2 revealed that older tourists spend less than middle-aged tourists, but spend more than younger tourists. However, this does not explain whether their expenditure on souvenirs would attract more or less weight, compared to other age groups. It is also unclear why the purpose of visit – for instance, business versus pleasure - would have no bearing on the relative weight of expenditure on any of the six expenditure items surveyed.

## **6.5 Recommendations**

The analysis of this study has revealed that while 44.4% of international tourists visiting Bangkok stay in the city for 1-4 days, 26.2% stay for more than 8 days. It is recommended that tourism planners and service providers should make efforts to develop strategies for increasing the length of stay of these 44.5 % of international tourists. Specific research may need to be conducted for developing these proposed strategies.

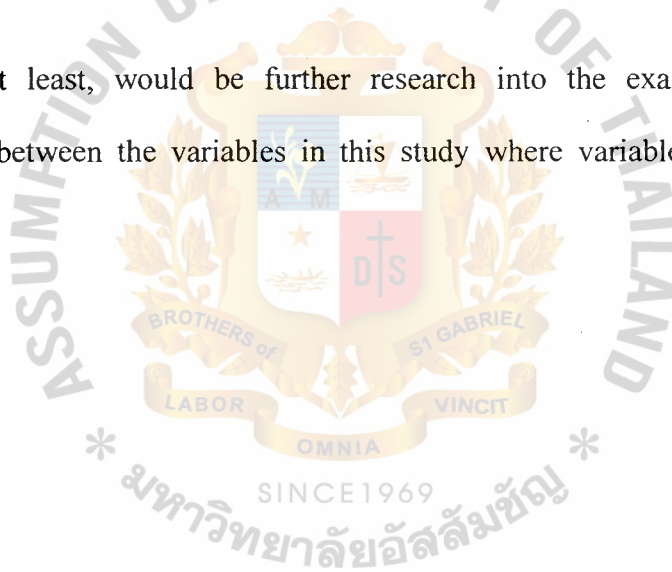
This researcher would recommend that tourism planners and service providers should prepare their tourism and marketing strategies to provide the highest satisfaction to all segments of international tourists visiting Bangkok. In particular, they should seek to maintain and if possible, increase the level and quality of promotional tourism information available in Britain and other primary generation markets, so strengthen the existing “push” factor. Promotional efforts in secondary and opportunity markets (such as the aged) should also be increased.

The analysis has also highlighted that 86.5% of international tourists are visiting Bangkok for the purpose of pleasure. Therefore, it is suggested that activities related to 'pleasure' should be strengthened to ensure the maximum satisfaction of international tourists in Bangkok, and to motivate them to embark on repeat visits. Passive forms of recreation can be offered to entice older age groups.

## 6.6 **Suggestions for Further Study**

1. This study was limited to English speaking international tourists only, thus restricting the scope of the study. It is suggested that further research be conducted on international tourists visiting Bangkok who speak other languages.
2. This study was also limited to international tourists visiting and staying in Bangkok. It is suggested that further research be conducted to cover the international tourists who visit Thailand, but not Bangkok.
3. Again, the study was limited to a few specific personal background factors of international tourists. It is suggested that further studies be conducted with wider coverage of personal background factors concerning international tourists.
4. It would also be valuable if further research were conducted to explore the possibilities for increasing the length of stay of international tourists visiting Bangkok.

5. Further research can also be conducted to explore the possibilities for strengthening 'pleasure' related activities in Thailand in general, and in Bangkok in particular.
6. It would be beneficial if further study were conducted to discover the reasons *why* certain types of accommodation, local transport, inter-city transport, food and beverage, entertainment and souvenirs are preferred over others in their category. Furthermore, research can be conducted to find ways to enhance the positive and minimize the negative tourist perceptions on these expenditure items.
7. Last but not least, would be further research into the exact nature of the relationship between the variables in this study where variables were found to exist.





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## APPENDICES

### Appendix 1: Research Questionnaire

#### Questionnaire

This questionnaire has been designed to collect data for research on the expenditure profile of international tourists visiting Bangkok, Thailand. This research is a part of the requirements for the degree of Master of Arts, Tourism Management, at Assumption University in Thailand. Your cooperation by filling in the questionnaire will be greatly appreciated. All information you provide will remain anonymous and confidential.

