

Identifying the Relationship between Green Tourism Products and the
Environmental Impression of Bangkok: A Survey of International Tourists at
Selected Tourist Spots

Ms. Sakulrat Changkaew

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Tourism Management
Graduate School of Business

Assumption University

Academic Year 2010

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ABSTRACT

Bangkok, despite its polluted and congested city environment, is usually considered among the top tourist destinations in the world. This research was conducted to uncover some of the significant issues operating within international tourists' views on the tourism product mix of Bangkok (namely core tourism products, supporting tourism products and augmented tourism products) and their impressions of Bangkok's environment. The data was collected from a set of questionnaires distributed to 384 international tourists who had spent at least two days in Bangkok during the month of June 2010. Pearson's Correlation Coefficient was applied for hypotheses testing to analyze the data.

The findings revealed that international tourists had 'positive' views toward the core tourism products of Bangkok, with the cultural and historical sites being well maintained in their view. However, they were not very interested in issues relating to energy saving while they were shopping or visiting entertainment areas. The study also found that international tourists had 'positive' views toward the supporting tourism products of Bangkok. They expressed concern about Bangkok's lack of environmentally-friendly public transport systems as well as the lack of efficient recycling systems at hotels and restaurants in Bangkok. Also, there was little awareness about environmental campaigns initiated by the Tourism Authority of Thailand (TAT). Moreover, international tourists appeared to have 'positive' views toward the augmented tourism products of Bangkok. They agreed that people in Bangkok were friendly and helpful, and that green spaces and parks in Bangkok were well maintained. However, they expressed concern about too much use of plastic bags in Bangkok, the streets being unclean and a lack of adequate garbage bins.

Hypotheses testing showed significant relationships between the core, supporting and augmented tourism products of Bangkok and international tourists' impression of Bangkok's environment. International tourist's views on the tourism products of Bangkok were positively related to their views on Bangkok's environment. The findings suggest that responsible organizations, namely the TAT, the Ministry of Tourism and Sports, the Bangkok Metropolitan Administration (BMA) and tourism business operators, should cooperate in giving shape to tourism products in order to make Bangkok a greener destination for tourists.

Keywords: Bangkok, core tourism products, supporting tourism products, augmented tourism products, environment



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CHAPTER I

GENERALITIES OF THE STUDY

1.1 Background of the study

One of the most important concerns of people all over the world is the effect of climate change. Human and animals are facing problems from these changes, such as more frequent natural disasters than ever before. This will lead to future dangers, which are unpredictable. Thus, the growing trend towards being “green”, which urges us all to consider the environment and sustainable development (Bangkokbiznews, 2009), has become topical in society in recent years. A green city is one of the trends. A green city not only means that a city is full of plants, trees, parks, or green areas, it also requires low impact development to the environment and the ecosystem (Bangkokbiznews, 2009). There are many cities with such issues that are trying to develop into being a green city. The cities that are considered as the greenest city in the world are Reykjavik (Iceland), Portland (Oregon, U.S.), Curitiba (Brazil), Malmö (Sweden), Vancouver (Canada), Copenhagen (Denmark), London (England), San Francisco (U.S.), Bahia de Caraquez, (Ecuador), Sydney (Australia), Barcelona (Spain), Bogotá (Colombia), Bangkok (Thailand), Kampala (Uganda), Austin (Texas, U.S.) (Grist.org, 2007). The cities are not necessarily filled with lot of plants or green areas or a fresh natural environment, but they deserve recognition for making impressive progress toward eco-friendliness (Grist.org, 2007).

1.1.1 Importance of ‘green’ concept

Nowadays, the green city concept has gained importance rapidly because of global warming and climate change. Increasing urbanization accelerates global

warming issues and pollution, especially for a big city like Bangkok. Thus, appropriate city planning is required to reduce environmental problems and to promote the social well being of its citizens (Gowda and Sridhara, 2007).

The rapid growth of motor vehicles is the main cause of air pollution, which consists of dust and hazardous gases, such as carbon dioxide (CO₂), methane gas (CH₄), nitrous oxide (N₂O), chlorofluorocarbon (CFC_s). All of these gases, which mainly result from human activities such as electricity production and fuel consumption, cause a “green- house effect” that leads to global warming (Department of Environment, BMA, 2008).

The concept of a green city focuses on reducing the effect of human activities and increasing the well-being of residents in all aspects, such as the environment, economy, communities, and human health (City of Vancouver, 2009). Parks and green areas are effective tools for improving the city environment (Gowda and Sridhara, 2007). It is not only essential for reducing carbon dioxide or other chemical substances in the environment, but the greenness of the plants and trees also helps to soften the modern building atmosphere in a city as well. Moreover, parks and green areas are places where urban people relax to reduce their stress from work or city traffic, and where they can enjoy activities with friends and families every day.

Moreover, the image of the city as a destination is important. Capital cities provide the first impression to tourists as they are usually the gateway to a country. Most large capital cities have long been recognized as major tourism destinations. The main attractions that tourists would like to see, such as historical areas and other prominent attractions, are normally located in the capital (Dodds and Joppe, 2001). In order to make the best impression possible, urban destinations need to develop a

better green image as the gateway for tourists into the country. Building a green city is one of the solutions, which can increase the satisfaction and enjoyment of tourists.

1.1.2 Tourism and Environment

As one of the largest industries in the world, travel and tourism industry has several potential effects to societies. The growth of tourism has increased concerns about the environmental, social and cultural, and economic aspects (Dodds and Joppe, 2001). Therefore, this key issue facing all societies can be seen both as a positive and negative force (United Nations, 1999).

In environmental aspects, the benefits of tourism are, for instance, encouraging productive use of land, creating parks and nature preserves which support nature-based tourism, improving waste management, and increasing awareness in people (United Nations, 1999). However, the environmental costs are countless. Tourism activities include travel by car, air and other modes of transport. Harmful emissions damage nature and the environment and become the main source of pollution. Moreover, rapid development, overcrowding of tourists and excessive waste without proper management leads to the negative changes in the physical integrity and ecosystem of the area as well (United Nations, 1999).

Therefore, it is important to implement effective campaigns and solutions to deal with such issues. The government and tourism industries of many countries that want both economic and ecological sustainability try to protect the natural resources of a destination by applying the concept of ‘going green’.

1.1.3 The Concept of Green Tourism in Thailand

Many countries have been advertised as a green destinations. For example, Wellington, the capital city of New Zealand, used nature-related slogans to market the country's rural environment, or pollution-free image (Alonso, 2006). Thailand also has a campaign to promote its image as a green destination. The Tourism Authority of Thailand (TATnews.org, 2009), working with the Thai tourism industry, has initiated 'green initiatives' in an effort to maintain the delicate balance between tourism activities and environmental protection and to ensure long-term sustainability. This consists of four keys elements as follows:

- The implementation of the 'Seven Greens' concept, as shown below
- The creation and development of a database of environmentally-responsible tourism operators and service providers offering green or environmental friendly tourism products and services (raising the local and international visibility and awareness of these green tourism operators and service providers falls within TAT's tourism promotion mandate)
- The development or selection of green tourism destinations as positive role models
- The organization of meetings, conference, and educational seminars on tourism in new era

TAT has promoted the 'Seven Greens' concept to raise environmental awareness in Thailand, especially with tourists, both Thais and international tourists. The programme provides a cooperative conceptual framework between related organizations, including business member, to initiate the green concept in accordance with the seven areas (TATnews.org, 2009).

‘Seven Greens’ concept (TATnews.org, 2009):

- 1.) Green Heart: to urge tourists to be socially responsible and environmentally aware as well as part of the global effort to help protect and preserve the environment at all tourist attractions.
- 2.) Green Logistics: to encourage more environmentally-friendly tourism-related modes of transport in order to minimize the direct and indirect environmental impact.
- 3.) Green Destinations: to promote responsibly managed tourist sites that respect the environment.
- 4.) Green Communities: to support community-based tourism in both urban and rural areas that place greater importance on responsible tourism management, and that also promote conservation of the environment, local traditions and ways of life.
- 5.) Green Activities: to promote tourism activities that are well-suited to local communities. These provide visitors with engaging and culturally-enriching experiences without compromising the integrity of the environment. This includes taking carrying capacity into proper consideration.
- 6.) Green Service: to urge all tourism-related service providers to create positive first impressions for visitors, and to win hearts and minds by attaining higher quality assurance standards whilst demonstrating respect, care and concern for the environment.
- 7.) Green (Plus)+: to encourage Corporate Social Responsibility (CSR) among operators by encouraging them to give back to the communities in which they operate. For example, by refraining from undertaking any acts that might cause environmental damage. It also includes seeking their active participation in

various activities and support for tourism business operators, manufacturers and organizations that promote energy-saving initiatives or developing renewable energy resources and environmentally-friendly products.

The TAT promotes sustainable green tourism in Thailand by encouraging tourists, organizations, and foundations to participate in green tourism activities, such as Thailand Green Treasures and Green Paradise, which protect the natural environment and respect culture. In addition, green activities will help to reduce the effect of global warming and climate change. At the same time, the TAT provides information to tourists so they can travel and enjoy activities in a sustainable way. All of this is compatible with running a successful business by following the Sufficiency Economy concept championed by His Majesty King Bhumibol Adulyadej (Marketing Service Department, TAT, 2007).

1.1.4 The Urban Environment of Bangkok

Bangkok, the capital city and the largest urban area of Thailand, is considered to be a very attractive tourist destination. Bangkok is located in the centre of Thailand and situated on the low flat plain of Chao Phraya River, which extends to the Gulf of Thailand. Its latitude is 13.45° north, and the longitude is 100.28° east. The elevation is about 2.31 m. mean sea level (MSL). The city is divided into 50 districts and 154 sub-districts. Bangkok has population of more than ten million, with an area covering 1,568.737 km² (980,461 Rais) (Department of Environment, BMA, 2004). It is one of the largest cities in the world. As it has been urbanized and modernized, many changes have taken place in Bangkok. The transportation system that Bangkokians used in the past was rivers and canals. Nowadays, the main transportation network has become roads, reducing the importance of waterways. Canals have become

neglected and many have been filled up as more roads were required (Archavanitkul, Pounsomlee, Punpuing and Ross, 2000). Most Bangkok residents have personal vehicles, leading to a large amount of vehicles on the streets, which is a significant environmental problem that needs to be solved.

Even though Bangkok residents face environmental problems, Bangkok is ranked number thirteenth as one of the greenest cities in the world (Grist.org, 2007). While city pollution is still considered to be at a high level, the governor has released a draft action plan for Bangkok that includes both soft and hard measures, such as planting trees, retro-fitting buildings with more energy efficient lighting and cooling systems, promoting carpools and the mass transit system (Nation multimedia group, 2007), and using cooking oils to make biodiesel fuel in order to reduce global warming-emissions and air pollution from vehicles (Grist.org, 2007). Moreover, according to the Bangkok State of the Environment 2006-2007 (Department of Environment, BMA, 2008), the Bangkok Metropolitan Administration or BMA has organized monthly campaigns to educate the public on global warming as follows:

- “Stop! Warming –up Bangkok” was launched May 9, 2007 in collaboration with 36 public and private agencies; city street lights were turned off for 15 minutes, which saved 530 megawatt of electricity and reduced carbon dioxide emission by 143 tons.
- May 11, 2007, BMA, the Ministry of Energy and the Electricity Generating Authority of Thailand (EGAT) replaced 125 incandescent lighting bulbs with energy-saving bulbs at Prachanewet market.
- June 5, 2007, the World Environment Day, BMA announced its draft action plan 2007-2012 for public comments for 60 days.

- June 9, 2007, the “Compact Fluorescent Lamps” campaign was launched with EGAT and Toshiba Lighting to replace incandescent bulbs with energy-saving fluorescent lamps totaling 44,202 bulbs at BMA markets which reduce carbon dioxide emission by up to 196,185 kilograms/ year.
- July 7, 2007, “Ride the Bike, Save the World” event was organized to promote bicycle use for daily short trips.
- July 9, 2007, “Stopping Engines While Parking” campaign for drivers to turn off their engine while parking. A five minute engine turn-off by 5.5 million drivers each day will reduce CO₂ emission by 260,975 tons annually.
- August 9 and 12, 2007, “Planting Trees” campaign to plant trees on Her Majesty the Queen’s birthday. The 3,000,000th tree was planted on this auspicious day. When fully grown, these trees will absorb 27,000 tons of CO₂ annually.
- September 9, 2007, “Using Cloth Bags in Place of Plastic” campaign to promote reusable cloth bags when shopping.
- September 22, 2007, “Bangkok Car Free Day 2007” campaign was launched to promote the use of bicycles to save energy.
- September 28, 2007, a session was launched to hear public comments on the drafted 2007-2012 BMA Action Plan on Global Warming before preparing the final plan.
- October 9, 2007, the “Reduce Garbage” campaign was initiated to promote classification of household wastes (Department of Environment, BMA, 2008).

The city has public parks and green spaces for residents. Bangkok has green areas for recreation and the environment as the lungs of the city totaling only 18,972,509 sq.m. (Department of Environment, BMA, 2008). This consists of several

major parks and green areas, such as Lumpini Park, Chatuchak Park, Benchasiri Park, Saranrom Park, Romaneenart Park, Santichaiprakarn Park and more. Beside parks there are other green areas, for example, Bung Makkasan and the large forest park between Yannawa and Samut Prakarn in Bangkok (Department of Environment, BMA, 2008).

This study looks at Bangkok's environment as perceived by international visitors. It examines features of Bangkok's tourism products and its environment, and explores what could be improved along with appropriate solutions to problems.

1.2 Statement of the Problem

Over the years, urbanization and fast growth have taken their toll and the image of Bangkok has changed for the worse. The growth of the city has required housing and transportation infrastructure to match the growing needs of the city. Urban development has led to air, water and noise pollution, which have deteriorated the living environment in the city of Bangkok. Thus, it is imperative that urban land use be based on ecological considerations. One of the adverse effects of rapid sprawl is the shrinking of green areas and a shortage of space, gardens and other organized green spaces as the city has expanded chaotically. A very mixed-built environment is part of the city's charm but also the source of much inefficiency and strain for its residents and visitors, particularly in the form of traffic congestion. On top of that, tourists are consumptive beings and tourism suppliers are waste and energy intensive. Unfortunately, too few steps have been undertaken toward keeping the city environmentally sustainable.

Bangkok, being a famous destination with large numbers of foreigners visiting each year, started to promote green tourism campaigns in 2008 to preserve the

environment. In fact, tourists are rarely consulted about their views on Bangkok's tourism products as only selected aspects of the city are promoted to tourists.

However, aspects such as pollution and traffic congestion may cause dissatisfaction in tourists during their stay. It is important to analyze Bangkok's tourism products as perceived by international tourists and to match the features of the tourism product and benefits.

Not only is it important to attract visitors to Bangkok, it is also important to ensure that tourists are encouraged to experience more than just the key urban landmark attractions. Part of the problem is that information about environmentally-friendly and green alternatives are not readily available to tourists (or even residents). The BMA needs to do research with visitors to determine what features and benefits they desire in a product. A thorough analysis of Bangkok as a product is essential for developing a successful marketing strategy to attract tourists. Therefore, there is an urgent need to remake the tourism product mix in line with eco-friendly development. This would improve the living environment for residents and create a positive impression in international tourists, which would then attract more tourists to visit Bangkok through positive word of mouth.

Tourism marketers in Bangkok first need to analyze all the features the city has to offer for potential tourists. These features can be categorized into the core products, supporting tourist services and augmented products, according to Kolb (2006). Tourism components or features (e.g., attractions, activities, transportation, infrastructure, accommodations and tourism facilities) influence the attractiveness of Bangkok and also affect the city's environment. Hence, the following research questions are proposed.

RQ 1: How do visitors perceive Bangkok as a green destination?

RQ 2: How do green tourism products contribute towards Bangkok as a green tourist destination?

1.3 Research Objectives

1.3.1 To analyze international tourists' views on all the components of green tourism products that Bangkok has to offer.

1.3.2 To investigate international tourists' environmental impression of Bangkok.

1.3.3 To examine the relationship between the components of the city as a green tourism product (core, supporting and augmented) and environmental impression of Bangkok.

1.4 Scope of the Research

The study concentrates on Bangkok features divided into the core product, supporting tourist services and the augmented product. The research also focuses on Bangkok's environment, which faces different types of pollution and problems while at the same time being promoted as a clean and green destination. The study examines international tourists visiting Bangkok to obtain their views about the 'green' experience, including their opinion towards parks and green areas, tourist attractions, entertainment, shopping, transportation, restaurant, streets and the people in Bangkok.

1.5 Limitations of the Research

The research was conducted only in Bangkok, specifically at popular places frequented by tourists. It was not possible to estimate and generalize the whole image of Thailand as a green destination. Also, being an urban cosmopolitan city, the

current assessment of the environment in Bangkok may be that it is a polluted city. The sample size might not be representative of all international visitors to Bangkok. Moreover, it is very likely that tourists respond about tourism product mix and environmental impression of Bangkok might be in relation to what they have seen, place of their origin or the destination they just return as part of their tour program. Also, tourists coming to the city for the first time might have different impressions of Bangkok than repeat visitors. Only those international tourists who have spent at least 2-3 days were included as respondents but this length of stay might be short enough for the tourist to estimate or give opinion about tourism product mix as well as environment of Bangkok. Also, the language used in the questionnaire was only English, so some respondents may not have understood the questions completely. Lastly, the findings of the study are valid for a fixed duration from January to June, 2010 only and should not be generalized to other time periods.

1.6 Significance of the Study

The study aims to promote and market all features of Bangkok (core, supporting and augmented products) in an environment-friendly way to international tourists. Relating features of tourist destination with environmental issues serves a very useful purpose for visitors and residents alike. The findings will inform city developers about many aspects of Bangkok that are not normally included in the mainstream tourism literature. Product analysis is essential because the promotional strategy of Bangkok will involve communicating the city's core product, tourism services, and image to the appropriate potential tourist markets.

This study hopes to reveal the current environmental situation in Bangkok and its related issues. The respondents can provide meaningful information to those in the

public and private sector responsible for developing Bangkok into a green city.

Organizations such as the BMA and TAT will be able to get information about the city's weak points so they can improve and develop the city. Also, the study seeks to raise environmental awareness among the private sector in the tourism industry and convince them to apply green initiatives in their daily practices.

1.7 Definition of terms/ Glossary

Environmental Impression: An effect, feeling or image retained as a consequence of experience of the complex external conditions surrounding an object, an organism or a community and the specific set of measurable phenomena existing during a specified period of time at a specific location (Jafari, 2000). In this study, environmental impression of Bangkok means the feeling, opinion or perception influenced from an experience of the city environment in Bangkok.

Green city: A city which acts to address climate change, becoming more environmentally responsible by incorporating sustainability into all its operations and services (City of Vancouver, 2009). The green city seeks to keep the negative effects on the environment and ecosystem to a minimum through low impact development in accordance with economic, legal and public policy (Bangkok Business, 2009).

International tourists: People who travel outside their own country of residence for a period of time whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited, and who stay at least one night in a collective or private accommodation in the country visited (OECD.org, 2006). This study included only international tourist who have spent at least two days in Bangkok, Thailand.

Selected tourist spot: A particular place or location, relatively small and definite limits, that has been chosen in preference to another (audioenglish.net, 2010) in terms of tourist attraction. In this study, there are four selected tourist spots for distributing the questionnaires such as Wat Pho, Santichaiprakarn Park, Khaosan Rd., and Bang Lampu.

Tourism product: The tourism product has been described as the mixture of all activities involving a tourist in the process of his or her journey, which includes attractions, facilities, transportation etc. (Adejuwon, 1985). Kolb (2006) has divided the features of tourism products into three categories, which are the core product, the supporting product, and the augmented product.

- **Core product:** This can be defined as the main benefit that consumers receive from their purchases (Kolb, 2006). In this study, Bangkok's core product includes tourist attractions, cultural and historical sites, entertainment venues, and shopping.
- **Supporting product:** This increases the value of the main benefit but will not alone motivate the purchase (Kolb, 2006). In this study, Bangkok's supporting product includes souvenirs, tours, transportation, restaurants, and accommodations.
- **Augmented product:** This is the package that surrounds both the core and supporting products (Kolb, 2006). The augmented product in this study includes streets, buildings, storefronts, people and parks in Bangkok.

CHAPTER II

LITERATURE REVIEW

This chapter reviews the relevant literature and studies and has the following content and topics: urban tourism, green tourism concept, green city, core, supporting, and augmented urban tourism products, environmental issues concerning the cities and Bangkok's tourism products, Bangkok's tourism and environmental impression, and empirical studies.

