THE FACTORS AFFECTING INTERNATIONAL TOURIST PERSPECTIVE ON DESTINATION SATISFACTION: THE CASE OF UNITED KINGDOM AND AUSTRALIA TOURISTS VISITING IN THAILAND

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ABSTRACT

Thailand destination image and national stability confidence become an important factor determining leisure destination for international tourists. Hence, in 2015 Tourism Authority of Thailand has launches *'Discovery Thainess'* campaign to enrich Thailand brand image become a quality leisure of global destination. United Kingdom and Australia tourists become a target group of the study. As reported by UNWTO Tourism Highlights, (2017), these countries were ranked on the 4th and 8th international biggest spender in global tourism market. United Kingdom contribute of US$64 billion to global tourism industry and US$27 billion from Australian tourists. Thus, targeting on these biggest spender and attractive them to visiting Thailand destination is the strategy needs to enhance of national income.

The aim of the study is to investigate the perception of British and Australian tourists regarding to Thailand destination image, destination satisfaction and destination loyalty. The results of the study shows most of British tourists perceived Thailand destination image as *'relax destination'* while Australian view as *'Amazing Thailand'*. British tourists have discover Thainess experience on Thai massage/spa and Thai food cooking become the must thing to do in Thailand while scuba diving is the Thainess experience don't miss via Australian tourists' eye. Thailand tourism image is the most important factor to predicting British and Australian tourists' satisfaction and also lead to destination loyalty. The focus group interview data show that Bangkok is the popular destination choses by British and Australian tourists. The study highlight Bangkok brand power city into five attractive characteristics defined by Tokyo brand power in order to make Bangkok as a premium tourist destination like ever. The result show that Bangkok is the safe place and comfortable, delicious food culture, culture diversity and fancy nightlife that make them *'love Bangkok'*. Thus, they have a good travel experience in Thailand and definitely they will suggest Thailand to their friend and family.

Keywords: United Kingdom, Australia, Amazing Thailand, Thainess

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Thanaphon Ratchatakulpat
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CHAPTER 1

INTRODUCTION

1.1 Introduction

Thailand tourism industry has been contributing up to 20.6% of national gross domestic product (GDP) in 2016. Thailand travel and tourism generated 2,313,500 jobs (6.1% of total employment). This is expected to growth by 6.3% in 2017 and rise by 5% to 4,009,000 jobs (10.4% of total employment) in 2017 (World Travel & Tourism Council, 2017). After Thailand military coup in May 2014, Tourism Authority of Thailand (TAT) uses the slogan *'Amazing Thailand: Discovery Thainess'* campaign to promote Thailand internationally. As the result of TAT promoting plan, Thailand becomes the top-ten most visited country in the *'World Tourism Ranking'* with 29.9 million international guests visiting Thailand in 2015 and continue increasing up to 32.5 million international tourists in 2016, an increase of 2.8 million or 8.91% from 2015 and increase again 8.57% in 2017, reach to 35.38 million as unprecedented a new record never been achievement before. (refer to Table 1.1).

Table 1.1: Thailand Tourist Situation from 2013-2017

Rank	Country or territory	2017/2560	2016/2559	2015/2558	2014/2557	2013/2556
*	ASEAN	9,119,941	8,658,051	7,886,136	▼6,641,772	7,282,266
1	China	9,805,753	8,757,466	7,934,791	▼4,636,298	4,637,335
2	Malaysia	3,354,800	3,533,826	3,423,397	▼2,613,418	3,041,097
3	South Korea*	1,709,070	1,464,218	1,372,995	▼1,122,566	1,295,342
4	Japan*	1,544,328	1,439,629	1,381,690	▼1,267,886	1,586,425
5	Laos	1,612,647	1,409,456	1,233,138	1,053,983	976,639
6	India	1,411,942	1,193,822	1,069,149	▼932,603	1,050,889
7	Russia	1,346,219	1,089,992	884,085	▼1,606,430	1,746,565
8	United Kingdom	▼ 994,468	▲1,003,386	▲946,919	▲ 907,877	▲905,024
9	United States	1,056,124	974,632	867,520	▼763,520	823,486
10	Singapore	1,028,077	966,909	937,311	▼844,133	955,468
11	Germany	849,283	835,506	760,604	▼715,240	737,658
12	Vietnam	934,497	830,394	751,091	▼559,415	725,057
13	Australia	▲ 817,091	▼ 791,631	▼805,946	▼ 831,854	900,460
	Total	**35,381,210**	**32,588,303**	**29,881,091**	**24,809,683**	**26,546,725**