Please fully answer all of the questions that require a written response and check (✓) all the other appropriate ones.

#### Part 1 : Personal Profile of International Tourists

8. What is your nationality?

\_\_\_\_\_

9. What is your age level?

\_\_\_\_\_ Under 20 years old

\_\_\_\_\_ 31-40 years old

\_\_\_\_\_ 51-60 years old

\_\_\_\_\_ 21-30 years old

\_\_\_\_\_ 41-50 years old

\_\_\_\_\_ Above 60 years old

10. What is your gender?

\_\_\_\_\_ Male

\_\_\_\_\_ Female

11. What is your marital status?

\_\_\_\_\_ Single

\_\_\_\_\_ Divorced

\_\_\_\_\_ Married

\_\_\_\_\_ Widowed

12. What is the purpose of this visit to Bangkok?

\_\_\_\_\_ For Business

\_\_\_\_\_ For Health & Sport

\_\_\_\_\_ Other.....(Please specify)

**Part 2:**

13. What is the length of your stay in Bangkok?

☐ 1-4 days ☐ 4-8 days  
☐ More than 8 days.....(Please specify in days)

**Part 3:**

14. What types of accommodation have you used during this visit?

☐ Hotel ☐ Resort  
☐ Other.....(Please specify)

8.3 What type of local transport have you mainly used?

☐ Taxi and Tuk Tuk ☐ River taxi  
☐ Public transportation ☐ Sky train  
☐ Other.....(Please specify)

8.4 What type of transportation have you mainly used for inter-city movement during this visit?

☐ Domestic air ☐ Train  
☐ Buses ☐ Taxi  
☐ Other.....(Please specify)

12. What type of food have you preferred during your stay in Bangkok?

☐ Thai food \* ☐ Japanese food  
☐ Italian food ☐ German food  
☐ International food  
☐ Other.....(Please specify)

13. Have you hired tour guides during this visit to Bangkok?

☐ Yes  
☐ No (Skip to question 12)

14. If yes, what type of guides have you preferred during this visit?

☐ Guides who have knowledge of the history and culture of Bangkok and Thailand.  
☐ Guides who have knowledge of the natural scenery of Bangkok and Thailand.  
☐ Guides who have knowledge of the current political and social system of Thailand.  
☐ Guides who have knowledge of the places for entertainment in Thailand.

21. Have you hired companions during your stay in Thailand?  
☐ Yes  
☐ No (Skip to question 14)
22. If yes, what were your companion preferences? (Can answer more than one)  
☐ Male ☐ Female  
☐ Local Thai ☐ Foreigner  
☐ Hired yourself ☐ Hired through some agency
23. Have you spent money on entertainment during your stay in Bangkok?  
☐ Yes  
☐ No (skip to question 16)
24. What types of entertainment have you preferred during your stay in Bangkok?  
 (Can answer more than one)  
☐ Night Club, Bar, Pub or Discotheque (Please specify).....  
☐ Live show such as cabaret and etc.(Please specify).....  
☐ Cultural show (Please specify).....  
☐ Light and sound presentation  
☐ Movies Theater  
☐ Music & Song or Concert  
☐ Commercial sex  
☐ Other.....(Please specify)
25. Have you spent money on souvenirs during your stay in Bangkok?  
☐ Yes. ☐ No. (Skip to part 4)
26. Where have you preferred to purchase souvenirs? (Can answer more than one)  
☐ Department store  
☐ Roadside  
☐ Important tourist sites  
☐ Other.....(Please specify)
27. What type of souvenirs have you preferred to purchase during your stay in Thailand? (Can answer more than one)  
☐ Fashion clothes  
☐ Gems, Jewelry, Silver or Gold (Please specify).....  
☐ Silk  
☐ Arts and handicrafts such as wood carving, Thai pictures and etc.  
☐ Antiques



- \_\_\_\_\_ Thai flower such as orchid, rose, and etc.
- \_\_\_\_\_ Duty-free items such as liquor, tobacco, perfume, electronic, and Optical items, (Please specify which one you prefer the most).
- .....
- \_\_\_\_\_ Other.....(Please specify)

#### **Part 4:**

28. What have been your total amount of expenditures?

- |                                |                                |
|--------------------------------|--------------------------------|
| _____ Less than US\$ 500       | _____ Between US\$ 501-1,000   |
| _____ Between US\$ 1,001-2,000 | _____ Between US\$ 2,001-3,000 |
| _____ Between US\$ 3,001-5,000 | _____ More than US\$ 5,000     |

29. Please rank the percentage of the total amount of expenditures on each item that you have purchased or intend to purchase while staying in Bangkok. Choose the item that you spent the most on and assign it number 1, then continue this procedure until the last one is assigned number 6 as the least expenditure.