2.1 Urban Tourism

The term urban tourism is best described as tourism in urban areas (Law, 2002). Urban areas have a unique quality in terms of tourism attractions (Law, 2002). Their historic, architectural and cultural identities are the main factors that attract tourists, in addition to their roles as capitals. Generally, towns and cities have always been visited by people living outside the area (Law, 2002). Large cities have long been recognized as major tourism destination (Dodds and Joppe, 2001), for example, London, Paris, Rome, Tokyo, New York City, and Toronto. Toronto is the largest city and the capital of Canada. It is the number one urban destination in the country, attract over 21 million visitors per year and generate revenue of over C\$5.3bn (Dodds and Joppe, 2001). The other essential function of cities is as service centers where people can exchange goods and services. Moreover, cities also attract visitors for business purposes and for other reasons as well (Law, 2002).

The key elements that attract visitors to urban areas besides historical buildings and districts are lifestyles and traditions, sense of community, sense of place, theatre/music, convention centers and exhibitions, arts and crafts, festivals and events,

markets, food and drink, waterfront areas, education, health, special visitor districts like amusement parks, museums, tourism employees and residents as city supporters, as well as retail and catering facilities (Ruetsche, 2006 & United Nations, 1999).

However, there have been significant impacts from modernization and urbanization on people, societies, and biophysical environment (Archavanitkul, et.al, 2000). The growth of tourism has increased the concerns about the environment, cultural and social impact (Dodds and Joppe, 2001). As the tourism industry generates a wide variety of activities related to the environment, it leads to intense site development and changes to the ecosystem (United Nations, 1999). Especially during peak or high season for travel, the overcapacity of tourists visiting a site inevitably puts pressure on the resources. A large amount of disposable goods and litter from tourists such as brochures and plastic bottles of water and inappropriate waste management systems damage the natural resources and the surrounding environment.

Urban areas have many different classifications, depending on the population size of each city. This can vary from mega-urban cities, such as Bangkok and Singapore (McGee and Robinson, 1995), to smaller human settlements (United Nations, 1999). Urban tourist destinations can be categorized into a variety of place types. Page (1995) identified a typology of urban tourist destinations as follows:

- Capital cities (e.g., London, Paris and New York) and cultural capitals (e.g., Rome);
- Metropolitan centers and walled historic cities (e.g., Canterbury and York) and small fortress cities;
- Large historic cities (e.g., Oxford, Cambridge and Venice);
- Inner city areas (Manchester);

- Revitalised waterfront areas (e.g., London Docklands and Sydney Darling Harbour);
- Industrial cities (e.g., nineteenth century Bradford);
- Seaside resorts and winter sports resorts (e.g., Lillehammer);
- Purpose-built integrated tourist resorts;
- Tourist-entertainment complexes (e.g., Disneyland and Las Vegas);
- Specialized tourist service centers (e.g., spas and pilgrimage destinations);
- Cultural/-art cities (e.g., Florence) (Page, 1995)

Still, the different types of urban destination are not always clear (Law, 2002).

The urban destination in this study will be specific to the capital city of Thailand, Bangkok.

2.2 Green Tourism Concept

The concern for the environment has increased owing to the awareness of global warming issue. Many organizations related to tourism have applied concepts and strategies to help reduce the effect from tourism activities to the environment and increase the level of awareness in people. Going green is one of the significant tools to reduce the negative impact created by tourism. Green tourism means preserving nature and the ecology as well as promoting the tourism industry to be profitable (Travel Guru, 2008).

According to the Tourism Authority of Thailand (TAT), green tourism requires seven green elements, as mentioned in chapter I: green heart, green logistics, green attraction, green community, green activity, green service, and green plus (CSR that gives back to the community) (TAT, 2010). These seven elements show that green

tourism is a management system, and the manager of the system is a national organization that is responsible for tourism (Suriya, 2008).

To follow the green tourism concept is to include the use of eco-friendly transportation fuels and staying in hotels and resorts that are green. Furthermore, it involves using recycled products and other non-toxic materials while travelling and following rules and regulations about the environment strictly, especially in sensitive areas like national parks, as well as supporting locals' handmade products.

For tourism business operators, accommodation providers like hotels and resorts implement green tourism concepts that involve all aspects of sustainability and corporate social responsibility (CSR) in their management practices (Tourismpartnership.org).

Green tourism is sometimes used interchangeably with ecotourism and responsible tourism, even though it can also mean tourism that is strictly concerned with the physical environment. The current use of these terms has become broader to incorporate sustainable tourism principles, while sustainable tourism is a term used mainly by policy makers and organizations (Visitbritain.com, 2009).

Green tourism has several advantages for tourists, locals and their natural surroundings, as well as for countries and the planet, as it increases awareness of the global warming problem (Travel Guru, 2008).

2.3 Green city

The term green city describes a city that is concerned with the environment and acts to address climate change. These cities are dedicated to becoming more environmentally responsible by incorporating sustainable practices into a city's

operations and services (City of Vancouver, 2009). A green city usually has a focused plan to minimize the negative impact of human activities on natural resources and the environment. The goal to develop a city into a green and livable city not only needs to focus on the environment, it also needs to be concerned with social aspects and the economy. Such issues are inevitably related to each other, as a good environment improves human health and leads to the social well-being of residents. If the citizens are happy and have good health, they have the potential to do their duty and boost the economy of the country.

Significant components that a green city needs to have are an abundance of parks and green areas, clean air, clean water, a small carbon footprint, locally produced food, and a transport system dominated by walking and cycling (City of Vancouver, 2009) or inducing people to use public transport rather than private vehicles.

2.4 Core, Supporting, and Augmented Urban Tourism Products

A product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need (Kotler, Bowen and Makens, 2003). From a tourism perspective, a product can be either a physical good (tangible product) or a service, which is a part of the visitor experience. A product is developed to provide benefits desired by a specific group of consumers. A destination is an amalgam of individual products and services available in one location (Murphy, Pritchard and Smith, 2000). Tourism marketers have classified tourism products into different categories according to their likely importance in decisions to visit a city. Kotler, et. al (2003) have divided product into four levels namely the core product, the facilitating product, the supporting product and the augmented product. Bramwell

(1998) has distinguished tourism products into primary products, secondary products and additional products, while Kolb (2006) has broken down the features of tourism products into three categories of core products, supporting products, and augmented products.

The core product can be defined as the main factor that motivates tourists to visit a site (Kolb, 2006) or makes a site worth visiting. It is the key message or benefits designed to satisfy the needs and wants of target customers (Komppula, 2001). Examples of core products include tourist attractions like shopping centers, cultural and historical sites and entertainment venues.

While the supporting product is not the main feature that attracts tourists to visit, it is an extra product offered to add value to the core product and help to differentiate it from the competition (Kotler, et. al, 2003). It also helps to satisfy tourists and shape the overall visitor experience (Bramwell, 1998). Some examples of supporting products include souvenirs, tours, transportation, hotels and restaurants. Supporting product also includes facilitating services or goods that present to the guest along with the core product.

Lastly, augmented products are the physical environment of the sites or the components surrounding the core product. These are comprised of the infrastructure, including streets, buildings, storefronts, people, parks, and safety (Kolb, 2006). Augmented tourism products also include all forms of added value products that the producers build to make the core products and supporting products more attractive, and help to differentiate them from the competitors (Komppula, 2001).

To make it easy, core products provide a focus for the business (Kotler, et. al, 2003) and provide the main reasons for tourist to visit sites, while supporting products

such as accommodation and restaurants as well as augmented products like transportation or local people are also very important for the success of urban tourism, although they are not the main factors attracting visitors (Law, 2002). These three categories are important and related to each other because they affect the overall satisfaction of visitors (Bramwell, 1998).

The growing concerns of global warming and climate change have influenced consumer attitudes, travel patterns and trends. Factors such as environmentally-friendly travel and green tourism could influence a tourist preference regarding travel destinations. All elements of tourism product including the core, supporting and augmented product should be developed to support the green tourism campaign, such as environmentally-friendly modes of transport and environmentally-friendly responsible services, as tourists are increasingly looking for quality products and experiences in an environmentally-friendly way.

2.5 Environmental Issues Concerning Cities and Bangkok's tourism products

The growth of the cities and their population is inevitably related to the environment and the relationships between urbanization, population growth, consumption, and environmental changes are complex (Jiang, Young and Hardee, 2008). Urbanization has both positive and negative aspects and consequences for the society and the environment. Urbanization leads to increasing consumption and waste emission. Due to the lack of efficient technologies, developing countries with relatively high growth rates will have more carbon emissions through increasing energy use, and that contributes to global greenhouse gas emissions (Jiang, Young and Hardee, 2008). The increase in areas covered with buildings, roads, and other surfaces that block waterways, and the reduction in areas covered by plants,

vegetation and water, along with the emission of artificial heat through combustion, will contribute to the formation of heat-island effects, which impact directly on the ecology and the biodiversity of the area.

This study focuses on Bangkok, which is considered a megacity that has grown rapidly in the past two hundred years. Its economic development has been accompanied by severe environmental and social problems because of a lack of political will and problems with inter-departmental coordination, as well as people's behavior patterns (Archavanitkul, et.al, 2000). Its main environmental problems are air pollution, water pollution, noise pollution, solid waste pollution, traffic congestion, and land subsidence and flooding. Moreover, as Bangkok is situated in the low flat plain of the Chao Phraya River, the low land is slowly extending toward the sea (Phantumvanit and Liengcharernsit, 1989). The average temperature in Bangkok has increased by two degrees Celsius in the past forty years, with twenty percent of green house gas emissions in Thailand being from Bangkok (Nation multimedia group, 2007).

Tourism plays an important role in a city's environment, with the demand for travel to cities greatly increasing over the decades (Ruetsche, 2006). Bangkok is one of the cities with a large number of tourists visiting each year. Tourism generated activities and a great number of tourists have greatly affected the city's environment in many aspects. The tourism components and environmental related issues are discussed below.

2.5.1 Man-made attractions

Attractions are a crucial part of tourism (Page, 1995), and manmade attractions are an integral feature of urban tourism. Man-made attractions consist of socio-

cultural and historic attractions, and other attractions such as special events (like festivals and sport tournaments), special commercial facilities and services (like casinos and shopping centers) and government facilities (like parliament buildings) (United Nations, 1999). However, tourism development has increased the pressure on the natural resources (Page, 1995) with the construction of attractions in urban areas to serve tourists.

In Bangkok, tourism infrastructure investment and the development of new tourists attractions has been growing; for example, the construction of skyscrapers and shopping centers downtown. These cause degradation of the ecosystem and environment of the areas during the construction process. Moreover, energy usage and the use of air conditioning in these buildings produce large amounts of green house gas emissions. Other significant tourist sites in Bangkok are historical and cultural attractions, such as temples (e.g., the temple of the Emerald Buddha, Wat Pho, Wat Arun, and Wat Benchama Bophit) and palaces (e.g., the Grand Palace and Wiman Mek Palace); these places are often visited by a great number of tourists, which might degrade the structure and environment (BMA, Bangkok Bangkok, 2001).

Without careful planning, the large number of visitors at each attraction has a vast impact on the environment. Regulation enforcement and site maintenance policies from the government can be crucial for sustainable development of cities like Bangkok.

2.5.2 Shopping

Shopping is one important element contributing to the attractiveness of a tourism destination. It has become an economic activity that fulfills the tourism experience (United Nations, 1999). Some shopping activities can lead to the

preservation of the environment. For example, retail shops and shopping malls can participate by providing environmentally-friendly products, bags and packaging, including locally produced products. These practices also help in increasing green awareness among shoppers, both locals and tourists.

In Bangkok, shopping malls, supermarkets, and department stores provide customers with plastic bags and plastic utensils. Even though some shopping malls have started issuing biodegradable plastic bags, the problem of solid waste still exists. Moreover, there are thousands of street vendors and many famous shopping areas and shopping streets for tourists in Bangkok (e.g., Bang Lamphu, Chatuchak, Yaowarat, Phahurat, Khaosan Road, Pratu Nam, and Soi Lalai Sap). On the one hand, these street vendors show the way of life of Bangkok's low- and middle-income residents; on the other hand, they create significant problems for street and sidewalk users in Bangkok. Some areas are too crowded with vendors and they spill over onto the roadways, which leads to traffic congestion. Moreover, unruly street vendors litter the sidewalk and cause pollution in Bangkok.

2.5.3 Transportation

Transportation is involved in most tourism activities. It is an important element that provides visitors accessibility to destinations and also provides movement within the destination. The transportation infrastructure consists of international and domestic air transport systems, land transport systems and routes, and water transportation (United Nations, 1999). Transportation is one significant issue that has negative effects on the environment, obviously seen in air pollution in a city. This is usually caused by motor vehicles on the streets. Not only do large numbers of vehicles cause air pollution, their irritating sounds also disturb locals in residential

areas, schools or temples. Moreover, those who live near an airport will have to deal with noise pollution from aircraft without proper management from the government sector.

Traffic is one of the Bangkok's worst environmental problems (Archavanitkul, et. al, 2000). It is a major cause of air and noise pollution, and is linked to other environmental and social problems for Bangkok residents, causing health problems and stress (Archavanitkul, et. al, 2000).

Waterway transportation has been an essential part of the Thai lifestyle for a long time (Phantumvanit and Liengcharernsit, 1989). The canal transport system in Bangkok was developed by the metropolitan government to provide an alternative to road transport through providing boat services in Klong Sansaeb, which is always crowded with a large number of people during rush hour. Noise from motor boats inevitably has an impact on those living along the canal (Phantumvanit and Liengcharernsit, 1989).

The most common mass transit available for most low to middle income Bangkok residents is cheap antiquated bus service (Archavanitkul, et. al, 2000). Old buses also cause air and noise pollution in Bangkok. The train lines are limited and are not popular among Bangkok residents. More fast mass transit is needed. Although Bangkok provides BTS skytrain and MRT subway service, line extensions are needed to provide an alternative choice of clean energy transport in Bangkok.

Furthermore, tourism is also instrumental in traffic congestion in urban areas (Page, 1995). Buses and coaches that bring tourists to the attraction sites have increased the number of vehicles on the street. The responsible organization could

offer sustainable transportation choices by offering green energy transportation or developing public modes of transport to support large number of tourists.

2.5.4 Restaurants

As Thailand is famous for its cuisine, Bangkok offers opportunities for visitors to taste a variety of Thai foods, desserts, and fruits. There are four styles of local Thai food, which differ from region to region: the North, the Northeast, the South, and the Central plains (BMA, Bangkok Bangkok, 2001). Although, there are plenty of restaurants in Bangkok for locals and tourists, most Bangkok residents prefer to eat out at street stalls (e.g., Yaowarat, and Bang Lamphu), which are tasty and offer reasonable prices. These street stalls are also famous for foreigners and are an interesting and enjoyable experience. However, part of the problem is that these street food vendors often use materials that are harmful to the environment, such as plastic bags and foam boxes. These are a major cause of solid waste disposal problems in Bangkok.

2.5.5 Accommodation

Tourist accommodation is one of the most important functions in tourism as it provides the opportunity for visitors to stay and spend time at a destination (Page, 1995). The classification of tourist accommodation includes hotels, apartment hotels, condominiums, boarding houses, guest houses, small private hotels, houses with rooms for rent to travelers, hostels for backpackers, camping sites, and lodges (United Nations, 1999). These accommodation establishments affect the surroundings during the construction process.

Accommodation service providers play an important role in preserving the environment by integrating responsible practices into their business operation (Tourismpartnership.org, 2008), such as informing customers about environmental policies and programmes. This will not only help minimize the negative impacts on the surrounding ecosystems, it also will benefit the business in many ways and help increase environmental awareness in customers as well.

In Bangkok, there are many hotel providers that are concerned about the environment and global warming. Some hotels have been awarded the Green Leaf certificate. These hotels were evaluated on initiatives and activities undertaken by individual properties in areas such as policies and standards on environmental practice, waste management, efficient use of energy and water, recycling and ecological impact and more (TATnews.org, 2010). Moreover, many small and medium sized hotel operators have implemented green practices as a marketing strategy to attract more customers to their property.

2.5.6 Streets

Streets are one element that contributes to the attractiveness of a city. Clean and green streets benefit the entire city as they help improve the quality of the urban environment (Vancouver.ca, 2009). Street trees and parks help enhance the environment by reducing the harmful effects of carbon emissions from vehicles on the streets. Moreover, city should also provide enough sidewalks and opportunities to cycle as another choice of reducing energy consumption by locals and visitors.

The streets in Bangkok are quite busy and chaotic, with traffic problems, air and noise pollution, people and street vendors. The Bangkok Metropolitan Administration (BMA) has been working to reduce the negative effects from these problems on the

residents, such as developing and increasing green areas along the streets, in order to reduce the harmful effects of CO₂ emission from vehicles (Department of environment, BMA, 2008). Also, they have set out some rules to organize the street vendors to clean up the street of Bangkok, such as selling only at designated areas. However, these rules seem to be opposed by Bangkok residents who have complained that they cannot purchase food as easily as they could before (2bangkok.com).

In Bangkok, some shopping streets and entertainment streets are popular among international visitors, such as Khaosan Rd. and Phat Phong Rd. They are not only famous for shopping, but also for night-life entertainment. Unruly vendors and some illegal businesses in these areas cause significant problems in Bangkok, namely noise pollution, solid waste and energy consumption, etc.

2.5.7 Buildings

Buildings can make a city attractive. In focusing on the climate protection, one of the important initiatives is the concept of ‘green building’, which is an approach to save water, energy and material resource in the construction process and maintenance of the buildings; this can limit the adverse impact of building on the environment (Truthdive.com, 2009).

Bangkok has its unique architecture and buildings for visitors to enjoy. The most significant are the old architecture on Rattanakosin Island, around the grand palace, and the old buildings in the Yaowarat area (Bangkok Chinatown). The government needs to restore these buildings in order to preserve the architectural heritage of the country. Bangkok also has skyscrapers in the downtown and business areas, such as Baiyoke Tower II, Elephant Tower, and the State Tower. However, Bangkok has been too short-sighted to get its architecture recognized worldwide, like

Malaysia has done with its Petronas Twin Towers and Hong Kong with its Victoria Peak Building (Eturbonews.com). Proper planning is needed from the government sector and investors in order to create a new contemporary landmark, which is considered to have environmentally-friendly design.

2.5.8 People

People are considered a very significant component in all activities related to the environment. Climate change is mainly caused from human actions and unsustainable consumption of resources without knowledge and awareness of environmental problems. The government or concerned organizations should come up with strategies to educate its citizens about the environment, especially those who live in the city. In addition to educating in schools, parents need to educate their children at home. Moreover, the government can use the mass media, especially television, to encourage people and children to be aware of environment problems.

In Bangkok, residents' level of environmental awareness varies depending on their socio-demographic characteristics, such as age, occupation, education level, monthly income, and duration of stay. Societal functions affect people's attitudes and action on the environment (Archavanitkul, et.al, 2000). According to the BMA (2008), generally Bangkok residents seem to be aware of the environment to a moderate extent due to the success of BMA's environmental campaign, with participation from many people and sectors. The BMA has attempted to build a green atmosphere in Bangkok as it has come up with activities and an action plan to fight against climate change with the cooperation from local, international, public and private partnerships (Department of Environment, BMA, 2008). However, environmental awareness is still very minimal among Thai people (Thaiwebsites.com,

2010). Bangkok residents' behavior patterns still cause environmental problems in the city, obviously seen in the careless behavior about energy usage such as the use of private cars and air conditioners, which are the major cause of traffic congestion and air pollution in Bangkok.

Both locals and tourists benefit directly from a good environment. Therefore, they should participate in saving the planet by starting from basic practices like being concerned about the hygiene and cleanliness of surrounding areas of the places that they are visiting, and by reducing the use of energy like electricity, or saving water and reducing fuel consumption. These green campaigns and activities also help to increase the value and attractiveness of a city.

2.5.9 Parks

Parks are an important tool for enhancing a city's environment. Parks and green spaces help improve citizen's health, fight pollution, and attract people to do their activities, like relaxation and exercise, and also attract tourists (Philadelphia Parks Alliance, 2008). A city's parks include gardens and walkways for public recreation as well as trees along roadsides. Their main functions are to provide greenery and canopies for people and help reduce the urban heat island effect (Gowda and Sridhara, 2007). It is the government's responsibility to incorporate nature in order to enhance economy, social, and environment.