Source: *Visitor Statistics, 1998–2017". Department of Tourism Thailand. Retrieved 11 January 2018*

Despite international tourists still understand Thailand's image as *"The Land of Amazing",* they concerned Thailand is a cheap destination rather a leisure quality destination nearly 20 years ago (Suchat Siritama, 2016). Since 1997, the government has launched *"Amazing Thailand"* campaign; Thailand tourism has growth up based on the number of international tourists of which the quality seems to degrade over time. Thailand tourism has become mass tourism whereby tourists spending most of their time visiting and taking photographs of interesting places. As of this point, to enhance a leisure quality destination Thailand needs shift of interests from tangible cultural resources to intangible resources (Richard, 2001). To persuade quality tourists to think and react positively to the destination, it is necessary to rebranding Thailand brand image by highlighting on specific activities like shopping, nightlife, cuisine, sport, atmosphere, adventure, history, good value for money, history, gastronomy, culture, golf, nature, and secure destination, these are recognized as an important determinant of brand loyalty (Kim & Kerstetter, 2016; Suhartanto, Ruhadi & Triyuni, 2016). As the results of Thailand rebranding image, in 2016 Thailand destination arrivals to 9th position (33 Million) and Thailand tourist receipts move up to 3rd place from 5th in the second year of *'Amazing Thailand: Discover Thainess'* campaign, hitting the US$ 50 billion mark in 2016 (refer to Table 1.2).

Table 1.2: International Tourism Receipts 2015-2016

Rank	**Region**	International tourism receipts **2016** $billion	International tourism receipts **2015** $billion	Change 15/16 (%)	Change 14/15 (%)
1	United States	205.9	205.4	▲ 0.3%	▲ 7.0%
2	Spain	60.3	56.5	▲ 6.9%	▼ 13.3%
3	Thailand	49.9	44.9	▲ 11.0%	▲ 16.9%
4	China	44.4	45.0	▼ 1.2%	▲ 2.1%
5	France	42.5	44.9	▼ 5.3%	▼ 22.9%
6	Italy	40.2	39.4	▲ 2.0%	▼ 13.3%
7	United Kingdom	39.6	45.5	▼ 12.9%	▼ 2.3%
8	Germany	37.4	36.9	▲ 1.4%	▼ 14.8%
9	Hong Kong	32.9	36.2	▼ 9.1%	▼ 5.8%
10	Australia	32.4	28.9	▲ 12.3%	▼ 8.2%

Source: UNWTO Tourism Highlights, (2017) Thus, it is undoubtedly, destination image and tourists attitude are interrelated (Lita, Surya, Maruf & Syahrul, 2014), and the attitude toward a particular place or city influence overall city image (Han, Hsu & Lee, 2009). One of the world's most vibrant cities, value for money and time affordable costs, it is not surprise Bangkok is the world's fourth ranking most visited destination after Hong Kong, London and Singapore (Barry Neild, 2016). Similarly, '*Time Magazine*' reported that in 2013 Bangkok was identified as the most global destination visited city in the world, while Suvarnabhumi Airport was the most geo-tagged location on Instagram (Kristene Quan, 2013; Ben Abramson, 2013).