Expenditure items	Rank Order
1. Accommodation	_____
2. Local transportation	_____
3. Food and beverage	_____
4. Entertainment	_____
5. Guide and companion	_____
6. Souvenir purchasing	_____

*Thank you for your assistance.*

Appendix 2: Calculation of Relative Weight of Expenditure Items

Table A.2.1 Frequency Distribution of Accommodation Expenditure of International Tourists

Rank Order of Accommodation	Frequency	Percent	Valid Percent	Cumulative Percent
1	226	58.7	58.7	58.7
2	64	16.6	16.6	75.3
3	41	10.6	10.6	86.0
4	24	6.2	6.2	92.2
5	11	2.9	2.9	95.1
6	19	4.9	4.9	100.0
Total	385	100.0	100.0	

\*\*\* The calculation of the relative weight = (Frequency x No. of units)

Valid 1 = 6 units, Valid 2 = 5 units, Valid 3 = 4 units, Valid 4 = 3 units,

Valid 5 = 2 units, Valid 6 = 1 unit

The total relative weight of **Accommodation** expenditure of international tourists in Bangkok:

$$\begin{aligned} &= (6 \times 226) + (5 \times 64) + (4 \times 41) + (3 \times 24) + (2 \times 11) + (1 \times 19) \\ &= 1,953 \text{ units} \end{aligned}$$

**Table A.2.2 Frequency Distribution of Local Transportation Expenditure of International Tourists**

Rank Order of  Local  Transportation	Frequency	Percent	Valid  Percent	Cumulative  Percent
1	20	5.2	5.2	5.2
2	68	17.7	17.7	22.9
3	125	32.5	32.5	55.3
4	110	28.6	28.6	83.9
5	48	12.5	12.5	96.4
6	14	3.6	3.6	100.0
Total	385	100.0	100.0	

\*\*\* The calculation of the relative weight = (Frequency x No. of units)

Valid 1 = 6 units, Valid 2 = 5 units, Valid 3 = 4 units, Valid 4 = 3 units,

Valid 5 = 2 units, Valid 6 = 1 unit

The total weighed point of **Local Transportation** expenditure of international tourists in Bangkok: = (6x20)+ (5x68)+(4x125)+(3x110)+(2x48)+(1x14)

= 1,400 units

**Table A.2.3 Frequency Distribution of Food and Beverage Expenditure of International Tourists**

Rank Order of  Food &  Beverage	Frequency	Percent	Valid  Percent	Cumulative  Percent
1	57	14.8	14.8	14.8
2	169	43.9	43.9	58.7
3	95	24.7	24.7	83.4
4	43	11.2	11.2	94.5
5	13	3.4	3.4	97.9
6	8	2.1	2.1	100.0
Total	385	100.0	100.0	

\*\*\* The calculation of the relative weight = (Frequency x No. of units)

Valid 1 = 6 units, Valid 2 = 5 units, Valid 3 = 4 units, Valid 4 = 3 units,

Valid 5 = 2 units, Valid 6 = 1 unit

The total relative weight of **Food and Beverage** expenditure of international tourists in Bangkok:

$$\begin{aligned}
 &= (6 \times 57) + (5 \times 169) + (4 \times 95) + (3 \times 43) + (2 \times 13) + (1 \times 8) \\
 &= 1,730 \text{ units}
 \end{aligned}$$

**Table A.2.4 Frequency Distribution of Entertainment Expenditure of International Tourists**

Rank Order of Entertainment	Frequency	Percent	Valid Percent	Cumulative Percent
1	35	9.1	9.1	9.1
2	32	8.3	8.3	17.4
3	67	17.4	17.4	34.8
4	109	28.3	28.3	63.1
5	114	29.6	29.6	92.7
6	28	7.3	7.3	100.0
Total	385	100.0	100.0	