Since Bangkok is facing many environmental problems, the Bangkok Metropolitan Administration (BMA) has given priority to developing and increasing public parks to serve as lungs for the city (Department of Environment, BMA, 2008). Bangkok currently has 3.29 square meters public park space per capita, see table 2.1,

which is considerably low if compared to the international standard at 15 square meters per capita (Department of Environment, BMA, 2008).

Table 2.1 Number of public parks and public recreation sites in Bangkok

Green area Index	2003	2004	2005	2006	2007
Total main public parks* (in number of sites)	14	14	18	22	24
Total main public parks** (in number of sites)	1,245	1,884	2,046	2,411	2,923
Total parks in Bangkok (sq.m.)	12,955,276	15,722,841	15,355,983	18,059,773	18,972,509
Total green area *** (sq.m. per capita)	2.24	2.69	2.90	3.17	3.29

* Total space of over 10 rais comprised of areas for recreation and sport activities and a minimum number of users of 200 people per day

** Public park in the meaning of BMA is space in form of gardens and public recreation spaces for the general public which belong to the government or private sector. There are 7 types of public parks: 1. Pocket Park, 2. Neighborhood Park, 3. Community Park, 4. District Park, 5. City Park, 6. Street Park and 7. Specific Purpose Park

*** Ratio of green area to registered population based on Local Administration Department, Ministry of Interior Database.

Source: Bangkok State of Environment Report 2006-2007, BMA (2008)

2.6 Bangkok's tourism and Environmental Impression

Bangkok has grown rapidly for 200 years (Archavanitkul, et.al, 2000) and its population has increased with people migrating from rural areas to the city. Newman (2006) stated that the impact of a growing population is negative for the environment and also for the people in the city. The BMA (2008) argues that Bangkok has developed management strategies to cope with environmental issues to improve the life of city dwellers. For instance, public parks and green areas are being developed for recreation and to improve the environment. Moreover, Bangkok is considered as one of the greenest cities in the world (Grist.org, 2007). However, overall, Bangkok is not an environmentally clean city, with pollution still being a significant problem (Thaiwebsites.com, 2010).

Tourism has both positive and negative effects on Bangkok's environment. The positive aspects are that it leads to the preservation of historic buildings and monuments (Kreag, seagrant.umn.edu, 2010). The restoration costs are normally included in the entrance fees or ticket fees for visitors. These fees also generate improvement of the area's buildings and appearance. Besides, the other benefit of tourism is that it urges the government to develop strategic management to improve the city's quality and image in order to promote the destination to attract more visitors.

On the other hand, tourism can also degrade the environment. Visitors generate pollution such as air pollution, water pollution, noise pollution, and solid waste pollution. Natural resources, landscape and open spaces can be lost through the development of tourism. Large number of tourists could also degrade the sensitive areas like historical sites and monuments (Kreag, seagrant.umn.edu, 2010).

The destination's environment is a primary factor that contributes to a tourist's travel experience, and a tourism experience is tied to a destination image, defined as the impressions that a people have of a place (Murphy, et al., 2000).

Bangkok is a city of culture and heritage. Tourists may be fascinated with culture, historical sites, attractions, activities, services and entertainment that the city offers as its main tourism products. On the other hand, they could be disappointed with the surrounding components, especially the polluted environment or the crowded urban chaos, traffic problems, beggar and prostitute problems, and safety issues.

2.7 Empirical Studies

Alonso (2006): Is Wellington environmentally friendly? Visitors' views of New Zealand's capital.

New Zealand is one country that has been using a sustainable tourism slogan and government policies to market the country's pollution-free image. The growth of overseas visitors illustrates that such campaigns appear to be successful. However, there has been limited discussion provided in research on visitors' views about environmental issues in New Zealand, particularly in Wellington. This study examined visitors' views toward Wellington in the environmentally-friendliness related areas by comparing pre and post visit and domestic and overseas visitors, as well as gathering additional comments about Wellington's environmental issues. The two surveys were conducted during August and September 2006 on a sample of 353 visitors travelling to (pre-visit) and from Wellington (post-visit).

The overall results demonstrated that the respondents agreed that Wellington is an environmentally-friendly city, with areas for improvement being recycling, traffic

congestion, noise and building deterioration. These elements discouraged some tourists from visiting Wellington.

Archavanitkul, Pongsomlee, Punpuing & Ross (2000): Integrative analysis of city systems: Bangkok “Man and the Biosphere” programme study

This study illustrates one way of making an integrative analysis of a city as a system from the UNESCO Man and the Biosphere (MAB) Programme study of Bangkok. The aim of the project was to examine the impact of modernization and urbanization on people and the biophysical environment of Bangkok by using an integrative method in order to develop an integrative framework and methodology that could be applied in environmental management and policy making and to explore the societal process through improvements of ecological sustainability and human health. The study focused on the impact of Bangkok’s environmental problems, which are traffic and transportation, land use change, flooding, water pollution, air pollution, noise, solid waste disposal and toxic substances. It also examined the interaction between these environmental problems and the perceptions and interpretations of people on each problem and the ensuing behavior.

The study verified environmental conditions from published and government sources and conducted case studies by using focus groups in seven urban communities located from the inner to the outer areas of the city, with a wide range of social and economic status and living environments. For the second stage, a variety of methods were used, such as measures of environmental quality, land use and economic studies and a survey of Bangkok residents’ experiences of living in the city and their behavior patterns. 1,200 interviews were conducted with the sample allowing for a comparison

of the experiences of people living in the inner, middle and outer administrative zones of Bangkok.

The study found that while everyone experienced the same environmental problems, the poor are more affected and have the least ability to adapt. Moreover, people's behavior patterns contributed to the problems, with similar behavior patterns by many individuals potentially having an effect on others. Also, policies will succeed or fail depending on the public's acceptance. Understanding people's and organization's motivations and behavior patterns are necessary for designing workable policies. The integrative analysis of cities as a system has suggested a new way of improving problems by addressing underlying causes rather than symptoms. This requires the involvement of all sectors inside and outside government as part of a national development plan in order to avoid problems of inter departmental coordination.

Bramwell (1998): User satisfaction and product development in urban tourism

This study examined importance of the understanding user satisfaction with the tourism products in order to improve planning for the development of these products. It discussed how a place marketing framework can assist in understanding connections between the satisfaction of users of tourism products and the development of these products. It evaluated a range of features of user satisfaction with tourism products in a city in order to assist in the co-ordinated, planned development of these products. The survey looked at selected aspects of satisfaction with tourism products in the city of Sheffield, UK, and the implication of these findings were evaluated for tourism planning in the city. Sheffield tourism products were analyzed using Jansen-Verbeke's classification into primary, secondary and

additional products. The survey examined visitors and residents' views about a range of Sheffield's tourism products and also explored specific segments.

Questionnaires were used as the method for the Sheffield survey. The questions were about visitor's and resident's views on Sheffield's tourism products. Two separate questionnaires were used for visitors and residents, conducted face to face at seven city center locations during June and July 1996. 390 visitors and 191 residents were interviewed randomly. Respondents were asked to give a quality rating to 15 of Sheffield's tourism products, including six primary products, four secondary products, and five additional products.

According to the findings of the case study, it is the primary tourism products that act as attractions, and without these attractions and their benefits, there would be little reason for leisure visits to the city.

Dodds & Joppe (2001): Promoting urban green tourism: The development of the other map of Toronto

The city has been recognized as a major tourism destination, with visitors using it as a gateway to other destinations in a country. This study examined how the Green Tourist Association (GTA) in Toronto, Canada, developed the concept of urban green tourism, which is the concept that promotes green practices in the aspects of environmental responsibility, local economic vitality, cultural diversity and experiential richness. The association has developed the green map called 'Other Map of Toronto' to provide a source of information that links tourism and the environment. The map provides tourists and residents with information on the urban green tourism options in Toronto and also adds topics such as natural history, green spaces and park-lands, special gardens and tips on how to be a green tourist. The

city's mayor supported the GTA in launching the map during the tourist high season, through media, press releases and promotional events. The map was distributed at all key entrance points into the city, tourist information sites and many events and conferences. The study discussed the response to the map and problems encountered in initiating the map, and suggested some key strategies for launching green tourism products. The study mentioned that the map had a positive benefit in a number of areas, such as increasing awareness about green and environmental issues in tourists, residents and local small businesses. In an overall analysis, it was suggested that the development of the map was considered a success.

Gowda & Sridhara (2007): Planning and management of parks and green areas: The case of Bangalore metropolitan area.

Parks and green areas are essential to the environment, especially in a city with high-density population. The decline of a city's environment from urbanization requires relief through high quality outdoor experiences in residential parks and green spaces. Urbanization and fast growth have changed Bangalore's image from a garden city to a high technology city, a "Silicon Valley" image. This study was undertaken to highlight the importance of planning and management of parks and green areas in the Bangalore Metropolitan Area, and to explore how to plan and provide for the relaxation needs of its people by following the green city concept. The approach in this study was to observe the abundance of parks, trees and green areas along with green median traffic islands in the city. The findings revealed that Bangalore had inadequate maintenance of parks and green areas, and they need serious rejuvenation as a center of social activity to fulfill urban living. The study also suggested a systematic approach to the creation and maintenance of city facilities and promotion

of green spaces, social forestry and efficient maintenance of existing parks and green assets.

Murphy, Pritchard & Smith (2000): The destination product and its impact on traveler perceptions

Understanding the links between a destination's product mix and the perceptions of quality and value they generate amongst visitors is a way to assess how such links can help in the competitive environment all destinations are faced with today. This study reviews the literature and identifies two sub-components of a destination product, then proceeds to examine their significance as perceived by tourists by using existing data. The conceptual model was tested using secondary data from the 3,088 completed summer and fall 1994 visitor surveys conducted by Tourism Victoria. The survey was a convenience sample exit survey conducted to assess the traveler experience with the Vancouver Island, located in Victoria, BC, Canada. The data set were assessed on the five point Likert scale format of strongly agree to strongly disagree. The results show that the two primary constructs of a destination product, its overall environment and its constructed infrastructure, could both linked to regional tourists' perceptions of quality and value related to the visit experience. Moreover, the most interesting result was the finding that destination "Quality" was a key predictor of visitor "Intention to return", and the destination "Environment", in terms of climate, scenery, ambience, friendliness, and cleanliness, was found to be a key predictor of destination "Quality". The effects of the environment on perceptions of destination quality, and subsequently the intention to return, illustrates the importance of environmental factors to tourism in Victoria and supports consideration of the environment as a central component of the destination product.

Summary of the literature reviewed

According to Bramwell (1998)'s study, the findings revealed that it is the primary tourism products (or the core product in this study) that attract visitors, and there would be little reason for visiting a city without these products. It also mentioned that understanding a customer's satisfaction is important for developing tourism products in a city. Dodds & Joppe (2001) discussed the benefits of developing the concept of urban green tourism in Toronto, Canada. The green practice was a success, with participation by tourists and residents in urban green tourism in Toronto. The study also stated that the green project helped in marketing the tourism products of the city. Moreover, Alonso (2006) mentioned that the adoption of eco-friendly concepts can be a decisive marketing tool in the tourism business. The study's results revealed that pollution and problems in a city's environment discouraged some tourists from visiting Wellington. Archavanitkul, et.al (2000) examined the impact of urbanization on the people and environment of Bangkok. The findings indicated that people's behavior patterns contribute to environment problems. The study suggested ways to solve problems by focusing on the causes rather than symptoms, as well as coordination between all sectors as part of a national development plan. Gowda & Sridhara (2007)'s study illustrated the importance of parks and green areas contributing to the quality of a city's environment. It also mentioned that parks and green areas are the main functions that create a green city image. Finally, Murphy, Pritchard and Smith (1999)'s research suggested that the destination product in terms of the destination environment plays significant roles in determining destination quality, which linked to tourists' perceptions of the quality, and that quality is positively related to their intent to return.

CHAPTER III

RESEARCH FRAMEWORK

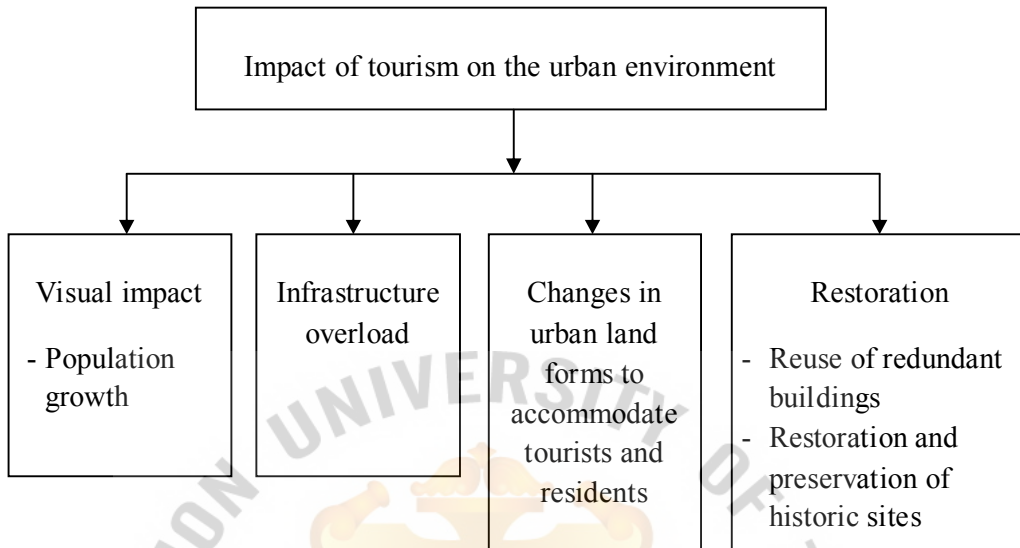
This chapter contains the framework of the study divided into four sections, including the theoretical framework, conceptual framework, research hypotheses, and operationalisation of the independent and independent variables.

3.1 Theoretical Framework

Sekaran (2000) proposed that a theoretical framework is the foundation on which the entire research project is based. It is the logically developed, described, and elaborated network of associations and interrelationships among the variables that are deemed to be relevant to the dynamics of the situation being investigated. The theoretical framework is thus an important step in the research process.

This study focuses on Bangkok's environment as perceived by international visitors, and explores all the features Bangkok has to offer to tourists as a green city destination. The theoretical framework includes the literature presented in chapter II, which focused on urban tourism, green tourism concept, green city, tourism products, environmental issues concerning the cities and Bangkok's tourism products, and Bangkok's tourism and environmental impression. The theoretical framework model of this study was adopted from the study of Page (1995: 147) on the impact of tourism on the urban environment. The main concept discusses changes that may result from the impact of tourism on an urban area. Such changes could be in the form of visual impact and physical characteristics or restoration of specific features in the historical and cultural environment leading to a decline in the quality of the urban environment (See figure 3.1).

Figure 3.1 Model of theoretical framework of this study



Source: Modified and adopted from Page (1995), *Urban Tourism*. Rutledge: New York, p.147

Kolb (2006, p.60) proposed the idea of city as a tourist product and then analyzed the tourism potential of city as it would appear to visitors. The first step in this initial analysis process was to take a drive through the city to evaluate the appearance of the downtown area, buildings, parks, monuments. The next step in the product analysis process was detailed analysis of the city's core, supporting, and augmented products. This is how core, supporting and augmented products were taken up as independent variables in this study.

The present study used the above concept (figure 3.1) to develop the dependent variable by picking items appropriate for Bangkok.

The research by Murphy, et al. (2000) leads to understand the link between a destination's product mix and the perceptions of environment they generate amongst visitors. The study examines the relationship between a destination's product mix and visitors' reactions, as measured by their core perception of environment and ascertains how these elements combine to influence future visitation patterns. Each 'moment of truth' encountered with the destination environment and its product mix can become a thread woven into the traveller's overall sense of trip quality. Indeed, the more positive those encounters are, the stronger the sense of quality.

3.2 Conceptual Framework

The conceptualization of a destination product as consisting of a set of core, supporting and augmented that are delivered through a tourism infrastructure and can be managed directly while the environmental issues, some of which may be influenced by public policy.

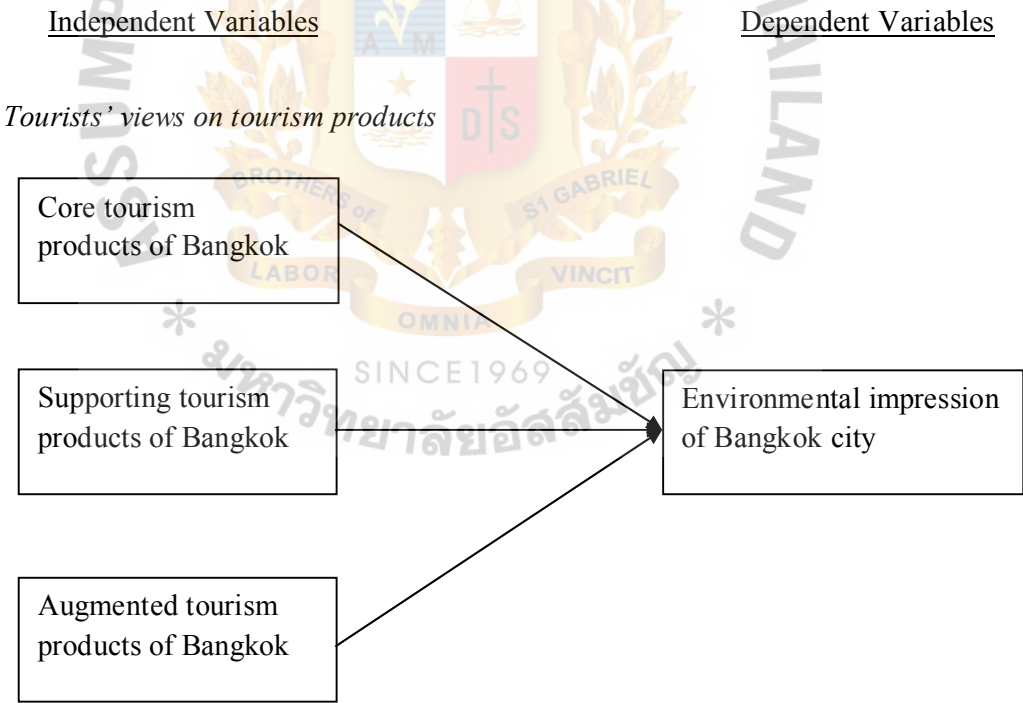
This research examines the relationship between each component of the independent and dependent variables. Specifically, it investigates the relationship between the core tourism products of Bangkok and the environmental impression of Bangkok, the relationship between the supporting tourism products of Bangkok and the environmental impression of Bangkok, and the relationship between the augmented tourism products of Bangkok and the environmental impression of Bangkok.

Specific attractions, cultural sites, shopping avenues, transportation within the city, food, stay, and other elements of the infrastructure could be assessed in terms of the extent they contribute positively or negatively to tourists' impression of destination quality important to the positioning of the Bangkok city. Thus the tourism

product framework can become a tool that not only helps marketers think about the destination as an integrative entity but one that can be used diagnostically to improve the tourism product.

In this study, there were two sets of variables, independent and dependent variables: the independent variable was tourists' views on tourism products comprised of the core, supporting and augmented tourism products of Bangkok and the dependent variable consisted of the environmental impression of Bangkok. The conceptual framework model that illustrates the overview of the study is shown in figure 3.2.

Figure 3.2 Conceptual framework



Source: Kolb (2006), *Tourism Marketing for Cities and Towns*. Oxford: Elsevier Inc, p. 54, 62-68

Destination ‘environment’ in terms of climate, scenery, ambience, would have a bearing on the destination’s appeal. The physical environment in which the tourist infrastructure service offer is made plays a significant role in tourist experience.

International tourists visiting Bangkok, going for sight-seeing and staying temporarily have certain impressions about the environment of the city. The main idea of this investigation was to determine the extent of the greening of the core, supporting and augmented products as assessed by tourists and their contribution towards the environmental impression of Bangkok.

3.2.1 Dependent and Independent Variables

3.2.1.1 Independent Variable

In this study, international tourists’ view on tourism products of Bangkok is considered as the independent variable. The tourism products of Bangkok are divided into the core products, supporting products, and augmented products. These are expected to affect the dependent variable of the research. The core product can be defined as the main feature that motivates tourists to visit Bangkok. The supporting products are the additional services and products that make the visit enjoyable but that are not enough on their own to motivate a visit. The augmented product of the city is the packaging around the core and supporting products. This includes the physical environment of the city, such as the streets and sidewalks, parks and footpaths, buildings and storefronts, the friendliness of the people and safety issues.

3.2.1.2 Dependent Variable

As discussed earlier in the literature review, Bangkok's environment has primarily been influenced by urbanization and population growth, and these have led to changes in tourists' perceptions of the city over time.