Bangkok city is the popular tourist destination welcomes international tourism arrival 18.5 million following by Phuket 8.3 and Chonburi 7.2 million tourists (Ministry of Tourism and Sport, Thailand 2015). This evidence indicated that Thailand tourism is not as common industry but rather, it is a social and economic activities running across business sectors and pushing national economic development forward. In case of British and Australian (UK-AUS) tourists are the major Thailand tourism market and seem not to be decline for several decades. The average of stay is about 17 days and capital spending per day 4,300 Baht in British tourists and Australian tourists stay in Thailand averagely 13 days with capital spending per day 6,000 Baht. The tourists from these nationality contributed to Thailand international tourism market worth 76,619 million baht from UK and 65,117 million Baht in year 2017 (Ministry of Tourism and Sport, 2018). According to Pike, (2002) confirm that tourist perception on city image influence on tourist behavior such as length of stay, frequency of visits and perceived value of city brand. Therefore, it is necessary to persuade tourist attitude positive experience about Bangkok city image and correct the negative tourist's perception in order to motive Thailand tourism. Tourist's attitude neither very unpleasant/ very pleasant toward a tourist city plays influence to city image and also city image significantly influence on tourists visit intention (Doosti, Jalivand, Asadi, Pool & Adl, 2016). Thus, this study aims to identify Bangkok brand power city into five attractive characteristics defined by Tokyo brand power in order to make Bangkok as a premium tourist's destination like ever.

1.2 Statement of Problem

1.2.1 Thailand Reputation and International Tourists Confidence Problems

At the commencement of 2014, Thai tourist industry had been suffered from the political turmoil erupted in October 2013. The shutdown of Bangkok's governmental offices on 13 January 2014 by anti-government protesters, prompted some tourists to avoid the Thai capital, Bangkok. Thailand military coup in May, 2014 cause to international tourists drop down up to 27.67% in negative direction in June, 11.78% in July, 11.50% in August and 6.31% in September, before, recovered in a positive direction 7.46% in October, 1.98% in November and 12.24% in December, respectively.

Table 1.3: International Tourist Arrivals Numbers in 2013 to 2016

Year	2016	2015	2014	2013	2016/2015		2015/2014		2014-2013	
					Changed (+) (-)	%Δ 16/15	Changed (+) (-)	%Δ 15/14	Changed (+) (-)	%Δ 14/13
Jan	3,001,327	2,613,699	2,282,568	2,318,447	+387,628	+14.83	+331,131	+14.51	-35,879	-1.55
Feb	3,088,876	2,664,216	2,075,304	2,367,257	+424,660	+15.94	+588,912	+28.38	-291,953	-12.33
Mar	2,948,690	2,555,362	2,018,008	2,322,200	+393,328	+15.39	+537,354	+26.63	-304,192	-13.10
April	2,643,251	2,406,727	1,934,841	2,057,855	+236,542	+9.83	+471,886	+24.39	-123,014	-5.98
May	2,476,505	2,301,625	1,670,860	1,943,968	+174,880	+7.60	+630,765	+37.75	-273,108	-14.05
Jun	2,433,255	2,269,523	1,491,300	2,061,782	**+163,732**	**+7.21**	**+778,223**	**+52.18**	**-570,482**	**-27.67**
Jul	2,946,286	2,641,514	1,896,098	2,149,173	+304,772	+11.54	+745,416	+39.31	-253,075	-11.78
Aug	2,874,420	2,589,52	2,084,839	2,355,660	+284,768	+11.00	+504,813	+24.21	-270,821	-11.50
Sep	-	2,044,658	1,869,491	1,995,343	-	-	+175,167	+9.37	-125,852	-6.31
Oct	-	2,245,841	2,207,775	2,054,548	-	-	+38,066	+1.72	+153,227	+7.46
Nov	-	2,566,077	2,425,123	2,378,112	-	-	+140,954	+5.81	+47,011	+1.98
Dec	-	3,024,291	2,853,476	2,542,476	-	-	+170,815	+5.99	+311,096	+12.24
Total	**32,588,303**	**29,923,185**	**24,809,683**	**24,809,683**	**+2,370,292**	**-**	**+5,113,502**	**+20.61**	**-1,737,042**	**-6.54**