\*\*\* The calculation of the relative weight = (Frequency x No. of units)

Valid 1 = 6 units, Valid 2 = 5 units, Valid 3 = 4 units, Valid 4 = 3 units,  
Valid 5 = 2 units, Valid 6 = 1 unit

The total relative weight of **Entertainment** expenditure of international tourists in Bangkok:

$$\begin{aligned}
 &= (6 \times 35) + (5 \times 32) + (4 \times 67) + (3 \times 109) + (2 \times 114) + (1 \times 28) \\
 &= 1,221 \text{ units}
 \end{aligned}$$

**Table A.2.5 Frequency Distribution of Guide and Companion Expenditure of International Tourists**

Rank Order of Guide and Companion	Frequency	Percent	Valid Percent	Cumulative Percent
1	9	2.3	2.3	2.3
2	13	3.4	3.4	5.7
3	9	2.3	2.3	8.1
4	24	6.2	6.2	14.3
5	70	18.2	18.2	32.5
6	260	67.5	67.5	100.0
Total	385	100.0	100.0	

\*\*\* The calculation of the relative weight = (Frequency x No. of units)

Valid 1 = 6 units, Valid 2 = 5 units, Valid 3 = 4 units, Valid 4 = 3 units,

Valid 5 = 2 units, Valid 6 = 1 unit

The total relative weight of **Guide and Companion** expenditure of international tourists in Bangkok:

$$\begin{aligned}
 &= (6 \times 9) + (5 \times 13) + (4 \times 9) + (3 \times 24) + (2 \times 70) + (1 \times 260) \\
 &= 627 \text{ units}
 \end{aligned}$$



**Table A.2.6 Frequency Distribution of Souvenir Expenditure of International Tourists**

Rank Order of Souvenir purchasing	Frequency	Percent	Valid Percent	Cumulative Percent
1	38	9.9	9.9	9.9
2	39	10.1	10.1	20.0
3	48	12.5	12.5	32.5
4	76	19.7	19.7	52.2
5	128	33.2	33.2	85.5
6	56	14.5	14.5	100.0
Total	385	100.0	100.0	

\*\*\* The calculation of the relative weight = (Frequency x No. of units)

Valid 1 = 6 units, Valid 2 = 5 units, Valid 3 = 4 units, Valid 4 = 3 units,

Valid 5 = 2 units, Valid 6 = 1 unit

The total relative weight of **Souvenir** expenditure of international tourists in Bangkok:

$$\begin{aligned}
 &= (6 \times 38) + (5 \times 39) + (4 \times 48) + (3 \times 76) + (2 \times 128) + (1 \times 56) \\
 &= 1,155 \text{ units}
 \end{aligned}$$

Table 2. Key Indicators of Tourism Industry in Thailand

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
										(estimate)	
Revenue	5.3	5.1	5.1	5.8	6.2	6.9	7.2	7.22	7.76	8.58	9.12
Foreign tourists	10.2	4	1	12.2	7.1	12.7	3.5	0.41	7.53	10.5	6.27
(Million) Earnings	110,572	100,004	123,135	127,802	145,211	190,765	210,364	220,754	242,177	269,772	291,773
(Million Baht) (% increase)	14.7	-9.6	23.1	3.8	13.6	31.4	15	0.63	9.7	11.39	8.16
Average length of Stay (Days)	7.1	7.1	7.1	6.9	6.9	7.4	8.2	8.33	8.4	7.96	8
Average daily Expenses	2,961	2,771	3,396	3,197	3,373	3,693	3,162	3,672	3,713	3,950	4,000
Per head (Baht)											

Source : Tourism Authority of Thailand

**Table 3 International Tourist Arrivals to Thailand by Country of Residence and Nationality**  
**January - March 2001**