The dependent variable in this research is the environmental impression of Bangkok. It is expected to be influenced by the tourism components as mentioned earlier.

3.3. Research Hypotheses

A research hypothesis is a statement created by a researcher to speculate upon the outcome of a research. It is a preliminary or tentative explanation by the researcher of what the researcher considers the outcome of an investigation to be (experiment-resources.com, 2010).

In this study, the following hypothesis statements have been formulated in order to examine whether significant relationships existed between international tourists' views on the core, supporting and augmented tourism products of Bangkok and their environmental impression of Bangkok.

H₀1: The relationship between core tourism products and the environmental impression of Bangkok is not significant.

H_a1: The relationship between core tourism products and the environmental impression of Bangkok is significant.

H₀2: The relationship between supporting tourism products and the environmental impression of Bangkok is not significant.

H_{a2}: The relationship between supporting tourism products and the environmental impression of Bangkok is significant.

H₀₃: The relationship between augmented tourism products and the environmental impression of Bangkok is not significant.

H_{a3}: The relationship between augmented tourism products and the environmental impression of Bangkok is significant.

3.4. Operationalisation of the Independent and Dependent Variables

Zikmund (2003) stated that an operational definition is a definition that gives meaning to a concept by specifying the activities or operations necessary in order to measure it. The operational definition specifies what must be done to measure the concept under investigation. Two major forms of operationalisation of variables, namely Operationalisation of independent variables and Operationalisation of dependent variables are mentioned in this part.

Table 3.1: Operationalisation of Independent Variables

Independent Variable	Conceptual Definition	Operational Components	Level of Measurement	Question No.
Core tourism products of Bangkok	The main factors that motivate tourists to visit Bangkok	<ul style="list-style-type: none"> - Tourist attractions - Cultural & Historical sites - Entertainment venues - Shopping 	Interval scale	1-12 (Part II)
Supporting tourism products of Bangkok	The additional products and services that help to satisfy tourists	<ul style="list-style-type: none"> - Souvenirs - Tours - Transportation - Restaurants - Accommodations 	Interval scale	13-24 (Part II)
Augmented tourism products of Bangkok	The surrounding components or physical environment of the core products	<ul style="list-style-type: none"> - Streets - Buildings - Storefronts - People - Parks 	Interval scale	25-34 (Part II)

Table 3.2: Operationalisation of Dependent Variables

Dependent Variable	Conceptual Definition	Operational Components	Level of Measurement	Question No.
Environmental impression of Bangkok	International tourist's impression of Bangkok's environment regarding tourism	<ul style="list-style-type: none"> - Pressure on the natural resources - Degradation of the ecosystem and the environment - Increase in energy and resource consumption - Solid waste problems - Traffic problems - Air pollution - Noise pollution - Water pollution - Urban chaos and unorganized street vendors - Degradation of cultural and historical sites 	Interval scale	35-42

CHAPTER IV

RESEARCH METHODOLOGY

This chapter discusses the methodology used in this research study. Sections include methods of research used, respondents and sampling procedures, research instrument/questionnaire, collection of data/gathering procedures, pretesting and statistical treatment of data.

4.1 Methods of Research Used

Descriptive research is the method used in this study to describe the relationship between Bangkok's green tourism products and the environmental impression of Bangkok as perceived by international visitors. The survey research technique was used to collect primary data for the study in order to accomplish the research objective. In this research, a questionnaire was used as the survey to collect primary data from the respondents.

4.2 Respondents and Sampling Procedure

4.2.1 Target Population

According to the report on tourism situation in Bangkok, the average length of stay of both Thai and international tourists in Bangkok in the year 2007 was 3.54 days (www2.tat.or.th, 2007). Therefore, the target population in this study was a sample of international tourists who had spent at least two days staying in Bangkok and visiting attractions and places around the city.

4.2.2 Determining the Sample Size

According to the statistical figures from the Office of Tourism Development, Ministry of Tourism and Sports, Thailand (Tourism.go.th, 2010), there were approximately 1,604,179 international tourists arrivals to Thailand in the month of January, 2010. There are no exact statistical figures on the number of tourists travelling in Bangkok. Therefore, the sample size was calculated at 384 by employing the theoretical sample size utilized by Anderson (1996), at the 95 percent level of certainty, as shown in table 4.1.

Table 4.1: Theoretical Sample Sizes for Different Sizes of Population at the 95 percent level of certainty

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

Source: Anderson, G. (1998). *Fundamentals of Educational Research*, London: Falmer Press, p. 202

4.2.3 Sampling Procedures

In this research, non-probability convenience technique was used for selecting the sample group. The researcher gathered data from tourists who seemed most available to participate. The questionnaires were conducted with 400 international

tourists or international visitors who visited for leisure or for business purposes and that had a chance to travel and visit the attractions and places in and around Bangkok. The survey was conducted during May-June, 2010, at main attractions in Bangkok, on Rattanakosin Island, such as Wat Pho, Santichaiprakarn Park, Khaosan Rd., and Bang Lampu. The researcher asked international tourists to participate in the survey requiring on an average ten minutes of their time. Participants were asked an initial screening question so as to include only international tourists who had had a chance to travel and had spent at least two days in Bangkok.

Table 4.2 Questionnaire distribution

Main tourist attractions (locations)	No. of questionnaires distributed
Bang Lampu	90
Khaosan Rd.	60
Santichaiprakarn Park	170
Wat Pho	80
Total	400

4.3 Research Instruments/Questionnaire

The research instrument in this study was a self-administered questionnaire used for the purpose of gathering the primary data from respondents. The questionnaire in this research consisted of a series of questions based on the objectives and conceptual framework. It was used as the instrument to analyze environmental issues related to tourism by focusing on Bangkok's tourism products components and to investigate international tourist's environmental impression of Bangkok. The questionnaire was

written in English and designed with closed-ended and open-ended questions and contained four sections as follows;

Part I: Respondent's information

This part consisted of six questions with content related to respondent's personal information and their travel characteristics, such as age range, country of origin, educational level, average length of stay, and reason for visiting. The questions in this part were formulated as multiple-choice questions.

Part II: Tourists' views on Bangkok tourism products

This part consisted of 34 questions in total, but was further divided into three different categories: twelve questions on the core tourism products of Bangkok, twelve questions on the supporting tourism products of Bangkok, and ten questions on the augmented tourism products of Bangkok. A five-point Likert Scale was used to measure respondent's level of agreement ranging from the 5 - strongly agree, 4 - agree, 3 - neither agree nor disagree, 2 - disagree, 1 - strongly disagree.

Part III: Environmental impression of Bangkok

This part contained eight questions using a 5-point Likert Scale, with 5 - strongly agree, 4 - agree, 3 - neither agree nor disagree, 2 - disagree, 1 - strongly disagree.

Part IV: Overall assessment of Bangkok's environment and suggestions

This part had two questions, one question (question no. 43) using a 5-point Likert Scale, with 5 - among the best in the world, 4 - ahead of most others, 3 - average, 2 - behind most others and 1 - among the worst in the world, and one open-

ended question (question no. 44) for which respondents could fill in their opinion with no limit or specific choices.

4.4 Collection of data/Gathering procedures

There were two sources of data in this study, primary data and secondary data, described as follows.

4.4.1 Primary data

Primary data is data gathered and assembled specifically for the research project at hand (Zikmund, 2003). In this research, the primary data was collected through a survey by using self-administered questionnaires as the research instrument to examine the international tourists' attitude towards tourism products and their environmental impression while visiting Bangkok. The researcher distributed a total of 400 questionnaires in the Rattanakosin Island area, specifically at Wat Pho, Santichaiprakarn Park, Khaosan Rd., and Bang Lampu. This process was carried out during May - June, 2010. From the 400 questionnaires distributed, only 384 questionnaires that were filled out completely were employed by the researcher. The questionnaires were assessed using the Statistical Package for the Social Sciences (SPSS) program to analyze and interpret the output data.

4.4.2 Secondary data

The supporting information was obtained through a variety of sources, such as textbooks, academic tourism research journals, e-news, on-line research, electronic databases, government websites, government reports and publications, the Bangkok Metropolitan Administration (BMA) report, and pamphlets.

4.5 Pretesting and Reliability test

An adequate pretest is needed in order to assess the reliability of the instrument used in a research. This research required a pre-test to examine the reliability of the questionnaire. Therefore, the researcher conducted a pre-test by distributing 30 sets of questionnaires to international tourists at the Rattanakosin Island and Khaosan Rd. areas in order to assess the reliability of the research instrument. The process was carried out during 4th -5th April, 2010. In this pre-test, the researcher looked for the weak points of the questionnaire, such as an evidence of ambiguous questions and respondents' misunderstanding of wording and meaning.

The data obtained from the pretest was decoded and processed by the Statistical Package for the Social Sciences (SPSS) programme in order to find the validity and reliability level. A reliability assessment was carried out by using Cronbach's Coefficient Alpha Scale.

Table 4.3 Reliability analysis-scale (alpha) of Pretest Result

Items	Numbers of Items	Reliability Coefficients (ALPHA)
Core tourism products of Bangkok	12	.8101
Supporting tourism products of Bangkok	12	.7226
Augmented tourism products of Bangkok	10	.6508
Environmental impression of Bangkok	8	.7308
Average Reliability Coefficient	42	.8091

Cronbach's alpha is a reliability coefficient that reflects how well the items in a set are positively correlated to one another. Cronbach's alpha is computed in terms of the average inter-correlations among the items measuring the concept. Reliabilities of less than .60 are generally considered to be poor, those in the .7 range are acceptable, and those over .8 are good. Hence, the closer the reliability coefficient gets to 1.0, the better (Sekaran, 2000).

The outcome of the reliability analysis-scale or alpha of 42 items was .8091 (shown in table 4.3), which is greater than .60. Hence, it was concluded that the questionnaire was reliable and met the research objective.

4.6 Statistical treatment of data

4.6.1 Descriptive Statistics

Descriptive analysis refers to the transformation of raw data into a form that will make it easy to understand and interpret in the process of providing descriptive information (Zikmund, 2003). Descriptive Statistics were used for Exploratory Data Analysis to describe and compare the variables numerically. The aspects of frequency distribution, Central Tendency (Arithmetic Mean, Median and Mode), Dispersion (Range, Mean Deviation and Standard Deviation) and correlation were also measured.

4.6.2 Hypotheses testing

In order to examine the hypotheses, the researcher applied Pearson's Correlation Coefficient in the statistical treatment of data as follows;

Pearson's Correlation Coefficient is the most common measure of correlation. It is designated by the letter (r), indicates the strength of a relationship between two variables that are assumed to be measured on an interval or ratio scale. A correlation

is a number between -1 and +1 that measures the degree of association between two variables (call them X and Y). A positive value for the correlation implies a positive association (large values of X tend to be associated with large values of Y and small values of X tend to be associated with small values of Y). A negative value for the correlation implies a negative or inverse association (large values of X tend to be associated with small values of Y and vice versa). In other words, a positive correlation indicates that both variables increase or decrease together, whereas negative correlation indicates that as one variable increases, so the other decrease, and vice versa (Zikmund, 2003).

Figure 4.1 Formula of the Pearson Correlation

Suppose there are two variables X and Y, with the means \bar{X} and \bar{Y} respectively, and the standard deviations S_x and S_y , respectively. The correlation is computed as follows:

$$r = \frac{\sum_{i=1}^n (X_i - \bar{X})(Y_i - \bar{Y})}{(n-1) S_x S_y}$$

Source: Simon (2005)

The correlation coefficient measures the strength of a linear relationship between two variables. Here is how the correlations can be interpreted:

- -1.0 to -0.7 strong negative association
- -0.7 to -0.3 weak negative association
- -0.3 to +0.3 little or no association
- +0.3 to +0.7 weak positive association
- +0.7 to +1.0 strong positive association

4.7 Statistical tests used

The null hypothesis, H_0 , represents a theory that has been put forward, either because it is believed to be true or because it is to be used as a basis for argument but has not been proved. The alternate hypothesis, H_1 , is a statement of what a statistical hypothesis test is set up to establish (Easton & McColl, 1997).

A low significance value (p-value) for the test (less than 0.05), means that there is evidence to reject the null hypothesis in favor of the alternative hypothesis, or that there is a statistically significant relationship between the two variables (texasoft.com, 2010).

Table 4.4 Summary of statistical tests used

Hypotheses	Statement	Statistical test
H_{01}	The relationship between core tourism products and the environmental impression of Bangkok is not significant.	Pearson's Correlation Coefficient
H_{02}	The relationship between supporting tourism products and the environmental impression of Bangkok is not significant.	Pearson's Correlation Coefficient
H_{03}	The relationship between augmented tourism products and the environmental impression of Bangkok is not significant.	Pearson's Correlation Coefficient

CHAPTER V

DATA ANALYSIS AND FINDINGS

This chapter focuses on the data analysis and findings of this research study. It consists of two sections. The first section presents the data analysis which summarizes the findings from the data collection out of 384 questionnaires. The second section illustrates the hypotheses testing results.

5.1 Data Processing and Analysis

The data was analyzed and summarized in a readable and easily interpretable form. The Statistical Package for the Social Sciences (SPSS) version 15 was utilized to summarize the data.

Descriptive analysis was done to derive the frequency tables and percentages in order to observe the distribution of variables within the population classified by age, country of origin, educational level completed, frequency of visit, length of stay, reason for visiting, and the tourist's views on the 1) core tourism products of Bangkok 2) supporting tourism products of Bangkok 3) augmented tourism products of Bangkok and their environmental impression of Bangkok.

5.1.1 Details of the demography of International Tourists visiting Bangkok

5.1.1.1 Age

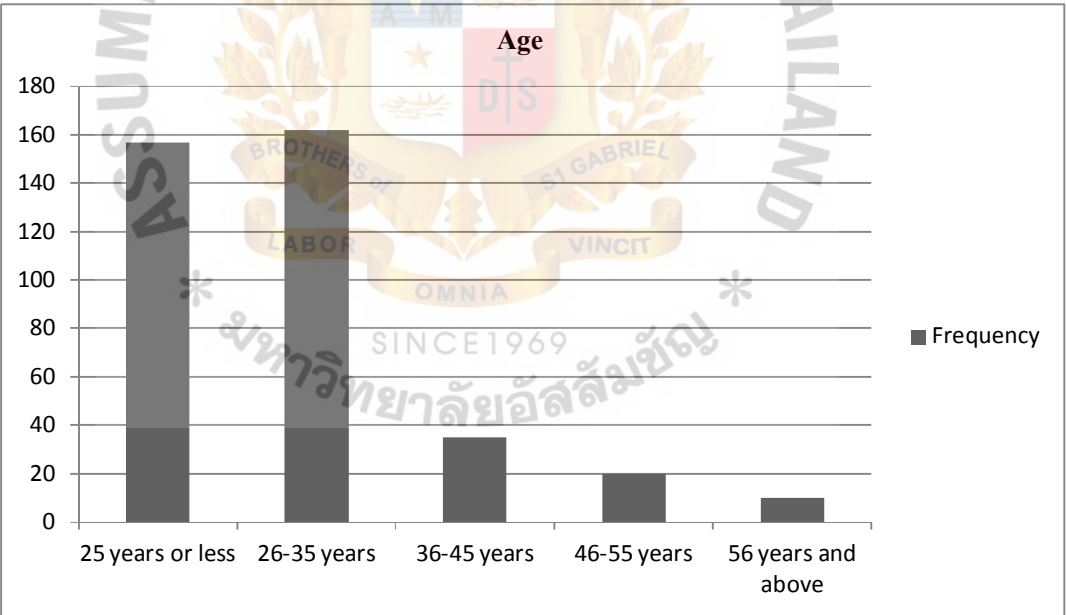
Table 5.1 and Figure 5.1 demonstrate that out of 384 respondents, the majority of the respondents' ages in this research study were in the range of "26-35 years old" group (162 respondents – 42.2%), followed by the "25 years old or less" group (157 respondents – 40.9%), "36-45 years old" group (35 respondents – 9.1%), "46-55

years old” group (20 respondents – 5.2%) and “56 years and above” group (10 respondents – 2.6%), respectively.

Table 5.1 Age distribution of the respondents

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25 years or less	157	40.9	40.9	40.9
	26-35 years	162	42.2	42.2	83.1
	36-45 years	35	9.1	9.1	92.2
	46-55 years	20	5.2	5.2	97.4
	56 years and above	10	2.6	2.6	100.0
Total		384	100.0	100.0	

Figure 5.1 Frequency of respondents’ characteristics distributed by Age



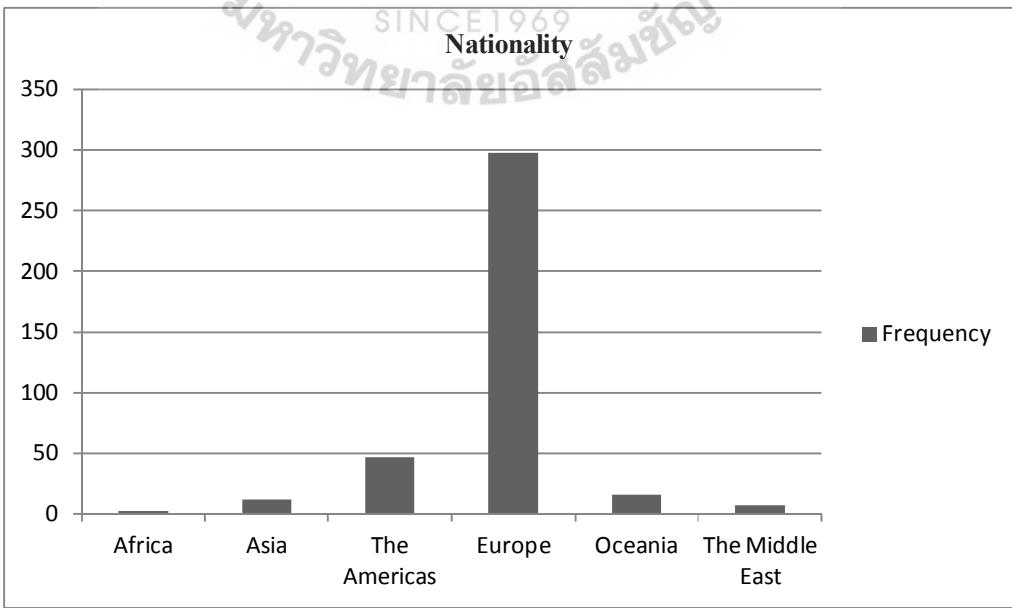
5.1.1.2 Country of Origin

Table 5.2 and figure 5.2 shows that out of 384 respondents, the majority of the respondents in this research study were from European countries (298 respondents – 77.6%), followed by “the Americas” (46 respondents – 12%), “Oceania” (16 respondents – 4.2%), “Asia” (15 respondents – 3.9%), “the Middle East” (7 respondents – 1.8%), and “Africa” (2 respondents – 0.5%) respectively. Therefore, three-fourths of the respondents in this study were Europeans.

Table 5.2 Nationality distribution of the respondents

		Nationality			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Africa	2	.5	.5	.5
	Asia	15	3.9	3.9	4.4
	The Americas	46	12.0	12.0	16.4
	Europe	298	77.6	77.6	94.0
	Oceania	16	4.2	4.2	98.2
	The Middle East	7	1.8	1.8	100.0
	Total	384	100.0	100.0	

Figure 5.2 Frequency of respondents’ characteristics distributed by Nationality



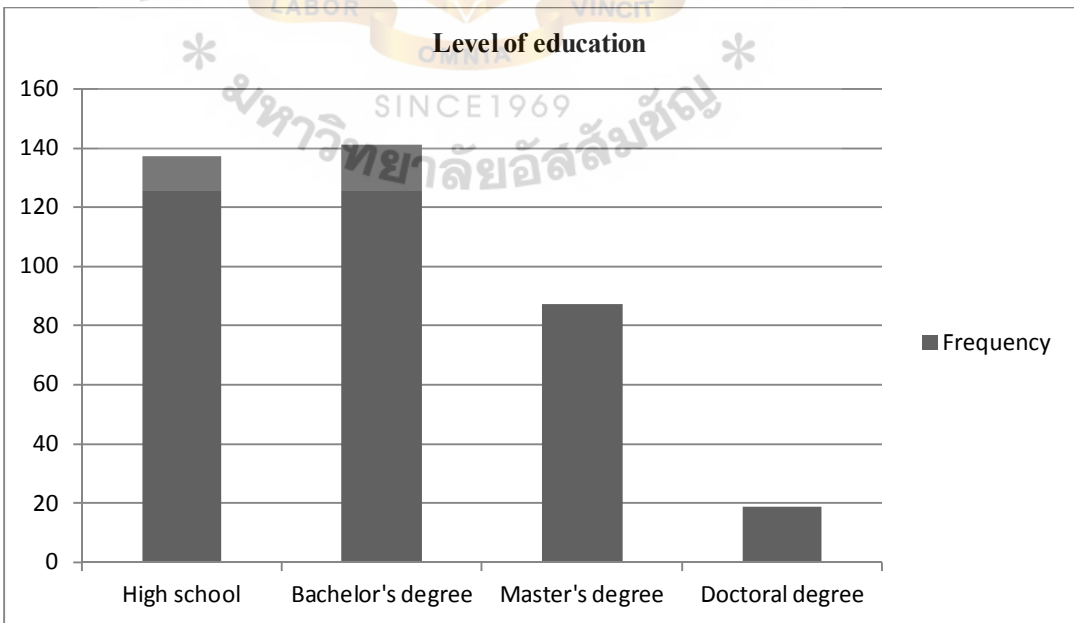
5.1.1.3 Educational Level Completed

Table 5.3 and Figure 5.3 demonstrate that out of 384 respondents, the majority of the respondents' educational level completed was "Bachelor's degree" (141 respondents – 36.7%), followed closely by "high school" (137 respondents – 35.7%), "Master's degree" (87 respondents – 22.7%) and "Doctoral degree" (19 respondents – 4.9%), respectively.