Source: Immigration Bureau, Police Department
Updated: Aug, 2016

Based on the Table 1.2 indicate that the awareness of international tourists confident toward Thailand destination is the vital factor contributing to Thailand tourism industry successful. Tourists confident directly influence to the number of international tourists' arrival in Thailand. Since, they are lack of confidence and perceived of risk in that particular countries, they are likely to cancel and postpone their travel itineraries. Thailand political unrest and military coup in May 2014 is a good case study to support this argument as the result appear in Table 1.3 International Tourist Arrivals' Numbers in 2013 to 2016

In 2015, Thailand's tourist officials hardly promote *'Amazing Thailand: Discover Thainess'* campaign to promote Thailand Internationally, with the objective of create confidence in Thailand and promote tourism, so that the country will welcome a greater number of visitors. *'Thainess'* campaign emphasizes country's unique cultural treasures and the Thai way of happiness to be passed on to international visitors. Tourism Authority of Thailand is launching *'Discover Thainess'* campaign, under the creative tourism concept. Under this concept, tourists can immerse themselves in exclusively Thai activities, such as Thai boxing, Thai massage, Thai cooking, Thai classical dance, Thai way of life, Thai culture, and Thai experience.

As the result of Tourism Authority of Thailand (TAT) marketing plan and communication message of *'Discover Thainess'* campaign via internationally. Thailand become a second most popular visited country in Asia Pacific region after China (refer to Table 1.4).

Table 1.4: International Tourist Arrivals to Asia and the Pacific

Rank	**Destination**	International tourist arrivals 2016 (Million)	International tourist arrivals 2015 (Million)	International tourist arrivals 2014 (Million)	Change 16/15 (%)	Change 15/14 (%)	Change 14/13 (%)
1	China	59.3	56.9	55.6	▲4.2	▲2.3	▼-0.1
2	Thailand	32.9	29.9	24.8	▲8.9	▲20.5	▼6.5
(China)	Hong Kong	26.5	26.7	27.7	▼-0.	▼3.9	▲8.2
3	Malaysia	26.8	25.7	27.4	▲4.0	▼6.3	▲6.7
4	Japan	24	19.7	13.4	▲21.8	▲47.1	▲29.4
(China)	Macau	15.7	14.3	14.6	▲9.8	▼1.8	▲2.1
5	South Korea	17.2	13.2	14.2	▲30.3	▼6.8	▲16.6
6	Singapore	12.9	12.1	11.9	▲7.1	▲1.6	▼0.3
7	Taiwan	10.7	10.44	9.9	▲2.4	▲5.3	▲23.6
8	Indonesia	-	10.41	9.4	-	▲10.3	▲7.2
9	India	14.6	8.0	7.7	▲9.7	▲4.5	▲10.2
10	Vietnam	10	7.9	7.8	▲26	▲0.9	▲4.0

Source: UNWTO Tourism Highlights, (2017)

According to UNWTO Tourism Highlights reported that, in 2016 there were over 308 million international tourist arrivals to Asia and the Pacific, an increase of

8.6% from year 2015. Similarly, the top ten destinations were China, Thailand, Malaysia, Japan, South Korea, Singapore, Taiwan, Indonesia, India and Vietnam. Particularly, international tourist arrivals in China 56.3 million, an increase of 4.2% from 2015 and Thailand 32.9 million, an increase of 8.9 from 2015 (refer to Table 1.4: International Tourist Arrivals to Asia and the Pacific).