Country	Nationality			Residence					
	Number	% Share	Δ (%)	Overseas Thai (A)			Foreigners (B)		
				Number	% Share	Δ (%)	Number	% Share	Δ (%)
<b>East Asia</b>	<b>1,443,353</b>	<b>53.38</b>	<b>+ 3.05</b>	<b>8,436</b>	<b>47.30</b>	<b>+ 20.19</b>	<b>530,526</b>	<b>55.69</b>	<b>+ 23.28</b>
ASEAN	476,901	17.64	- 7.07	1,925	10.79	- 0.98	172,716	18.13	+ 11.12
Brunei	2,151	0.08	+ 259.70	114	0.64	- 48.18	1,129	0.12	+ 97.03
Cambodia	10,025	0.37	+ 37.84	63	0.35	+ 40.00	4,537	0.48	+ 63.55
Indonesia	31,955	1.18	- 34.02	73	0.41	- 8.75	11,544	1.21	- 43.58
Laos	17,356	0.64	+ 3.69	22	0.12	- 26.67	6,175	0.65	+ 0.73
Malaysia	248,243	9.18	- 8.94	363	2.04	- 23.42	82,962	8.71	+ 8.40
Myanmar	9,998	0.37	- 7.19	64	0.36	+ 30.61	3,656	0.38	- 0.89
Philippines	27,756	1.03	+ 27.60	85	0.48	+ 0.00	8,145	0.85	+ 18.32
Singapore	115,352	4.27	- 9.31	1,051	5.89	+ 16.91	48,223	5.06	+ 35.95
Vietnam	14,065	0.52	+ 80.53	90	0.50	+ 45.16	6,345	0.67	+ 117.74
China	198,852	7.35	- 12.16	108	0.61	+ 25.58	80,360	8.44	+ 7.32
Hong Kong	73,849	2.73	+ 15.25	2,164	12.13	+ 10.07	56,191	5.90	+ 149.23
Japan	351,963	13.02	+ 10.36	2,771	15.54	+ 53.77	106,318	11.16	+ 10.48
Korea	145,507	5.38	+ 20.57	106	0.59	+ 82.76	53,970	5.67	+ 21.61
Taiwan	182,824	6.76	+ 27.83	1,346	7.55	+ 16.74	59,710	6.27	+ 64.94
Others	13,457	0.50	- 6.61	16	0.09	+ 60.00	1,261	0.13	+ 91.35
<b>Europe</b>	<b>786,627</b>	<b>29.09</b>	<b>+ 14.29</b>	<b>5,922</b>	<b>33.21</b>	<b>+ 4.19</b>	<b>270,353</b>	<b>28.38</b>	<b>+ 12.19</b>
Austria	16,820	0.62	- 4.11	138	0.77	+ 4.55	6,221	0.65	+ 7.56
Belgium	13,759	0.51	+ 11.63	40	0.22	- 65.52	4,708	0.49	+ 14.89
Denmark	30,511	1.13	+ 11.39	291	1.63	+ 31.08	10,890	1.14	+ 1.79
Finland	24,157	0.89	+ 32.87	101	0.57	+ 74.14	10,022	1.05	+ 15.14
France	81,392	3.01	- 3.78	271	1.52	+ 7.11	25,115	2.64	+ 3.61
Germany	138,001	5.10	+ 1.74	2,622	14.70	- 1.58	48,528	5.09	+ 2.74
Italy	39,515	1.46	- 7.76	95	0.53	- 27.48	16,089	1.69	+ 3.34