Table 5.3 Distribution of the respondents' educational level completed

Level of education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	137	35.7	35.7	35.7
	Bachelor's degree	141	36.7	36.7	72.4
	Master's degree	87	22.7	22.7	95.1
	Doctoral degree	19	4.9	4.9	100.0
	Total	384	100.0	100.0	

Figure 5.3 Frequency of respondents' educational level completed



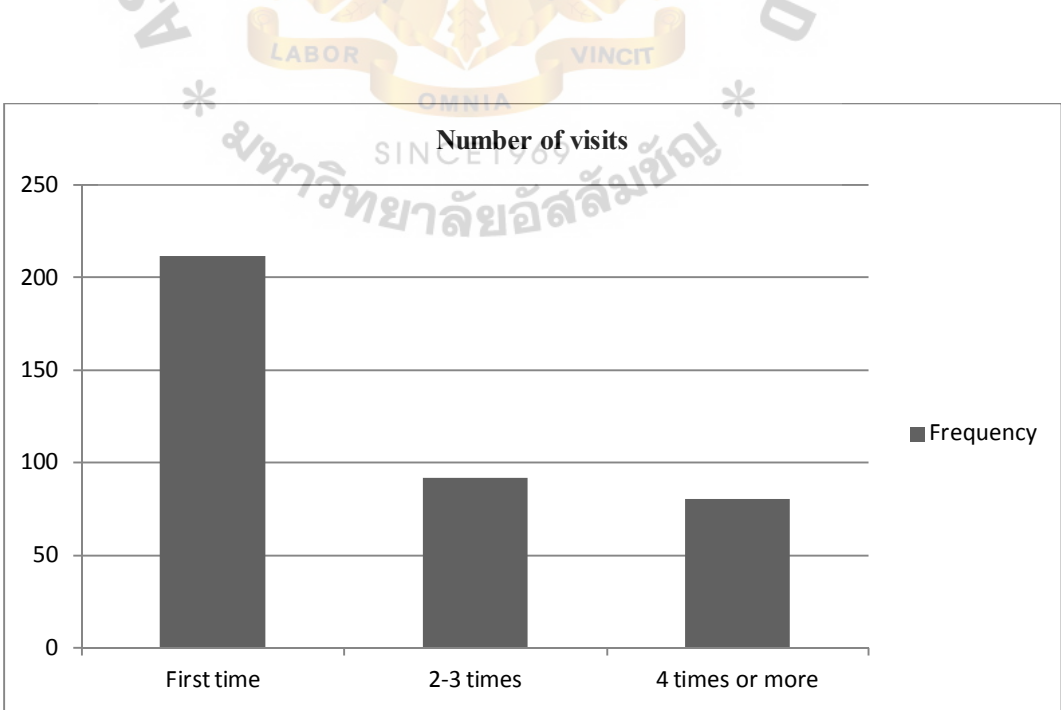
5.1.1.4 Frequency of Visits

Table 5.4 and Figure 5.4 illustrate that out of 384 respondents, the majority of the respondents' frequency of visit to Bangkok was "the first time" (212 respondents – 55.2%), followed by "2-3 times" (92 respondents - 24%), and "4 times or more" (80 respondents – 20.8%), respectively. Therefore, almost half of the respondents in this study had come to Bangkok for the first time.

Table 5.4 Distribution of the respondents' frequency of visits

		Number of visits			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First time	212	55.2	55.2	55.2
	2-3 times	92	24.0	24.0	79.2
	4 times or more	80	20.8	20.8	100.0
	Total	384	100.0	100.0	

Figure 5.4 Frequency of respondents' frequency of visits



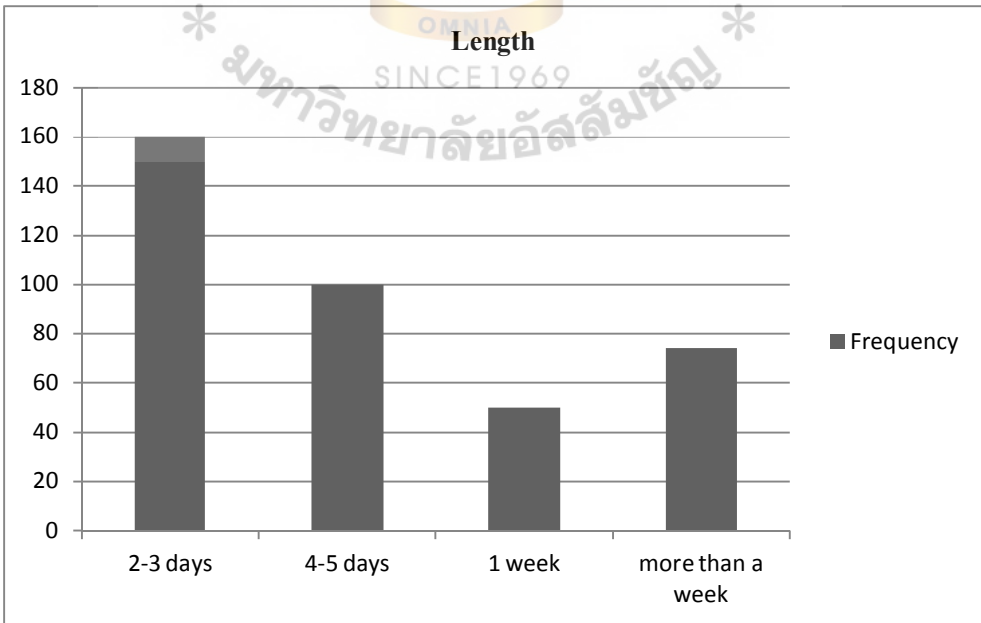
5.1.1.5 Length of Stay

Table 5.5 and Figure 5.5 reveal that out of 384 respondents, most of the respondents' average length of stay in Bangkok was "2-3 days" (160 respondents – 41.7%), followed by "4-5 days" (100 respondents - 26%), "more than a week" (74 respondents – 19.3%), and "1 week" (50 respondents - 13%), respectively.

Table 5.5 Distribution of the respondents' length of stay in Bangkok

		Length			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2-3 days	160	41.7	41.7	41.7
	4-5 days	100	26.0	26.0	67.7
	1 week	50	13.0	13.0	80.7
	More than a week	74	19.3	19.3	100.0
	Total	384	100.0	100.0	

Figure 5.5 Frequency of respondents' length of stay in Bangkok



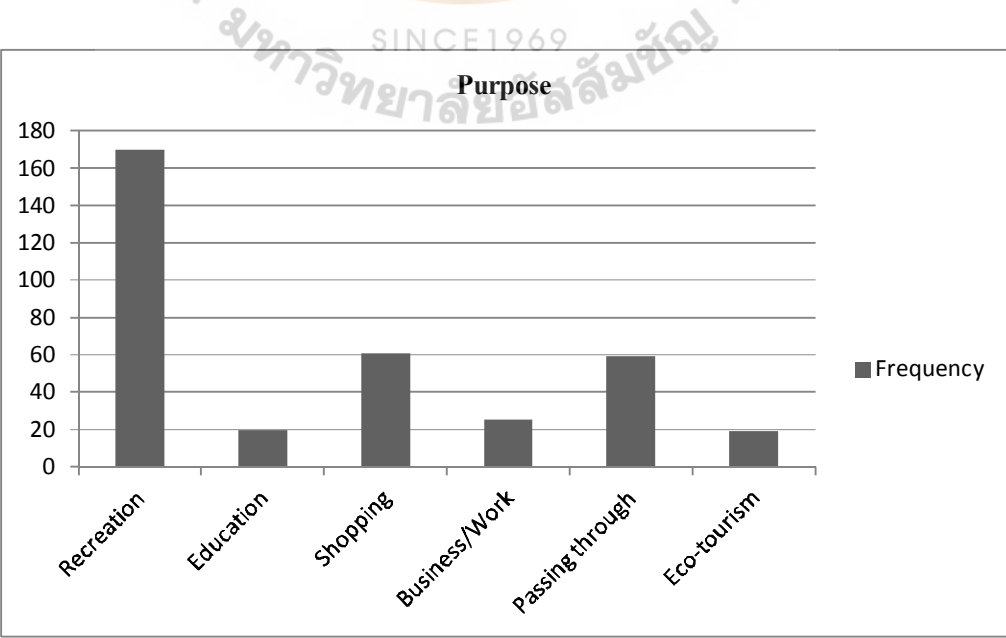
5.1.1.6 Reasons for visiting Bangkok

Table 5.6 and Figure 5.6 show that out of 384 respondents, the majority of the respondents' reason to visit Bangkok was "recreation" (170 respondents – 44.3%), followed by "shopping" (61 respondents – 15.9%), "passing through" (59 respondents – 15.4%), "business/work" (25 respondents – 6.5%), "others" (24 respondents – 6.3%), "education" (20 respondents – 5.2%), and "ecotourism" (19 respondents – 4.9%), respectively.

Table 5.6 Distribution of the respondents' reasons for visiting Bangkok

Purpose		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recreation	170	44.3	45.0	45.0
	Education	20	5.2	5.3	50.3
	Shopping	61	15.9	16.1	66.4
	Business/Work	25	6.5	6.6	73.0
	Passing through	59	15.4	15.6	88.6
	Eco-tourism	19	4.9	5.0	93.7
	Other	24	6.3	6.3	100.0
Total		378	98.4	100.0	
Missing	9	6	1.6		
Total		384	100.0		

Figure 5.6 Frequency of respondents' reasons for visiting Bangkok



5.1.2 International tourists' views on core tourism products of Bangkok

In this section, the statements of international tourists' views on the core tourism products of Bangkok are presented. Their perceptions about the core tourism products of Bangkok appear to be positive, with the mean scores lying between 2.63 - 3.98 as indicated below.

According to the outcome shown in Table 5.7, the perception of “cultural and historical sites being well maintained (buildings are clean and are in a good condition)” got the highest mean score, which is 3.98, followed by “the structures are made of local materials” (3.58), “the areas are kept clean and well organized” (3.47), “there are enough plants and trees” (3.42), “fresh atmosphere of plants and trees is one of the factors that attracts me to visit tourist attractions” (3.22), “stores offer environmentally-friendly products” (3.09), “there are clear signs indicating regulations to save the environment to the visitors” (3.08), “nightlife entertainment areas have efficient regulations for energy saving” (2.84), “nightlife entertainment disturbs people living nearby” (2.72), “shopping malls in Bangkok provide discounts as an incentive for not using plastic bags” (2.72), “shopping bags carry a message about protecting the environment” (2.67) and “shopping bags are made from environmentally-friendly Oxo-degradable materials” (2.63).

The highest mean score of 3.98, indicates that international tourists “agree” that cultural and historical sites in Bangkok are well maintained (buildings are clean and in good condition). However, international tourists “neither agree nor disagree” that shopping bags are made from environmentally-friendly Oxo-degradable materials, which received the lowest mean score of 2.63.

Table 5.7 Descriptive statistics on international tourists' views on core tourism products of Bangkok

Descriptive Statistics

Statements on core tourism products	Mean	Std. Deviation
There are enough plants and trees	3.42	1.04
The structures are made of local materials	3.58	.79
The areas are kept clean and well organized	3.47	1.05
Cultural and historical sites are well maintained (buildings are clean and in good condition)	3.98	.79
There are clear signs indicating regulations to save the environment to visitors	3.08	1.05
Nightlife entertainment areas have efficient regulations for energy saving	2.84	1.01
Nightlife entertainment disturbs people living nearby*	2.72	.91
Stores offer environmentally-friendly products	3.09	1.01
Shopping malls in Bangkok provide discounts for not using plastic bags	2.72	1.13
Shopping bags are made from environmentally-friendly Oxo-degradable materials	2.63	1.05
Shopping bags carry messages about protecting the environment	2.67	1.13
Fresh atmosphere of plants and trees is one of the factors that attracts me to visit tourist attractions	3.22	1.19

* Negative attributes have been reverse-scored.

5.1.3 International tourists' views on supporting tourism products of Bangkok

In this section, the statements of international tourists' views on the supporting tourism products of Bangkok are presented. Their perceptions about the supporting tourism products of Bangkok appear to be positive, with the mean scores lying between 2.64 - 3.60 as indicated below.

According to the outcome shown in Table 5.8, the perceptions of “souvenirs showcasing the local culture and heritage through the products, art & handicrafts of locals” got the highest mean score, which is 3.60, followed by “Bangkok provides enough public transport system for tourists to avoid the use of private cars” (3.45), “mass transit systems in Bangkok are well connected” (3.40), “use of tour guides in sensitive areas (such as historical sites or temples) is evident” (3.39), “efficient modes of transport (e.g., buses/ trains that decrease energy consumption and emissions) are available” (3.34), “hotels provide messages to customer to reduce the use of energy (e.g., saving water and electricity)” (3.06), “tour operators support environmentally-friendly campaigns (such as Seven Greens campaign from TAT)” (3.01), “hotels provide visible recycling campaigns (e.g., informing customers to reduce the use of toilet paper or to reuse towels)” (2.92), “Bangkok has an environmentally-friendly public transport system” (2.83), “non-motorized transportation and electric motors to decrease pollution and noise are used” (2.69), and “there are clear zones with no vehicles in Bangkok” (2.64) and “Restaurants use eco- friendly equipment or materials which are not harmful to the environment (such as using natural materials for packaging rather than using plastic bags or foam boxes)” (2.64).

Table 5.8 Descriptive statistics on international tourists' views on supporting tourism products of Bangkok

Descriptive Statistics		
Statements on supporting tourism products	Mean	Std. Deviation
Souvenirs showcase the local culture and heritage through products, art & handicrafts of locals	3.60	.94
Use of tour guides in sensitive areas (such as historical sites or temples) is evident	3.39	1.04
Tour operators support environmentally-friendly campaigns (such as Seven Greens campaign from TAT)	3.01	.87
There are clear zones with no vehicles in Bangkok	2.64	1.15
Efficient modes of transport (e.g., buses/trains that decrease energy consumption and emissions) are available	3.34	1.19
Non-motorized transportation and electric motors to decrease pollution and noise are used	2.69	1.16
Bangkok has an environmentally-friendly public transport system	2.83	1.14
Bangkok provides enough public transport systems for tourists to avoid the use of private cars	3.45	1.22
Mass transit systems in Bangkok are well connected	3.40	.97
Restaurants use eco-friendly equipment or materials which are not harmful to the environment (such as using natural materials for packaging rather than using plastic bags or foam boxes)	2.64	.99
Hotels provide visible recycling campaigns (e.g., asking customers to reduce the use of toilet paper or to reuse towels)	2.92	1.07
Hotels provide messages to customers to reduce the use of energy (e.g., saving water and electricity)	3.06	1.10

The outcome shows that international tourists “agree” that souvenirs available in Bangkok showcase the local culture and heritage through the products, art and handicrafts of locals, with the highest mean score of 3.60. On the other hand,

tourists “neither agree nor disagree” that there are clear zones with no vehicles in Bangkok and that restaurants use eco-friendly equipment or materials that are not harmful to the environment (such as using natural materials for packaging rather than using plastic bags or foam boxes), with the lowest mean score of 2.64.

5.1.4 International tourists’ views on augmented tourism products of Bangkok

In this section, the statements of international tourists’ views on the augmented tourism products of Bangkok are presented. Their perceptions about the augmented tourism products of Bangkok appear to be positive, with the mean scores lying between 2.09 - 3.91 as indicated below.

According to the outcome shown in Table 5.9, the perceptions of “people are friendly (especially to strangers)” got the highest mean score, which is 3.91, followed by “green spaces, parks and gardens in Bangkok are well maintained” (3.82), “parks provide adequate space for people to exercise” (3.60), “use of native plant species for landscaping is evident” (3.58), “sidewalks and street stalls are pedestrian friendly” (3.07), “storefronts are clean and well organized” (3.03), “Bangkok streets are mainly litter free” (2.99), “city buildings have efficient energy saving systems” (2.71), “opportunities to cycle in the street are available” (2.61) and “roads are congested in Bangkok” (2.09).

The highest mean score of 3.91 indicates that international tourists “agree” that Thai people are friendly (especially to strangers). On the other hand, international tourists felt that roads are congested in Bangkok, with the lowest mean score of 2.09.

Table 5.9 Descriptive statistics on international tourists' views on augmented tourism products of Bangkok

Descriptive Statistics

Statements on augmented tourism products	Mean	Std. Deviation
Sidewalks and street stalls are pedestrian friendly	3.07	1.06
Bangkok streets are mainly litter free	2.99	1.08
Opportunities to cycle in the street are available	2.61	1.08
Roads are congested in Bangkok*	2.09	.98
City buildings have efficient energy saving systems	2.71	.87
Storefronts are clean and well organized	3.03	.94
People are friendly (especially to strangers)	3.91	.95
Use of native plant species for landscaping is evident	3.58	.81
Green spaces, parks and gardens in Bangkok are well maintained	3.82	.84
Parks provide adequate space for people to exercise	3.60	.97

* Negative attributes have been reverse-scored.

5.1.5 International tourists' environmental impression of Bangkok

In this section, the statements of international tourists' views on their environmental impression of Bangkok are presented. Their perceptions about Bangkok's environment appear to be negative, with the mean scores lying between 2.08 - 3.11 as indicated below.

According to the outcome shown in Table 5.10, international tourists expressed that "tourism activities encourage environmentally-friendly practices in Bangkok"

with the highest mean score of (3.11), followed by “Bangkok is a clean destination” (2.87), “Bangkok contributes towards Thailand's clean and green image” (2.79), “the polluted environment might discourage people from visiting Bangkok” (2.58), “noise pollution is a problem in Bangkok” (2.27), “water pollution is a problem in Bangkok” (2.21), “Bangkok is full of buildings and a bit crowded” (2.08) and “air pollution is a problem in Bangkok” (2.03).

Table 5.10 Descriptive statistics on international tourists’ environmental impression of Bangkok

Descriptive Statistics		
Statements on environmental impression of Bangkok	Mean	Std. Deviation
Bangkok is a clean destination	2.87	1.07
Bangkok is full of buildings and a bit crowded*	2.08	.91
Air pollution is a problem in Bangkok*	2.03	.94
Water pollution is a problem in Bangkok*	2.21	.96
Noise pollution is a problem in Bangkok*	2.27	.95
The polluted environment might discourage people from visiting Bangkok*	2.58	1.16
Bangkok contributes towards Thailand's clean and green image	2.79	1.00
Tourism activities encourage environmentally-friendly practices in Bangkok	3.11	.94

* Negative attributes have been reverse-scored.

The outcome indicates that international tourists reported that air pollution is a problem in Bangkok, with the lowest mean score of 2.03. Meanwhile, respondents were uncertain that tourism activities encourage environmentally-friendly practices in Bangkok, with the highest mean score of 3.11.

5.1.6 International tourists' impression of Bangkok

This section investigates international tourists' impression of Bangkok. The result shows that their impression of Bangkok was “average”. According to table 5.11, “based on your personal experience of visiting and staying in Bangkok, your impression of Bangkok is” got the mean score of 3.41, which can be interpreted as positive but not the best.