Netherlands	33,972	1.26	+ 11.14	387	2.17	+ 127.65	11,776	1.24	+ 12.79
Norway	24,164	0.89	+ 68.88	109	0.61	- 36.99	9,088	0.95	+ 37.80
Russia	22,253	0.82	+ 18.92	17	0.10	+ 750.00	12,469	1.31	+ 7.24
Spain	6,761	0.25	+ 20.69	19	0.11	+ 46.15	1,900	0.20	+ 10.79
Sweden	97,023	3.59	+ 122.53	256	1.44	- 16.07	36,539	3.84	+ 20.17
Switzerland	33,593	1.24	- 3.88	543	3.04	+ 3.23	13,613	1.43	+ 8.62
United Kingdom	172,081	6.36	+ 8.31	976	5.47	+ 13.36	46,194	4.85	+ 25.11
East Europe	25,303	0.94	+ 26.71	19	0.11	+ 72.73	8,873	0.93	+ 16.98
Others	27,322	1.01	+ 17.85	38	0.21	- 19.15	8,328	0.87	+ 22.17
<b>The Americas</b>	<b>202,985</b>	<b>7.51</b>	<b>+ 10.28</b>	<b>2,226</b>	<b>12.48</b>	<b>- 27.54</b>	<b>64,192</b>	<b>6.74</b>	<b>+ 21.91</b>
Argentina	2,710	0.10	+ 26.69	0	0.00	- 100.00	1,169	0.12	+ 13.17
Brazil	1,545	0.06	+ 13.10	0	0.00	- 100.00	458	0.05	+ 31.61
Canada	38,166	1.41	+ 12.28	66	0.37	- 30.53	11,020	1.16	+ 12.14
USA	155,848	5.76	+ 10.82	2,160	12.11	- 27.20	50,541	5.31	+ 28.43
Others	4,716	0.17	- 20.62	0	0.00	- 100.00	1,004	0.11	- 52.08
<b>South Asia</b>	<b>81,244</b>	<b>3.00</b>	<b>+ 14.63</b>	<b>156</b>	<b>0.87</b>	<b>+ 87.95</b>	<b>25,355</b>	<b>2.66</b>	<b>+ 7.14</b>
Bangladesh	6,535	0.24	+ 15.32	20	0.11	+ 81.82	2,420	0.25	- 4.99
India	48,884	1.81	+ 12.20	96	0.54	+ 81.13	14,335	1.50	+ 3.06
Nepal	4,228	0.16	+ 16.54	8	0.04	- 42.86	1,515	0.16	- 1.94
Pakistan	11,637	0.43	+ 13.58	9	0.05	+ 200.00	3,673	0.39	+ 23.96
Sri Lanka	7,357	0.27	+ 30.37	9	0.05	+ 350.00	2,363	0.25	+ 29.06
Others	2,603	0.10	+ 22.49	14	0.08	-	1,049	0.11	+ 20.57
<b>Oceania</b>	<b>96,728</b>	<b>3.58</b>	<b>+ 14.41</b>	<b>674</b>	<b>3.78</b>	<b>- 8.05</b>	<b>36,807</b>	<b>3.86</b>	<b>+ 17.37</b>
Australia	82,380	3.05	+ 15.16	616	3.45	- 4.35	32,356	3.40	+ 14.28
New Zealand	13,959	0.52	+ 11.13	55	0.31	- 28.57	4,216	0.44	+ 49.77
Others	389	0.01	- 14.32	3	0.02	- 75.00	235	0.02	+ 1.29
<b>Middle East</b>	<b>51,977</b>	<b>1.92</b>	<b>+ 31.03</b>	<b>405</b>	<b>2.27</b>	<b>+ 30.65</b>	<b>18,138</b>	<b>1.90</b>	<b>+ 9.24</b>
Egypt	1,750	0.06	+ 23.85	3	0.02	+ 200.00	699	0.07	+ 32.89
Israel	27,644	1.02	+ 31.73	23	0.13	- 23.33	8,191	0.86	+ 8.06
Kuwait	3,853	0.14	+ 27.20	25	0.14	- 7.41	1,584	0.17	- 0.88
Saudi Arabia	1,191	0.04	- 5.33	89	0.50	- 15.24	929	0.10	- 14.14
U.A.E.	2,854	0.11	+ 11.14	135	0.76	+ 75.32	2,220	0.23	- 4.02

Others	14,685	0.54	+ 40.99	130	0.73	+ 85.71	4,515	0.47	+ 28.82
<b>Africa</b>	<b>23,258</b>	<b>0.86</b>	<b>+ 19.30</b>	<b>15</b>	<b>0.08</b>	<b>- 28.57</b>	<b>7,276</b>	<b>0.76</b>	<b>+ 23.62</b>
South Africa	9,400	0.35	+ 19.14	12	0.07	+ 100.00	3,163	0.33	+ 35.87
Others	13,858	0.51	+ 19.40	3	0.02	- 80.00	4,113	0.43	+ 15.60
<b>Sub Total</b>	<b>2,686,172</b>	<b>99.34</b>	<b>+ 7.98</b>	<b>17,834</b>	<b>100.00</b>	<b>+ 5.39</b>	<b>952,647</b>	<b>100.00</b>	<b>+ 18.86</b>
Overseas Thai	17,834	0.66	+ 5.39	<b>Grand Total (A+B)</b>					
<b>Grand Total</b>	<b>2,704,006</b>	<b>100.00</b>	<b>+ 7.97</b>						
				<b>Grand Total (A+B)</b>					
				<b>2,704,006 100.00 +7.97</b>					

Source of Data: Immigration Bureau, Police Department.



**TABLE 4 AVERAGE LENGTH OF STAY OF INTERNATIONAL TOURIST ARRIVALS  
JANUARY - MARCH**

<b>Country of Nationality</b>	<b>2001</b>	<b>2000</b>
<b>East Asia</b>	<b>5.33</b>	<b>5.34</b>
ASEAN	4.68	4.48
Brunei	4.37	4.76
Cambodia	6.74	6.30
Indonesia	4.26	3.79
Laos	13.29	14.68
Malaysia	3.68	3.55
Myanmar	8.94	9.18
Philippines	7.17	7.63
Singapore	4.34	4.20
Vietnam	6.04	6.96
China	5.91	6.34
Hong Kong	4.35	4.60
Japan	5.77	5.72
Korea	5.23	5.17
Taiwan	5.74	6.14
Others	9.78	8.67
<b>Europe</b>	<b>14.27</b>	<b>14.41</b>
Austria	16.85	17.14
Belgium	14.01	14.21
Denmark	14.61	14.82
Finland	14.63	14.96
France	11.77	11.75
Germany	17.49	17.69
Italy	13.28	13.23
Netherlands	16.42	16.34
Norway	15.54	16.37
Russia	11.99	11.68
Spain	9.40	9.94
Sweden	15.23	16.63
Switzerland	16.98	17.00
United Kingdom	12.47	12.55
East Europe	12.41	12.52
Others	10.42	10.12
<b>The Americas</b>	<b>9.67</b>	<b>9.39</b>
Argentina	9.26	8.88
Brazil	8.60	8.77
Canada	11.30	11.10
USA	9.35	9.07
Others	7.69	7.70
<b>South Asia</b>	<b>7.89</b>	<b>8.75</b>
Bangladesh	5.92	5.95
India	8.05	9.34
Nepal	9.03	8.87
Pakistan	9.69	9.78
Sri Lanka	5.30	5.50
Others	7.29	7.72
<b>Oceania</b>	<b>9.81</b>	<b>9.91</b>
Australia	9.83	9.80

New Zealand	9.75	10.61
Others	7.72	7.96
<b>Middle East</b>	<b>10.65</b>	<b>10.45</b>
Egypt	7.25	6.76
Israel	11.88	11.66
Kuwait	10.81	9.91
Saudi Arabia	9.12	8.26
U.A.E.	8.85	8.13
Others	9.17	9.50
<b>Africa</b>	<b>9.63</b>	<b>9.93</b>
South Africa	8.11	7.48
Others	10.66	11.60
<b>Grand Total</b>	<b>8.66</b>	<b>8.52</b>

Source of Data: Immigration Bureau, Police Department.