Table 5.11 Descriptive statistics of international tourists' impression of Bangkok

Statements	Mean	Std. Deviation
Based on your personal experience of visiting and staying in Bangkok, your impression of Bangkok is	3.41	.84

5.1.7 Environmentally-friendly initiatives campaigns for Bangkok

This section presents environmentally-friendly initiatives campaigns suggested by international tourists. According to the results of the survey, there were three main suggestions from international tourists. Firstly, to reduce the use of plastic bags from convenience stores, street stalls, markets, and shopping areas. Secondly, to increase the number of garbage bins and recycling bins on the streets, especially walking streets with lots of shops and vendors. Lastly, to provide more environmentally-friendly mass transportation systems to avoid the use of private cars, such as skytrains and subways, or to encourage the use of non-motorized transport like bicycles along with provisions for safe bike lanes.

The others suggestions are presented in table 5.12.

Table 5.12 Environmental campaigns and suggestions from international tourists visiting Bangkok

	Environmental campaigns and suggestions from international tourists visiting Bangkok	Response
Transportation	Provide more connections for mass transportation systems	4
	Provide more environmentally-friendly mass transportation systems or to encourage the use of non-motorized transport	17
	Put more sign posts and information about mass transportation so that it is noticeable for tourists	3
	Provide bicycle rentals for tourists	7
	Encourage people to cycle rather than using private vehicles	11
	Limit the number of Tuk Tuks or use an electrical sources of power	6
	Electric taxis	2
	Replace old buses	3
Streets	Enforce litter laws on the streets and walkways	3
	Keep streets and sidewalks clean	1
	Organize street stalls and vendors	6
	Restrict the number of vehicles allowed on the street per day	4
	Charge for vehicles in congested areas	2
Hotels and restaurants	Energy saving policies for hotels or lodging businesses	4
Stores	Charge money for plastic bags, use paper bags	15
People	Encourage people to reduce the use of energy	6
	Educate locals to be aware of environmental issues	9
	Educate children and youth on how to save the environment	4
	Encourage recycling	14

Others	Provide green campaigns on TV, posters, or leaflets to be visible to locals	5
	Provide more recycling bins or garbage bins on the streets	25
	Reduce the use of plastic bottles	10
	Reduce the use of plastic bags	34
	Increase green spaces and parks, plant more trees	13
	Enforce strong regulations about the environment and energy saving	4
	Clean up the rivers and canals	4
	City planning for future construction	2

5.2 Hypotheses testing

Hypothesis Testing is a procedure based on sample evidence and probability theory to determine whether a hypothesis is a reasonable statement. The hypothesis developed for the purpose of testing is called the *null hypotheses*, designated H_0 . The *alternate hypothesis* is the statement that is accepted if the sample data provide sufficient evidence that the null hypothesis is false. It is designated H_1 (Lind, Marchal & Wathen, 2005).

Level of significance, sometimes called the level of risk is the probability of rejecting the null hypothesis when it is true. If the probability of occurrence of the observed data is smaller than the level of significance, then the data suggest the null hypothesis should be rejected (Zikmund, 2003).

This research study consisted of three hypotheses. Pearson's Correlation Coefficient was used to test the hypotheses and find out the relationship between the

independent and dependent variables. The significance level used in this research study was 0.05, or a 95% level of confidence.

5.2.1 Hypothesis 1

H₀1: The relationship between core tourism products and the environmental impression of Bangkok is not significant.

H_a1: The relationship between core tourism products and the environmental impression of Bangkok is significant.

Table 5.13 Pearson's Correlation Coefficient for hypothesis 1

Correlations		International tourists' views on core tourism products of Bangkok	International tourists' environmental impression of Bangkok
International tourists' views on core tourism products of Bangkok	Pearson Correlation	1	.369(**)
	Sig. (2-tailed)		.000
	N	384	384
International tourists' environmental impression of Bangkok	Pearson Correlation	.369(**)	1
	Sig. (2-tailed)	.000	
	N	384	384

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

According to the Pearson Correlation analysis of the relationship between core tourism products and the environmental impression of Bangkok (shown in Table 5.12), the significance value came out as 0.000, which is less than 0.05. That means the null hypothesis is rejected. Therefore, there is a significant relationship between

core tourism products and the environmental impression of Bangkok. The Pearson Correlation Coefficient of .369 shows a weak positive relationship between these two variables, which means international tourists' views on the core tourism products of Bangkok are positively related to their impression of Bangkok's environment.

Table 5.13 also shows the relationship between the elements of the core tourism products of Bangkok and international tourists' environmental impression of Bangkok. The outcomes indicate that there is a significant relationship between all the elements of core tourism products and the environmental impression of Bangkok. Therefore, all these elements, namely tourist attractions, cultural and historical sites, entertainment venues, shopping and other, have a weak positive correlation with the environmental impression of Bangkok.

Table 5.14 Pearson's Correlation Coefficient for the relationship between sub-sections of core tourism products and the environmental impression of Bangkok (N = 384)

Elements of core tourism products of Bangkok	Significance value (P)	Pearson Correlation Coefficient (r)
Tourist attractions	.000 ^(**)	.27
Cultural and Historical sites	.000 ^(**)	.20
Entertainment venues	.000 ^(**)	.21
Shopping	.000 ^(**)	.32
Other	.020 ^(*)	.12

^{**} P < .01, Correlation is significant at the 0.01 level (2-tailed).

^{*} P < .05, Correlation is significant at the 0.05 level (2-tailed).

5.2.2 Hypothesis 2

H₀2: The relationship between supporting tourism products and the environmental impression of Bangkok is not significant.

H_a2: The relationship between supporting tourism products and the environmental impression of Bangkok is significant.

Table 5.15 Pearson's Correlation Coefficient for hypothesis 2

Correlations		International tourists' views on supporting tourism products of Bangkok	International tourists' environmental impression of Bangkok
International tourists' views on supporting tourism products of Bangkok	Pearson Correlation Sig. (2-tailed) N	1 384	.299(**) 384
International tourists' environmental impression of Bangkok	Pearson Correlation Sig. (2-tailed) N	.299(**) .000 384	1 384

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

According to the Pearson Correlation Coefficient analysis of the relationship between supporting tourism products and the environmental impression of Bangkok (shown in Table 5.14), the significance value came out as 0.000, which is less than 0.05. That means the null hypothesis is rejected. Therefore, there is a significant relationship between supporting tourism products and the environmental impression of Bangkok. The Pearson Correlation of .299 shows a weak positive relationship between these two variables, which means international tourists' views on the

supporting tourism products of Bangkok are positively related to their impression of Bangkok's environment.

Table 5.15 also shows a relationship between the elements of supporting tourism products of Bangkok and international tourists' environmental impression of Bangkok. The outcomes indicate that there is a significant relationship between the elements of supporting tourism products, namely transportation, restaurants, hotels and the environmental impression of Bangkok. These elements have a weak positive correlation with the environmental impression of Bangkok. Except for souvenirs and tours, which had significant values of .558 and .051 respectively (which are more than 0.05), it was assumed there is no relationship with international tourists' environmental impression of Bangkok. The respondents might not consider souvenirs and tours in Bangkok as necessary factors for influencing their opinion about the environment of Bangkok.

Table 5.16 Pearson's Correlation Coefficient for the relationship between sub-section of supporting tourism products and the environmental impression of Bangkok (N = 384)

Elements of supporting tourism products of Bangkok	Significance value (P)	Pearson Correlation Coefficient (r)
Souvenirs	.558	.03
Tours	.051	.10
Transportation	.000 ^(**)	.30
Restaurants	.000 ^(**)	.20
Hotels	.000 ^(**)	.18

^{**} P < .01, Correlation is significant at the 0.01 level (2-tailed).

5.2.3 Hypothesis 3

H₀3: The relationship between augmented tourism products and the environmental impression of Bangkok is not significant.

H_a3: The relationship between augmented tourism products and the environmental impression of Bangkok is significant.

Table 5.17 Pearson's Correlation Coefficient for hypothesis 3

Correlations		International tourists' views on augmented tourism products of Bangkok	International tourists' environmental impression of Bangkok
International tourists' views on augmented tourism products of Bangkok	Pearson Correlation Sig. (2-tailed) N	1 384	.411(**) .000 384
International tourists' environmental impression of Bangkok	Pearson Correlation Sig. (2-tailed) N	.411(**) .000 384	1 384

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

According to the Pearson Correlation Coefficient analysis of the relationship between augmented tourism products and the environmental impression of Bangkok (shown in Table 5.16), the significance value came out as 0.000, which is less than 0.05. That means the null hypothesis is rejected. Therefore, there is a significant relationship between augmented tourism products and the environmental impression of Bangkok. The Pearson Correlation of .411 shows a weak positive relationship between these two variables, which means international tourists' views on the

augmented tourism products of Bangkok are positively related to their impression of Bangkok's environment.

Table 5.18 Pearson's Correlation Coefficient for the relationship between sub-section of augmented tourism products and the environmental impression of Bangkok (N = 384)

Elements of augmented tourism products of Bangkok	Significance value (P)	Pearson Correlation Coefficient (r)
Streets	.000 ^(**)	.45
Buildings	.000 ^(**)	.32
Storefronts	.000 ^(**)	.26
People	.084	.09
Parks	.082	.09

**** P < .01, Correlation is significant at the 0.01 level (2-tailed).**

Table 5.17 also shows the relationship between the elements of augmented tourism products of Bangkok and international tourists' environmental impression of Bangkok. The outcomes indicate that there is a significant relationship between the elements of augmented tourism products, namely streets, buildings and storefronts, and the environmental impression of Bangkok. These elements have a weak positive correlation with the environmental impression of Bangkok. Except for people and parks, which had significant values of .084 and .082, respectively, (which is more than 0.05), it was assumed there is no relationship with international tourists' environmental impression of Bangkok. The respondents might not consider people

and parks in Bangkok as necessary factors for influencing their opinion about the environment of Bangkok.



CHAPTER VI

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter includes a summary of the study, conclusion of the research outcomes along with recommendations and suggestions for further research.

6.1 Summary of the findings

6.1.1 Sample profile

Out of 384 respondents in this research study, the majority of the respondents were aged between 26 – 35 years old, came from European countries, held a Bachelor's degree, were visiting Bangkok for the first time and planned to stay for 2-3 days, with recreation being their main purpose for visiting Bangkok.

Table 6.1 Summary of respondents' demographic characteristics

Demographic characteristics	The majority group of respondents (%)
Age	26 – 35 years (42.2%)
Nationality	European (77.6%)
Level of education	Bachelor's degree (36.7%)
Frequency of visits	First time (55.2%)
Length of stay	2-3 days (41.7%)
Reason for visiting	Recreation (44.3%)

6.1.2 Summary of international tourist's views on core tourism products of Bangkok

As shown in table 6.2, for the six statements, the majority of the responses were “neither agree nor disagree”, which means that most of the international tourists (44%) were uncertain whether nightlife entertainment in Bangkok has efficient regulations for energy saving and 43% were uncertain about nightlife entertainment disturbing people living nearby. This could mean that when these tourists visited places of entertainment, they were not interested in issues pertaining to saving energy.

A total of 40.4% of the respondents were uncertain that shopping bags in Bangkok are made from environmentally-friendly Oxo-degradable material, like paper bags or cloth bags; 39.3 % were uncertain that stores in Bangkok offer environmentally-friendly products, such as recycled products, and 38% were uncertain that shopping malls in Bangkok provide discounts as an incentive for not using plastic bags. This implies tourists enjoyed shopping rather than taking an interest in environmental issues, or alternatively, shopping mall owners did not make enough of an effort to create environmental awareness among shoppers in Bangkok. Moreover, 37.8% of the respondents were uncertain that there are clear signs indicating regulations to save the environment to the visitors. This indicates that when these tourists visited cultural and historical sites, they hardly noticed environmental initiatives at the sites provided by authorities.

Table 6.2 Summary of international tourist's views on core tourism products of Bangkok

Statements	Strongly agree to agree (%)	Neither agree nor disagree (%)	Disagree to strongly disagree (%)
There are enough plants and trees	54.7	25	20.3
The structures are made of local materials	47.2	42.2	4.7
The areas are kept clean and well organized	53.4	28.4	17.9
Cultural and historical sites are well maintained (buildings are clean and in good condition)	74.7	22.4	2.8
There are clear signs indicating regulations to save the environment to the visitors	33.8	37.8	28.2
Nightlife entertainment areas have efficient regulations for energy saving	20.8	44	30.2
Nightlife entertainment disturbs people living nearby	36.2	43	15.8
Stores offer environmental friendly products	32.6	39.3	26.6
Shopping malls in Bangkok provide discounts as an incentive for not using plastic bags	19.8	38	37.2
Shopping bags are made from environmentally-friendly Oxo-degradable materials	15.1	40.4	37
Shopping bags carry messages about protecting the environment	19.5	34.6	38.2
Fresh atmosphere of plants and trees is one of the factors that attracts me to visit tourist attractions	43.8	27.6	27.1

Furthermore, three-fourths of the respondents (74.7%) reported that cultural and historical sites in Bangkok are well maintained (buildings are clean and are in a good condition), while just over half (54.7%) of them expressed that there are enough plants and trees in tourist attractions in Bangkok, 53.4% of them agreed that the areas around tourist attractions in Bangkok are kept clean and well organized, and 47.2% of them figured that the structures of the attractions in Bangkok are made of local materials such as decorating with local, natural materials, like rocks and trees.

Moreover, 43.8% of the respondents believed that fresh atmosphere of plants and trees is one of the factors that attracted them to visit an attraction.

On the other hand, 38.2% of the respondents did not notice that shopping bags provided in Bangkok carry any messages about recycling or encourage customers to reuse them. There is a possibility that the messages might have been written in Thai, which would not have been understood by international tourists. However, the Bangkok Metropolitan Administration (BMA) needs to start a campaign involving shopping mall owners to have shopping bags carry messages about saving the environment.

6.1.3 Summary of international tourist's views on supporting tourism products of Bangkok

As shown in table 6.3, for the six statements, the responses were “strongly agree to agree”. The majority of international tourists (59.1%) expressed that souvenirs available in Bangkok showcase the local culture and heritage; for example, Thai silk, Thai handmade classical dance dolls and Thai elephant art souvenirs; 53.4% of them expressed that Bangkok provides enough public transport system for tourists so that they do not need to rent private vehicles, half of the respondents (50.2%) reported that

efficient modes of transport (e.g., buses/trains with NGV or CNG systems can decrease energy consumption and emissions) are available in Bangkok, 49.2% of them noticed that there are the use of tour guides in sensitive areas (such as historical sites, temples and palaces) in Bangkok in order to guide tourists about the proper way to behave especially in a sacred places, 45.5% of them expressed that the mass transit systems available in Bangkok are well connected and that they could access attractions in Bangkok by public transport, like buses, BTS and MRT. A total of 36.5% reported that hotels in Bangkok provide messages to customer about reducing the use of energy (e.g., saving water and electricity). The government could make it obligatory for all hotels in its jurisdiction to ask guests to reduce energy consumption.

Half of the respondents (50.8%) felt uncertain that tour operators in Bangkok support environmentally-friendly campaigns. According to the fact that they hardly recognized any green tourism campaigns, including the Seven Greens campaign initiated by the TAT.

On the other hand, close to half (46.9%) of the respondents were concerned about the lack of non-motorized transportation and electric motors to decrease pollution and noise in Bangkok, 43.7% of them did not notice any 'no vehicle' zones in Bangkok (although the Bangkok Metropolitan Administration (BMA) has organized walking street projects in some areas such as Yaowarat Rd. and Khaosan Rd., there have been only a few and international tourists were mainly unaware of them); 41.4% expressed that restaurants in Bangkok do not use eco-friendly equipment or materials which are not harmful to the environment (such as using natural materials for packaging rather than using plastic bags or foam boxes), 37% expressed that environmentally-friendly public transport systems are insufficient in

Bangkok (although the BTS and MRT are available, they do not reach prominent attractions, such as those in Rattanakosin Island). Moreover, 35.9% of them did not

Table 6.3 Summary of international tourist's views on supporting tourism products of Bangkok

Statements	Strongly agree to agree (%)	Neither agree nor disagree (%)	Disagree to strongly disagree (%)
Souvenirs showcase the local culture and heritage through products, art & handicrafts of locals	59.1	27.3	12.8
Use of tour guides in sensitive areas (such as historical sites or temples) is evident	49.2	30.2	18
Tour operators support environment friendly campaign (such as the Seven Greens campaign from TAT)	23	50.8	21.6
There are clear zones with no vehicles in Bangkok	23.4	28.9	43.7
Efficient modes of transport (e.g. buses/ trains that decrease energy consumption and emissions) are available	50.2	23.7	24.7
Non-motorized transportation and electric motors to decrease pollution and noise are used	25.8	26	46.9
Bangkok has an environmentally-friendly public transport system	28.4	32.6	37
Bangkok provides enough public transport systems for tourists to avoid the use of private cars	53.4	22.1	23.7
Mass transit systems in Bangkok are well connected	45.5	34.4	16.9
Restaurants use eco- friendly equipment or materials which are not harmful to the environment (such as using natural materials for packaging rather than using plastic bags or foam boxes)	15.8	40.1	41.4
Hotels provide visible recycling campaigns (e.g., asking customers to reduce the use of toilet paper or to reuse towels)	34.4	27.9	35.9
Hotels provide messages to customer to reduce the use of energy (e.g., saving water and electricity)	36.5	27.6	31.6

notice recycling campaigns provided in hotels in Bangkok (e.g., asking customers to reduce the use of toilet paper or to reuse towels). These practices need to be initiated by hotels rather than featured in annual reports only.

6.1.4 Summary of international tourist's views on augmented tourism products of Bangkok

As shown in table 6.4, the majority (71.8%) of the respondents expressed that people in Bangkok are friendly (especially to strangers) and helpful, and respond positively when tourists ask for help. A total of 67.8% reported that green spaces, parks and gardens in Bangkok are well maintained and provide spaces for them to relax. A total of 61.9% felt that roads are congested with too many vehicles on the streets in Bangkok. This may be because of the liberal attitude of the Department of Land Transport and car finance companies that allow each and everyone to own a car. A total of 53.7% figured that parks in Bangkok provide adequate space for people to exercise as they could see local people doing activities and exercises, such as aerobic dance in the park in the evening; 52.8% noticed the use of native plant species (such as Thai orchids) for landscaping in Bangkok and 39.4% expressed that sidewalks and street stalls in Bangkok are pedestrian friendly.

Half of the respondents (52.1%) were uncertain that buildings in Bangkok city have efficient energy saving systems such as saving light and air conditioning, 35.9% of them fairly agreed that storefronts in Bangkok are clean and well organized, unlike many places outside Thailand where store fronts are either used by shop owners to keep additional goods items or as unauthorized parking. Also, 33.3% fairly agreed that Bangkok streets are mainly litter free. This is important in portraying the image of Bangkok as clean and green.

In contrast, almost half of the respondents (46.3%) did not think that the streets in Bangkok are available for cyclists. They felt that there is a lack of space for bicycles and that the large number of other vehicles on the streets makes it unsafe to cycle.

Table 6.4 Summary of international tourist's views on augmented tourism products of Bangkok

Statements	Strongly agree to agree (%)	Neither agree nor disagree (%)	Disagree to strongly disagree (%)
Sidewalks and street stalls are pedestrian friendly	39.4	19.2	30.8
Bangkok streets are mainly litter free	32.8	33.3	32.3
Opportunities to cycle in the street are available	20.8	31.5	46.3
Roads are congested in Bangkok	61.9	28.4	6.8
City buildings have efficient energy saving systems	11.5	52.1	30.7
Storefronts are clean and well organized	33.1	35.9	29.9
People are friendly (especially to strangers)	71.8	19	8.1
Use of native plant species for landscaping is evident	52.8	37.8	7.1
Green spaces, parks and gardens in Bangkok are well maintained	67.8	26.3	4.9
Parks provide adequate space for people to exercise	53.7	34.9	10.5

6.1.5 Summary of international tourist's impression of Bangkok's environment

As shown in table 6.5, three-fourths (75.1%) of the respondents reported that air pollution is a problem in Bangkok; probably they might have noticed while on a city tour that the noise and smoke pollute the air, especially on streets with CO₂ emissions from vehicles; 74.2% of them felt that Bangkok is full of buildings and a bit crowded as it is expanding. A total of 63.5% of them agreed that noise pollution is a problem in Bangkok with a large number of vehicles on roads and even sound from radios and amplifiers in parks (e.g., for aerobic exercise) where it should be quiet; 62.2% agreed that water pollution is a problem in Bangkok, with the Chao Phraya River and canals polluted with litter and waste water creating foul smells for passersby. Moreover, 53.2% of the respondents believed that the polluted environment might discourage people from visiting Bangkok.

A total of 42.4% of the respondents were uncertain that tourism activities encourage environmentally-friendly practices in Bangkok. In fact, the presence of large numbers of tourists during the peak season might put additional pressure on the resources of Bangkok, such as land, water and energy. Moreover, 39.6% were uncertain that Bangkok contributes towards Thailand's clean and green image. This may be because during their short stay in Bangkok, they noticed environmental problems such as air pollution, noise pollution and frequent traffic jams, especially when it rains. Also, green tourism activities or green practices in Bangkok are usually not evident to international tourists.

Table 6.5 Summary of international tourist's impression of Bangkok environment

Statements	Strongly agree to agree (%)	Neither agree nor disagree (%)	Disagree to strongly disagree (%)
Bangkok is a clean destination	30.4	28.6	40.4
Bangkok is full of buildings and a bit crowded	74.2	18	7.3
Air pollution is a problem in Bangkok	75.1	18.2	6.7
Water pollution is a problem in Bangkok	62.2	28.6	8.1
Noise pollution is a problem in Bangkok	63.5	26.6	9.7
The polluted environment might discourage people from visiting Bangkok	53.2	26	20.9
Bangkok contributes towards Thailand's clean and green image	21.8	39.6	37.3
Tourism activities encourage environmentally friendly practices in Bangkok	31.5	42.4	23.7

Moreover, 40.4% of the respondents did not think that Bangkok is a clean destination. This corresponded to the results mentioned above, which also show negative opinions of international tourists expressing that Bangkok is polluted, crowded city with air, water and noise pollution.

6.1.6 Summary of international tourists' overall impression of Bangkok

As shown in table 6.6, the respondent's overall impression of Bangkok appears to be positive. Most of them (45.8%) had an 'average' impression of Bangkok. Meanwhile, 31.5% of them expressed that Bangkok is 'ahead of most others', but only 10.7% mentioned that Bangkok is 'among the best in the world'. On the other hand, 11.7% of respondents reported that Bangkok is 'behind most others cities', but only 0.3% expressed that it is 'among the worst in the world'.

Table 6.6 Summary of international tourist's impression of Bangkok

	Among the best in the world	Ahead of most others	Average	Behind most others	Among the worst in the world
Based on your personal experience of visiting and staying in Bangkok, your impression of Bangkok is	10.7%	31.5%	45.8%	11.7%	.3%

6.1.7 Summary of hypotheses testing

This research study obtained primary data from 384 questionnaires from the target respondents. Pearson Correlation Coefficient was applied to test the associations. The results of hypotheses testing are summarized in Table 6.7 and show there was a statistically significant relationship between all the dependent and independent variables. The results reveal that all the null hypotheses were rejected.

Table 6.7 Summary of Hypotheses testing results

Hypotheses	Statistical technique	Strength of relationship	Sig.	Hypotheses testing results
Hypothesis 1 The relationship between core tourism products and the environmental impression of Bangkok is not significant.	Pearson Correlation Coefficient	.37 weak positive relationship	.00	Reject H ₀ 1
Hypothesis 2 The relationship between supporting tourism products and the environmental impression of Bangkok is not significant.	Pearson Correlation Coefficient	.30 weak positive relationship	.00	Reject H ₀ 1
Hypothesis 3 The relationship between augmented tourism products and the environmental impression of Bangkok is not significant.	Pearson Correlation Coefficient	.41 weak positive relationship	.00	Reject H ₀ 1

6.2 Discussion

This section presents the discussion of the research findings based on the three hypotheses testing results as follows:

6.2.1 Core tourism products of Bangkok can affect tourists' impression of Bangkok's environment

The result of the hypothesis testing indicates that there is a weak positive relationship between the core tourism products of Bangkok and international tourist's impression of Bangkok's environment. This means that the more international tourists noticed the environmental friendliness of core tourism products in Bangkok, such as growing plants, cleanliness of roads, multilingual signage, environmental awareness activities by shopping malls in Bangkok, the more positive their impression about Bangkok's environment would be.

In this research, the results show tourist's positive views about Bangkok, with its attractions, cultural and historical sites found to be eco-friendly, clean, green and well organized. This was not the case with entertainment venues, which lacked efficient energy saving regulations and disturb people living nearby. Shopping activities in Bangkok also lack green initiatives and environmentally-friendly campaigns. Although the TAT has been promoting the Amazing Thailand Grand Sale Fair, the event focuses only on economic aspects and does not promote green campaigns. Moreover, in tourists' point of view, they believed that the fresh atmosphere of plants and trees is one of the factors that attract them to visit.

However, the overall results indicate that international tourists' views toward the core tourism products of Bangkok are positive. Therefore, core tourism products of Bangkok can lead to an international tourist's positive impression of Bangkok's environment.

6.2.2 Supporting tourism products of Bangkok can affect tourists' impression of Bangkok's environment

The result of the hypothesis testing indicates that there is a weak positive relationship between supporting tourism products of Bangkok and international

tourist's impression of Bangkok's environment. This means that the more international tourists are aware of the environmental friendliness of supporting tourism products in Bangkok, such as environmentally-friendly transportation, recycling, environmental awareness among restaurants and hoteliers, the more positive impression they will have of Bangkok's environment.

In this research, tourists expressed some positive views on souvenirs available in Bangkok, such as local hand made products that display the local culture and heritage, and on the provision of tours assisted by tour guides in sensitive areas like temples and palaces in Bangkok. In contrast, they had a slightly negative point of view that modes of transportation which decrease pollution, like the BTS and MRT, were insufficient in Bangkok, that restaurants did not support eco-friendly initiatives and used too much plastic, and that hotels lacked green practices like reuse and recycling. As a result, supporting tourism products of Bangkok can lead to a slightly negative impression of Bangkok's environment.

6.2.3 Augmented tourism products of Bangkok can affect tourists' impression of Bangkok's environment

The result of the hypothesis testing indicates that there is a weak positive relationship between augmented tourism products of Bangkok and international tourist's impression of Bangkok's environment. This means that the more international tourists noticed the environmental friendliness of augmented tourism products in Bangkok, such as pedestrian paths, walking and cycling opportunities, polite locals and green spaces, the more positive impression they will have of Bangkok's environment.

In this research, the results show that international tourists had a slightly negative point of view toward Bangkok's streets as they are congested, dirty and lack adequate space for bikers. Also, buildings in Bangkok do not contain energy saving systems such as energy saving light bulbs. On the other hand, they had a positive view that storefronts are clean and well organized, people are friendly and parks in Bangkok are adequate and well maintained. However, the overall results indicate that international tourists' views toward the augmented tourism products of Bangkok are positive. Therefore, augmented tourism products of Bangkok can lead to international tourist's positive impression of Bangkok's environment.

6.2.4 International tourist's impression of Bangkok's environment

The results of the hypotheses indicate that there is a weak positive relationship between international tourist's impressions of Bangkok's environment and all the features of tourism products of Bangkok, namely core tourism products, supporting tourism products and augmented tourism products.

In this research, the results show that international tourists had a negative view toward Bangkok's environment. This suggests that pollution, such as air, water and noise pollution, are environmental problems in Bangkok. However, in their point of view, Bangkok is a somewhat clean destination and could contribute toward Thailand's clean and green image, while tourism activities could encourage environmentally-friendly practices in Bangkok. However, their environmental impression of Bangkok appears to be negative.

6.3 Conclusion

The findings indicate that a tourism destination such as Bangkok needs to consider and integrate tourism products into overall planning strategies. This is becoming important as more cities are combining quality of life objectives with facilities and amenities that appeal to tourists. As discussed earlier, the results of the hypotheses testing indicate that there is a weak positive relationship between all the elements of tourism products of Bangkok and international tourist's impression of Bangkok's environment. Thus, a positive view of international tourists toward tourism products leads to a positive view toward Bangkok's environment and vice versa.

Planners responsible for developing Bangkok should come up with more comprehensive measures of destination quality. These could be used as a benchmark to assess the contribution and development of appropriate infrastructure/products that protect or enhance specific aspects of Bangkok's environment. In this research, the results indicate that the majority of the respondents had a positive view toward the core tourism products of Bangkok, a positive point of view toward the supporting tourism products of Bangkok and a positive view toward the augmented tourism products of Bangkok. It can be concluded that overall, they had a positive view toward Bangkok's tourism products. Hence, international tourists' positive views toward Bangkok's tourism products can lead to their positive views toward Bangkok's environment. On the other hand, the results of international tourists' impression of Bangkok's environment show that they had a negative view toward Bangkok's environment.

Moreover, the results of international tourists' impression of Bangkok's environment show that they had a negative view toward Bangkok's environment. Therefore, international tourists' negative views toward Bangkok's environment could lead to their negative views toward the tourism products of Bangkok.

As the research indicates that the environment has a positive relationship with tourism products in Bangkok, this implies that if tourists enjoyed the environment in Bangkok, it would induce them to revisit and spread positive word of mouth about the city. Therefore, it is important to develop tourism products in Bangkok together with concern for the ecological upkeep of available resources and products.

6.3.1 Comparison with previous studies

The results of this research indicate that Bangkok is not viewed as an environmentally-friendly city by foreigners, unlike Wellington, New Zealand, which most respondents agree is an environmentally-friendly city (Alonso, 2006). Both cities lack of recycling, but in Bangkok there is too much use of plastic bags and a lack of garbage bins. The results also reveal that people's behavior patterns cause the environmental problems. Therefore, environmental problems in Bangkok require the involvement of different sectors and coordination by institutions inside and outside government to create a national development plan, as mentioned in the previous study of Archavanitkul, et.al (2000). Moreover, the results suggest that if international tourists have positive views toward the tourism products in Bangkok, they would have positive views toward Bangkok's environment as well. This could guide city developers on how to plan and develop tourism products in urban areas (Bramwell (1998) together with protecting the city's environment.

The study of Dodds & Joppe (2001) mentioned that the development of the green map called ‘Other Map of Toronto’, which provided sources of information that linked tourism and the environment, was considered a success. On the other hand, the results of this research study establish that most of the environmental campaigns initiated by The Tourism Authority of Thailand, such as the Seven Greens campaign, were not well recognized among international tourists visiting Bangkok. The study of Gowda & Sridhara, (2007) indicated that Bangalore has inadequate maintenance of parks and green areas and that they need serious rejuvenation as a center of social activity to fulfill urban living; meanwhile, this research study found that international tourists agreed that green spaces, parks and gardens in Bangkok are well maintained with adequate spaces for people to exercise. Moreover, the study of Murphy, et al. (2000) suggested that the destination environment was a key predictor of destination quality, and destination quality is a key predictor of visitor’s intention to return. These are related to this research study that the environment has a positive relationship with visitors’ impressions of destination product, or Bangkok’s tourism product in this study.

6.4 Recommendations

According to the results of the survey, international tourists’ views about the core, supporting and augmented tourism products and Bangkok’s environment appear to be positive overall, although there were some concerns about environmental problems in Bangkok. These issues should be addressed by the responsible authorities. There are some recommendations from this research as follows.

6.4.1 Recommendations for developing the tourism products of Bangkok

In order to develop Bangkok for a better green image, tourism products need to be developed together with the environmental issues of the city. These are some recommendations based on the research (shown in table 6.8).

Table 6.8 Recommendations for developing the tourism products of Bangkok

Recommendations	Responsible authorities
<p><i>Core tourism products of Bangkok</i></p> <ul style="list-style-type: none"> Regulation enforcement to reduce energy consumption should be applied to nightlife entertainment business operators There should be initiatives to reduce the use of plastic bags in shopping centers in Bangkok or provide an alternative like using paper bags instead; also shopping bags should carry messages to encourage customers to reuse bags Encourage people to carry a canvas bag or a wicker bag to put their purchased items in 	<p>Ministry of Energy, Thai government</p> <p>Shop owners, shopping mall owners and the BMA</p> <p>Shop owners, Ministry of Energy and the BMA</p>
<p><i>Supporting tourism products of Bangkok</i></p> <ul style="list-style-type: none"> There should be a safe spaces for bikers on Bangkok's streets, especially in the Rattanakosin Island area, along with providing more spots for bike rentals for tourists Tuk Tuks should be converted to use an electrical source of power and their numbers should be limited BTS and MRT routes should be extended with an increased number of lines to reach prominent tourist attractions around Bangkok Restaurants should consider adopting natural materials as packaging rather than using plastic bags or foam boxes 	<p>BMA</p> <p>Ministry of Transport and Department of Land Transport</p> <p>Ministry of Transport</p> <p>Restaurant owners</p>

<ul style="list-style-type: none"> Hotels (including small and medium sized hotels) should implement recycling systems such as recycling waste products, treating sewer waste to water the plants and providing visible green campaigns to customers, such as reminders to customers to reduce the use of energy (e.g., saving water and electricity) and reduce the use of toilet paper or reuse towels 	Hotel owners
<p><i>Augmented tourism products of Bangkok</i></p> <ul style="list-style-type: none"> More garbage bins should be provided to prevent people littering on the streets There should be a policy to limit the number of vehicles on the streets, like in Beijing prior the Olympic Games in 2008 where only cars with license plates ending in odd or even numbers were allowed on the streets on alternate days, especially in business and commercial centers in Bangkok like Sathorn Rd., Silom Rd. and Sukhumvit Rd. Energy-efficient systems should be developed and implemented in buildings in Bangkok, such as the energy-efficient ventilation for buildings that help save the energy consumption from air conditioning systems and energy saving lighting 	<p>BMA</p> <p>Ministry of Transport</p> <p>Ministry of Energy and business owners</p>
<p><i>Environmental impression of Bangkok</i></p> <ul style="list-style-type: none"> Cleaning streets, cleaning away construction dust in order to reduce air pollution in Bangkok Replacement of two-stroke motorcycles with cleaner four-stroke engines that also reduce energy consumption and emissions Cracking down on polluting vehicles Participation from government sectors such as the BMA and police department for monitoring and regulation enforcement about the environment in Bangkok 	<p>BMA</p> <p>Department of Land Transport</p> <p>Department of Land Transport, police department</p> <p>BMA, police department</p>

6.4.2 Recommendations for the Tourism Authority of Thailand (TAT)

Based on the findings of this research, international tourists did not recognize most of the environmental campaigns of The Tourism Authority of Thailand, such as the Seven Greens campaign. The TAT may take this into consideration when considering how to promote these campaigns among international tourists visiting Bangkok. Cooperation with other organizations, such as the Ministry of Tourism and Sports, to promote environmental campaigns through media or publications, such as brochures distributed at tourism events, could be effective. Moreover, according to the development of digital information technologies, the TAT should promote environmental campaigns for tourism through websites related to tourism in Bangkok to the international target market.

6.4.3 Recommendations for Thai government and the Ministry of Tourism and Sports

With the global warming issue and environmental concern nowadays, the government should seriously address environmental issues in Bangkok. The results of this research suggest that Bangkok lacks efficient strategies to cope with environmental problems. For example, regarding the transportation system, which is the main cause of air and noise pollution in Bangkok, the government should provide more efficient modes of transport that decrease energy consumption and waste emissions or promote environmentally-friendly public transport systems. Moreover, they should educate citizens to be aware of environmental problems, increase responsible behavior about the environment by starting from small things like campaigns to keep the areas around houses clean and discourage littering on streets or

in public areas, and provide information about how to save the environment and strategies to cope with such issues.

The Ministry of Tourism and Sports needs to cooperate with other related organizations, such as the Tourism Authority of Thailand, the Bangkok Metropolitan Administration, and private tourism organizations. Regulation enforcement or policies to save the environment are needed in the tourism business sector. The government should enforce an environmental standard in the hospitality business or specify environmental requirements. Although the Green Leaf certificate is one such initiative, it should be extended to small and medium size business operators.

6.4.4 Recommendations for the Bangkok Metropolitan Administration (BMA)

According to the findings of this research study, international tourists' major concerns were about Bangkok's lack of garbage bins and shops in Bangkok providing too many plastic bags. The BMA should take this into consideration by providing enough garbage bins on streets in Bangkok, especially on walking streets (such as Khaosan Rd.) and near markets or shopping areas (like Jatujak Market). Also, there should be a policy to reduce the use of plastic bags in all shops, street stalls, Seven-Elevens, and department stores.

Moreover, the BMA should provide more non-motorized transportation, like bicycles, and set aside a part of the road for biking. This is for both locals and tourists, especially for those who want to travel around attractions in the Rattanakosin Island area. However, it seems that the carrying capacity of the roads has already been exceeded, leaving hardly any room for a separate lane for bicycles. Air pollution emission from the large number of vehicles poses another challenge to the use of bicycles for foreigners in Bangkok.

6.4.5 Recommendations for the tourism business operators

Green practices should be implemented by all sizes of tourism business operators, specifically in the lodging business. This will not only benefit the environment, it will also help to satisfy customers as well. It would also be profitable for business operators as it helps to save costs and improve the image of the business. The results of this study show that international tourists fairly agree that hotels in Bangkok provide visible environmental campaigns. However, many of them still lack effective campaigns to save the environment and increase awareness among customers.

In order to attract visitors to Bangkok, the organizations related to tourism need to develop destinations in all aspects, including the environment. According to this research, the environment has a positive relationship with tourism products in Bangkok. This means that if tourists are satisfied with the environment in Bangkok, they will be satisfied with the products and this may induce them to spread positive word of mouth about Bangkok to their relatives and friends.

6.5 Suggestions for Further Research

This research focused on international tourists' views on the tourism products of Bangkok and their impression on Bangkok's environment. Other factors that should be investigated in the future are as follows:

1. Further studies should include domestic tourists' views or Thai tourist's views on the tourism products of Bangkok and their impression of Bangkok's environment.

2. Future research could be conducted in different seasons or different time periods as this study was conducted during a period of political instability in Bangkok when fewer tourists than normal were visiting Bangkok.
3. Further research about tourism and Bangkok's environment should collect data from different places and different tourist attractions in Bangkok, such as at downtown shopping centers like Siam Square and Ratchaprasong.
4. An extension of the present study could be carried out in different tourism destinations outside Bangkok, such as Pattaya, Samui, Chiangmai, or Phuket, as these places are famous destinations in the international tourism market.



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QUESTIONNAIRE



Dear Respondent:

This questionnaire is part of a Master of Business Administration (MBA)'s thesis in Tourism Management, Graduate School of Business, Assumption University, Thailand. The purpose of this survey is to seek first-hand information for analysis purpose in the thesis entitled 'Identifying the Relationship between Green Tourism Products and the Environmental Impression of Bangkok: A Survey of International Tourists at Selected Tourist Spots'.

Your information will be strictly used for educational purpose and kept confidential. Your cooperation and precious time spent in answering this questionnaire is highly appreciated.

* Please continue if you are an international tourist and has spent at least 2 days in Bangkok.

Part I: Respondent's Information

1. What is your age range?

<input type="checkbox"/> 25 years or less	<input type="checkbox"/> 26-35 years	<input type="checkbox"/> 36-45 years
<input type="checkbox"/> 46-55 years	<input type="checkbox"/> 56 years and above	

2. Country of Origin

<input type="checkbox"/> Asian Origin: Please specify	_____
<input type="checkbox"/> Western Origin: Please specify	_____

3. Educational level completed

<input type="checkbox"/> High School	<input type="checkbox"/> Bachelor's Degree
<input type="checkbox"/> Master's Degree	<input type="checkbox"/> Doctoral Degree

4. How many times have you been to Bangkok?

<input type="checkbox"/> First time	<input type="checkbox"/> 2-3 times	<input type="checkbox"/> 4 times or more
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5. How long do you stay in Bangkok?