**TABLE 5 INTERNATIONAL TOURIST ARRIVALS BY COUNTRY OF RESIDENCE**  
**JANUARY - MARCH**

Country of Residence	2001		2000		Δ (%) 2001/2000
	Number	% Share	Number	% Share	
<b>East Asia</b>	<b>1,515,398</b>	<b>56.04</b>	<b>1,429,890</b>	<b>57.09</b>	<b>+ 5.98</b>
ASEAN	512,254	18.94	504,791	20.16	+ 1.48
Brunei	3,037	0.11	2,340	0.09	+ 29.79
Cambodia	11,890	0.44	8,853	0.35	+ 34.30
Indonesia	32,161	1.19	45,312	1.81	- 29.02
Laos	18,416	0.68	17,599	0.70	+ 4.64
Malaysia	240,584	8.90	244,892	9.78	- 1.76
Myanmar	11,155	0.41	11,907	0.48	- 6.32
Philippines	28,395	1.05	22,478	0.90	+ 26.32
Singapore	149,328	5.52	140,405	5.61	+ 6.36
Vietnam	17,288	0.64	11,005	0.44	+ 57.09
China	168,869	6.25	220,492	8.80	- 23.41
Hong Kong	155,999	5.77	111,883	4.47	+ 39.43
Japan	358,360	13.25	326,234	13.03	+ 9.85
Korea	148,727	5.50	116,300	4.64	+ 27.88
Taiwan	168,345	6.23	147,632	5.89	+ 14.03
Others	2,844	0.11	2,558	0.10	+ 11.18
<b>Europe</b>	<b>756,287</b>	<b>27.97</b>	<b>695,228</b>	<b>27.76</b>	<b>+ 8.78</b>
Austria	16,830	0.62	15,857	0.63	+ 6.14
Belgium	13,989	0.52	12,257	0.49	+ 14.13
Denmark	30,358	1.12	30,014	1.20	+ 1.15
Finland	23,789	0.88	22,393	0.89	+ 6.23
France	77,788	2.88	79,912	3.19	- 2.66
Germany	141,297	5.23	138,294	5.52	+ 2.17
Italy	40,804	1.51	37,136	1.48	+ 9.88
Netherlands	32,058	1.19	28,832	1.15	+ 11.19
Norway	25,098	0.93	20,436	0.82	+ 22.81
Russia	24,539	0.91	20,007	0.80	+ 22.65
Spain	6,748	0.25	5,915	0.24	+ 14.08
Sweden	98,041	3.63	79,418	3.17	+ 23.45
Switzerland	38,097	1.41	36,548	1.46	+ 4.24
United Kingdom	139,926	5.17	126,762	5.06	+ 10.38
East Europe	24,041	0.89	21,068	0.84	+ 14.11
Others	22,884	0.85	20,379	0.81	+ 12.29
<b>The Americas</b>	<b>180,800</b>	<b>6.69</b>	<b>163,202</b>	<b>6.52</b>	<b>+ 10.78</b>
Argentina	2,679	0.10	2,227	0.09	+ 20.30
Brazil	1,173	0.04	986	0.04	+ 18.97
Canada	30,428	1.13	27,860	1.11	+ 9.22
USA	143,253	5.30	127,701	5.10	+ 12.18
Others	3,267	0.12	4,428	0.18	- 26.22
<b>South Asia</b>	<b>77,480</b>	<b>2.87</b>	<b>68,615</b>	<b>2.74</b>	<b>+ 12.92</b>
Bangladesh	7,627	0.28	6,885	0.27	+ 10.78
India	43,535	1.61	38,936	1.55	+ 11.81
Nepal	4,672	0.17	4,319	0.17	+ 8.17
Pakistan	11,119	0.42	10,219	0.41	+ 11.74
Sri Lanka	7,513	0.28	5,791	0.23	+ 29.74
Others	2,714	0.10	2,465	0.10	+ 10.10
<b>Oceania</b>	<b>96,179</b>	<b>3.56</b>	<b>83,172</b>	<b>3.32</b>	<b>+ 15.64</b>

Australia	84,752	3.13	73,725	2.94	+ 14.96
New Zealand	10,709	0.40	8,826	0.35	+ 21.33
Others	718	0.03	621	0.02	+ 15.62
<b>Middle East</b>	<b>56,755</b>	<b>2.10</b>	<b>46,093</b>	<b>1.84</b>	<b>+ 23.13</b>
Egypt	1,645	0.06	1,470	0.06	+ 11.90
Israel	26,435	0.98	20,730	0.83	+ 27.52
Kuwait	4,268	0.16	3,739	0.15	+ 14.15
Saudi Arabia	3,284	0.12	3,991	0.16	- 17.71
U.A.E.	6,438	0.24	5,915	0.24	+ 8.84
Others	14,685	0.54	10,248	0.41	+ 43.30
<b>Africa</b>	<b>21,107</b>	<b>0.78</b>	<b>18,312</b>	<b>0.73</b>	<b>+ 15.26</b>
South Africa	9,526	0.35	8,497	0.34	+ 12.11
Others	11,581	0.43	9,815	0.39	+ 17.99
<b>Grand Total</b>	<b>2,704,006</b>	<b>100.00</b>	<b>2,504,512</b>	<b>100.00</b>	<b>+ 7.97</b>

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



**St. Gabriel's Library, Au**