☐ 2-3 days ☐ 4-5 days ☐ 1 week ☐ More than a week

6. What is your main reason for visiting Bangkok?

☐ Recreation ☐ Education ☐ Shopping ☐ Business/Work
☐ Passing through ☐ Eco-tourism ☐ Other (Please specify) _____

Part II: Tourists' views on Bangkok tourism products

Please tick (/) ONE that matches best with your opinion for the following statements, with 5 - strongly agree, 4 - agree, 3 - neither agree nor disagree, 2 - disagree and 1 - strongly disagree

Core tourism products of Bangkok		5	4	3	2	1
<i>Tourist attractions</i> (Temples, Shopping centers, excursion, etc.)						
1.	There are enough plants and trees					
2.	The structures are made of local materials					
3.	The areas are kept clean and well organized					
<i>Cultural & Historical sites</i>						
4.	Cultural and historical sites are well maintained (buildings are clean and in good condition)					
5.	There are clear signs indicating regulations to save the environment to visitors					
<i>Entertainment venues</i>						
6.	Nightlife entertainment areas have efficient regulations for energy saving					
7.	Nightlife entertainment disturbs people living nearby					
<i>Shopping</i>						
8.	Stores offer environmentally-friendly products					
9.	Shopping malls in Bangkok provide discounts for not using plastic bags					
10.	Shopping bags are made from environmentally-friendly Oxo-degradable materials					
11.	Shopping bags carry messages about protecting the environment					

	<i>Other</i>					
12.	Fresh atmosphere of plants and trees is one of the factors that attracts me to visit tourist attractions					
Supporting tourism products of Bangkok		5	4	3	2	1
	<i>Souvenirs</i>					
13.	Souvenirs showcase the local culture and heritage through products, art & handicrafts of locals					
	<i>Tours</i>					
14.	Use of tour guides in sensitive areas (such as historical sites or temples) is evident					
15.	Tour operators support environmentally-friendly campaigns (such as the Seven Greens campaign from TAT)					
	<i>Transportation</i>					
16.	There are clear zones with no vehicles in Bangkok					
17.	Efficient modes of transport (e.g., buses/trains that decrease energy consumption and emissions) are available					
18.	Non-motorized transportation and electric motors to decrease pollution and noise are used					
19.	Bangkok has an environmentally-friendly public transport system					
20.	Bangkok provides enough public transport systems for tourists to avoid the use of private cars					
21.	Mass transit systems in Bangkok are well connected					
	<i>Restaurants</i>					
22.	Restaurants use eco-friendly equipment or materials which are not harmful to the environment (such as using natural materials for packaging rather than using plastic bags or foam boxes)					
	<i>Hotels</i>					
23.	Hotels provide visible recycling campaigns (e.g., asking customers to reduce the use of toilet paper or to reuse towels)					
24.	Hotels provide messages to customers to reduce the use of energy (e.g., saving water and electricity)					

Augmented tourism products of Bangkok		5	4	3	2	1
Streets						
25.	Sidewalks and street stalls are pedestrian friendly					
26.	Bangkok streets are mainly litter free					
27.	Opportunities to cycle in the street are available					
28.	Roads are congested in Bangkok					
Building						
29.	City buildings have efficient energy saving systems					
Storefronts						
30.	Storefronts are clean and well organized					
People						
31.	People are friendly (especially to strangers)					
Parks						
32.	Use of native plant species for landscaping is evident					
33.	Green spaces, parks and gardens in Bangkok are well maintained					
34.	Parks provide adequate space for people to exercise					

Part III: Environmental impression of Bangkok

Please tick (/) ONE that matches best with your opinion for the following statements, with 5 - strongly agree, 4 - agree, 3 - neither agree nor disagree, 2 - disagree and 1 - strongly disagree

Environmental impression of Bangkok		5	4	3	2	1
35.	Bangkok is a clean destination					
36.	Bangkok is full of buildings and a bit crowded					
37.	Air pollution is a problem in Bangkok					
38.	Water pollution is a problem in Bangkok					
39.	Noise pollution is a problem in Bangkok					
40.	The polluted environment might discourage people from visiting Bangkok					
41.	Bangkok contributes towards Thailand's clean and green image					
42.	Tourism activities encourage environmentally-friendly practices in Bangkok					

43. Based on your personal experience of visiting and staying in Bangkok, your impression of Bangkok is (please tick (/) one)

- ☐ Among the best in the world
- ☐ Ahead of most others
- ☐ Average
- ☐ Behind most others
- ☐ Among the worst in the world

44. Please suggest environmentally-friendly initiative campaign for Bangkok



The watermark is a large, semi-transparent circular logo for Assumption University of Thailand. It features a central shield with a blue top half containing a white cross and a white 'A' and 'M' on either side, and a red bottom half containing a white cross and a white 'D' and 'S' on either side. The shield is flanked by two golden lions. Below the shield is a golden banner with the text 'BROTHERS of LABOR OMNIA VINCIT'. The outer ring of the logo contains the text 'ASSUMPTION UNIVERSITY OF THAILAND' at the top and 'มหาวิทยาลัยอัสสัมชัญ' at the bottom, with 'SINCE 1969' in the center of the bottom arc. There are also small stars on either side of the bottom arc.

Your cooperation is highly appreciated. Thank you.



Frequencies

1. Frequency table of international tourist's views on core tourism product of Bangkok

There are enough plants and trees

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	18	4.7	4.7	4.7
disagree	60	15.6	15.6	20.3
neither agree nor disagree	96	25.0	25.0	45.3
agree	162	42.2	42.2	87.5
strongly agree	48	12.5	12.5	100.0
Total	384	100.0	100.0	

The structures are made of local material

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	.3	.3	.3
disagree	17	4.4	4.7	5.0
neither agree nor disagree	162	42.2	44.9	49.9
agree	132	34.4	36.6	86.4
strongly agree	49	12.8	13.6	100.0
Total	361	94.0	100.0	
Missing 9	23	6.0		
Total	384	100.0		

The areas are kept clean and well organized

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	17	4.4	4.4	4.4
disagree	52	13.5	13.6	18.0
neither agree nor disagree	109	28.4	28.5	46.5
agree	144	37.5	37.6	84.1
strongly agree	61	15.9	15.9	100.0
Total	383	99.7	100.0	
Missing 9	1	.3		
Total	384	100.0		

Cultural and historical sites are well maintained (buildings are clean and in good condition)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	2	.5	.5	.5
disagree	9	2.3	2.3	2.9
neither agree nor disagree	86	22.4	22.4	25.3
agree	186	48.4	48.4	73.7
strongly agree	101	26.3	26.3	100.0
Total	384	100.0	100.0	

There are clear signs indicating regulations to save environment to the visitors

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	26	6.8	6.8	6.8
disagree	82	21.4	21.4	28.2
neither agree nor disagree	145	37.8	37.9	66.1
agree	95	24.7	24.8	90.9
strongly agree	35	9.1	9.1	100.0
Total	383	99.7	100.0	
Missing 9	1	.3		
Total	384	100.0		

Nightlife entertainment areas have efficient regulations for energy saving

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	42	10.9	11.5	11.5
disagree	74	19.3	20.3	31.8
neither agree nor disagree	169	44.0	46.3	78.1
agree	61	15.9	16.7	94.8
strongly agree	19	4.9	5.2	100.0
Total	365	95.1	100.0	
Missing 9	19	4.9		
Total	384	100.0		

Nightlife entertainments disturb people's living nearby

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	9	2.3	2.5	2.5
	disagree	52	13.5	14.2	16.7
	neither agree nor disagree	165	43.0	45.2	61.9
	agree	104	27.1	28.5	90.4
	strongly agree	35	9.1	9.6	100.0
	Total	365	95.1	100.0	
Missing	9	19	4.9		
Total		384	100.0		

Stores offer environmental friendly products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	21	5.5	5.6	5.6
	disagree	81	21.1	21.4	27.0
	neither agree nor disagree	151	39.3	39.9	66.9
	agree	92	24.0	24.3	91.3
	strongly agree	33	8.6	8.7	100.0
	Total	378	98.4	100.0	
Missing	9	6	1.6		
Total		384	100.0		

Shopping malls in Bangkok provide discount as an alternative for not using plastic bags

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	63	16.4	17.3	17.3
	disagree	80	20.8	21.9	39.2
	neither agree nor disagree	146	38.0	40.0	79.2
	agree	48	12.5	13.2	92.3
	strongly agree	28	7.3	7.7	100.0
	Total	365	95.1	100.0	
Missing	9	19	4.9		
Total		384	100.0		

Shopping bags are made from environmental friendly Oxo-degradable material

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	64	16.7	18.0	18.0
	disagree	78	20.3	22.0	40.0
	neither agree nor disagree	155	40.4	43.7	83.7
	agree	42	10.9	11.8	95.5
	strongly agree	16	4.2	4.5	100.0
	Total	355	92.4	100.0	
Missing	9	29	7.6		
Total		384	100.0		

Shopping bags carry message to protect the environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	67	17.4	18.9	18.9
	disagree	80	20.8	22.5	41.4
	neither agree nor disagree	133	34.6	37.5	78.9
	agree	53	13.8	14.9	93.8
	strongly agree	22	5.7	6.2	100.0
	Total	355	92.4	100.0	
Missing	9	29	7.6		
Total		384	100.0		

Fresh atmosphere of plants and trees is one of the factors that attract me to visit tourist attractions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	36	9.4	9.5	9.5
	disagree	68	17.7	18.0	27.5
	neither agree nor disagree	106	27.6	28.0	55.6
	agree	112	29.2	29.6	85.2
	strongly agree	56	14.6	14.8	100.0
	Total	378	98.4	100.0	
Missing	9	6	1.6		
Total		384	100.0		

2. Frequency table of international tourist's views on supporting tourism product of Bangkok

Souvenirs showcase the local culture and heritage through product, art & handicraft of locals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	2.1	2.1	2.1
	disagree	41	10.7	10.8	12.9
	neither agree nor disagree	105	27.3	27.6	40.4
	agree	169	44.0	44.4	84.8
	strongly agree	58	15.1	15.2	100.0
	Total	381	99.2	100.0	
Missing	9	3	.8		
Total		384	100.0		

Use of tour guides in sensitive areas (such as historical sites or temples) is evident

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	20	5.2	5.3	5.3
	disagree	49	12.8	13.1	18.4
	neither agree nor disagree	116	30.2	31.0	49.5
	agree	142	37.0	38.0	87.4
	strongly agree	47	12.2	12.6	100.0
	Total	374	97.4	100.0	
Missing	9	10	2.6		
Total		384	100.0		

Tour operators support environment friendly campaign (such as 7greens campaign from TAT)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	18	4.7	4.9	4.9
	disagree	65	16.9	17.8	22.7
	neither agree nor disagree	195	50.8	53.3	76.0
	agree	72	18.8	19.7	95.6
	strongly agree	16	4.2	4.4	100.0
	Total	366	95.3	100.0	
Missing	9	18	4.7		
Total		384	100.0		

There are clear zones with no vehicles in Bangkok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	73	19.0	19.8	19.8
	disagree	95	24.7	25.7	45.5
	neither agree nor disagree	111	28.9	30.1	75.6
	agree	71	18.5	19.2	94.9
	strongly agree	19	4.9	5.1	100.0
	Total	369	96.1	100.0	
Missing	9	15	3.9		
Total		384	100.0		

Efficient modes of transport (e.g. buses/ trains that decrease energy consumption and emissions) are available

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	33	8.6	8.7	8.7
	disagree	62	16.1	16.4	25.1
	neither agree nor disagree	91	23.7	24.0	49.1
	agree	131	34.1	34.6	83.6
	strongly agree	62	16.1	16.4	100.0
	Total	379	98.7	100.0	
Missing	9	5	1.3		
Total		384	100.0		

Non-motorized transportation and electric motors to decrease pollution and noise are used

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	63	16.4	16.6	16.6
	disagree	117	30.5	30.9	47.5
	neither agree nor disagree	100	26.0	26.4	73.9
	agree	73	19.0	19.3	93.1
	strongly agree	26	6.8	6.9	100.0
	Total	379	98.7	100.0	
Missing	9	5	1.3		
Total		384	100.0		

Bangkok has an environmentally friendly public transport system

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	56	14.6	14.9	14.9
	disagree	86	22.4	22.9	37.8
	neither agree nor disagree	125	32.6	33.2	71.0
	agree	83	21.6	22.1	93.1
	strongly agree	26	6.8	6.9	100.0
	Total	376	97.9	100.0	
Missing	9	8	2.1		
Total		384	100.0		

Bangkok provides enough public transport system for tourists to avoid the use of private car

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	29	7.6	7.6	7.6
	disagree	62	16.1	16.3	23.9
	neither agree nor disagree	85	22.1	22.3	46.2
	agree	117	30.5	30.7	76.9
	strongly agree	88	22.9	23.1	100.0
	Total	381	99.2	100.0	
Missing	9	3	.8		
Total		384	100.0		

Mass transit systems in Bangkok are well connected

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	2.1	2.2	2.2
	disagree	57	14.8	15.3	17.5
	neither agree nor disagree	132	34.4	35.5	53.0
	agree	128	33.3	34.4	87.4
	strongly agree	47	12.2	12.6	100.0
	Total	372	96.9	100.0	
Missing	9	12	3.1		
Total		384	100.0		

Restaurants use eco- friendly equipments or materials which are not harmful to the environment (such as using natural material for packaging rather than using plastic bags or foam boxes)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	49	12.8	13.1	13.1
	disagree	110	28.6	29.4	42.5
	neither agree nor disagree	154	40.1	41.2	83.7
	agree	47	12.2	12.6	96.3
	strongly agree	14	3.6	3.7	100.0
	Total	374	97.4	100.0	
Missing	9	10	2.6		
Total		384	100.0		

Hotels provide visible recycling campaign (e.g. informing customer to reduce the use of toilet paper or to reuse towels)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	40	10.4	10.6	10.6
	disagree	98	25.5	26.0	36.6
	neither agree nor disagree	107	27.9	28.4	65.0
	agree	117	30.5	31.0	96.0
	strongly agree	15	3.9	4.0	100.0
	Total	377	98.2	100.0	
Missing	9	7	1.8		
Total		384	100.0		

Hotels provide messages to customer to reduce the use of energy (e.g. saving water and electricity)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	29	7.6	7.9	7.9
	disagree	92	24.0	25.1	33.0
	neither agree nor disagree	106	27.6	28.9	61.9
	agree	109	28.4	29.7	91.6
	strongly agree	31	8.1	8.4	100.0
	Total	367	95.6	100.0	
Missing	9	17	4.4		
Total		384	100.0		

3. Frequency table of international tourist's views on augmented tourism product of Bangkok

Sidewalks and street stalls are pedestrian friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	29	7.6	7.6	7.6
	disagree	89	23.2	23.4	31.0
	neither agree nor disagree	112	29.2	29.4	60.4
	agree	127	33.1	33.3	93.7
	strongly agree	24	6.3	6.3	100.0
	Total	381	99.2	100.0	
Missing	9	3	.8		
Total		384	100.0		

Bangkok streets are mainly litter free

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	35	9.1	9.3	9.3
	disagree	89	23.2	23.5	32.8
	neither agree nor disagree	128	33.3	33.9	66.7
	agree	98	25.5	25.9	92.6
	strongly agree	28	7.3	7.4	100.0
	Total	378	98.4	100.0	
Missing	9	6	1.6		
Total		384	100.0		

Opportunities to cycle in the street are available

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	65	16.9	17.2	17.2
	disagree	113	29.4	29.8	47.0
	neither agree nor disagree	121	31.5	31.9	78.9
	agree	66	17.2	17.4	96.3
	strongly agree	14	3.6	3.7	100.0
	Total	379	98.7	100.0	
Missing	9	5	1.3		
Total		384	100.0		

Roads are congested in Bangkok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	1.6	1.6	1.6
	disagree	20	5.2	5.4	7.0
	neither agree nor disagree	109	28.4	29.2	36.2
	agree	110	28.6	29.5	65.7
	strongly agree	128	33.3	34.3	100.0
	Total	373	97.1	100.0	
Missing	9	11	2.9		
Total		384	100.0		

City buildings have efficient energy saving systems

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	40	10.4	11.0	11.0
	disagree	78	20.3	21.5	32.6
	neither agree nor disagree	200	52.1	55.2	87.8
	agree	36	9.4	9.9	97.8
	strongly agree	8	2.1	2.2	100.0
	Total	362	94.3	100.0	
Missing	9	22	5.7		
Total		384	100.0		

Storefronts are clean and well organized

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	15	3.9	3.9	3.9
	disagree	100	26.0	26.3	30.3
	neither agree nor disagree	138	35.9	36.3	66.6
	agree	111	28.9	29.2	95.8
	strongly agree	16	4.2	4.2	100.0
	Total	380	99.0	100.0	
Missing	9	4	1.0		
Total		384	100.0		

People are friendly (especially to strangers)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	2.1	2.1	2.1
	disagree	23	6.0	6.1	8.2
	neither agree nor disagree	73	19.0	19.2	27.4
	agree	166	43.2	43.7	71.1
	strongly agree	110	28.6	28.9	100.0
	Total	380	99.0	100.0	
Missing	9	4	1.0		
Total		384	100.0		

Use of native plant species for landscaping is evident

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	.8	.8	.8
	disagree	24	6.3	6.4	7.2
	neither agree nor disagree	145	37.8	38.7	45.9
	agree	158	41.1	42.1	88.0
	strongly agree	45	11.7	12.0	100.0
	Total	375	97.7	100.0	
Missing	9	9	2.3		
Total		384	100.0		

Green spaces, parks and gardens in Bangkok are well maintained

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	1.3	1.3	1.3
	disagree	14	3.6	3.7	5.0
	neither agree nor disagree	101	26.3	26.6	31.6
	agree	183	47.7	48.2	79.7
	strongly agree	77	20.1	20.3	100.0
	Total	380	99.0	100.0	
Missing	9	4	1.0		
Total		384	100.0		

Parks provide adequate space for people to exercise

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	11	2.9	2.9	2.9
	disagree	29	7.6	7.6	10.5
	neither agree nor disagree	134	34.9	35.3	45.8
	agree	134	34.9	35.3	81.1
	strongly agree	72	18.8	18.9	100.0
	Total	380	99.0	100.0	
Missing	9	4	1.0		
Total		384	100.0		



4. Frequency table of international tourist's impression on Bangkok's environment

Bangkok is a clean destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	34	8.9	8.9	8.9
	disagree	121	31.5	31.7	40.6
	neither agree nor disagree	110	28.6	28.8	69.4
	agree	95	24.7	24.9	94.2
	strongly agree	22	5.7	5.8	100.0
	Total	382	99.5	100.0	
Missing	9	2	.5		
Total		384	100.0		

Bangkok is full of buildings and a bit crowded

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	7	1.8	1.8	1.8
	disagree	21	5.5	5.5	7.3
	neither agree nor disagree	69	18.0	18.1	25.4
	agree	185	48.2	48.4	73.8
	strongly agree	100	26.0	26.2	100.0
	Total	382	99.5	100.0	
Missing	9	2	.5		
Total		384	100.0		

Air pollution is a problem in Bangkok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	9	2.3	2.3	2.3
	disagree	17	4.4	4.4	6.8
	neither agree nor disagree	70	18.2	18.2	25.0
	agree	168	43.8	43.8	68.8
	strongly agree	120	31.3	31.3	100.0
	Total	384	100.0	100.0	

Water pollution is a problem in Bangkok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	7	1.8	1.8	1.8
	disagree	24	6.3	6.3	8.2
	neither agree nor disagree	110	28.6	28.9	37.1
	agree	141	36.7	37.1	74.2
	strongly agree	98	25.5	25.8	100.0
	Total	380	99.0	100.0	
Missing	9	4	1.0		
Total		384	100.0		

Noise pollution is a problem in Bangkok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	2.1	2.1	2.1
	disagree	29	7.6	7.6	9.7
	neither agree nor disagree	102	26.6	26.6	36.3
	agree	164	42.7	42.8	79.1
	strongly agree	80	20.8	20.9	100.0
	Total	383	99.7	100.0	
Missing	9	1	.3		
Total		384	100.0		

The polluted environment might discourage people from visiting Bangkok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	29	7.6	7.6	7.6
	disagree	51	13.3	13.3	20.8
	neither agree nor disagree	100	26.0	26.0	46.9
	agree	132	34.4	34.4	81.3
	strongly agree	72	18.8	18.8	100.0
	Total	384	100.0	100.0	

Bangkok contributes towards Thailand's clean and green image

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	39	10.2	10.3	10.3
	disagree	104	27.1	27.4	37.7
	neither agree nor disagree	152	39.6	40.1	77.8
	agree	67	17.4	17.7	95.5
	strongly agree	17	4.4	4.5	100.0
	Total	379	98.7	100.0	
Missing	9	5	1.3		
Total		384	100.0		

Tourism activities encourage environmentally friendly practices in Bangkok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	14	3.6	3.7	3.7
	disagree	77	20.1	20.5	24.3
	neither agree nor disagree	163	42.4	43.5	67.7
	agree	94	24.5	25.1	92.8
	strongly agree	27	7.0	7.2	100.0
	Total	375	97.7	100.0	
Missing	9	9	2.3		
Total		384	100.0		

Based on your personal experience of visiting and staying in Bangkok, your impression of Bangkok is

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	among the worst in the world	1	.3	.3	.3
	behind most others	45	11.7	11.7	12.0
	average	176	45.8	45.8	57.8
	ahead of most others	121	31.5	31.5	89.3
	among the best in the world	41	10.7	10.7	100.0
	Total	384	100.0	100.0	