Table 1.5 shows Thailand Top-Ten Most Visited Nationalities 2013-2017, the result of *'Discover Thainess'* campaign has boost the number of international tourists from EAST Asia such as China up to 74.75% in 2015 and slightly improve to 10.34% in 2016 before nearly reach to 10 million in 2017. Similarly, the number British tourist improve to 4.30% in 2015, 5.89% in 2016 while in 2017 the number of tourist has little decline to 0.9% in 2017. In Australian group, the number of tourists were continue decreasing (-7.62%) in 2014, (-3.11%) in 2015, (-2.47%) in 2016 before getting surplus to 817,091 tourists in 2017.

Table 1.5: Thailand Top-Ten Most Visited Nationalities 2013-2016

Rank	Country or territory	2017		17/16 Δ %	2016		16/15 Δ%	2015		15/14 Δ%	2014		14/13 Δ %
1	China	9,805,753	▲	+16.8	8,757,466	▲	+10.34	7,936,795	▲	+74.74	4,636,298	▼	-0.02
2	Malaysia	3,354,800	▼	-5.3	3,533,856	▲	+3.36	3,423,397	▲	+30.99	2,613,418	▼	-14.06
3	Russia	1,346,219	▲	+19	1,089,992	▲	+23.28	884,085	▼	-44.97	1,606,430	▼	-8.02
4	Japan	1,544,328	▲	+6.7	1,439,629	▲	+4.19	1,381,690	▲	+8.98	1,267,886	▼	-17.48
5	South Korea	1,709,070	▲	14.3	1,464,218	▲	+6.64	1,372,995	▲	+75.41	1,122,566	▼	-13.34
6	India	1,411,942	▲	15.4	1,193,822	▲	+11.63	1,069,149	▲	+14.64	932,603	▼	-11.26
7	Laos	1,612,647	▲	12.5	1,409,456	▲	+15.48	1,233,138	▲	+17.00	1,053,983	▼	7.92
8	UK	994,468	▼	-0.9	1,003,386	▲	+5.89	946,919	▲	+4.30	907,877	▲	0.32
9	Singapore	1,028,077	▲	+3	966,909	▲	+3.04	937,311	▲	+11.04	844,133	▼	-11.65
10	Australia	817,091	▲	+3	791,631	▼	-2.47	805,946	▼	-3.11	831,854	▼	-7.62

Source: Immigration Bureau, Police Department
Updated: 10 January 2018

In 2017, Thailand tourism situation seem to be in a good health, security and stability, this is back up by the total number of international tourists reach to new record of 35 million tourists (refer to Table 1.1: Thailand Tourists Situation 2013-2017). As of this results indicate that international tourists are confidante on Thailand destination as their preferable holiday country. Thus, to promote Thailand tourism in internationally, tourism stakeholder should providing tourists' satisfaction, safety and security which in turn will contributing to destination loyalty.

1.2.2 Problems Concerned with Thailand's Tourism

The major problems facing all countries tourism development is *'safety and security environment*'. Terrorist can be attracting all over the world without sign of warning before occurred. According to Bangkok Post and New York Times reported the need to outwardly address safety issues after sexual assaults and killings of foreign tourists in Thailand (Mydan, 2008; Jitpleecheep, 2007). The biggest Thailand tourism issue was suffer by the Central World Shopping Mall, the second largest in Southeast Asia was set on fire by Thailand political protesters of May 19, 2010 (Reuters, May 25, 2010).

In 2014, Thailand's image in the eyes of the world's tourists was worse than the previous year in term of tourist safety, according to Thailand's poor score. Military coup in May and the unsolved murder of two British backpackers in September, 2014 made international tourists' perception justified Thailand as one of the most dangerous tourist destination on earth (Natalie Paris, 13 Nov 2014). In 2015, Australian journalist John Stapleton has published a book branding Thailand one of the world's most dangerous destination namely ***'Thailand Deadly Destination'***. He criticizes Thailand in a single negative way such as daily robbing, bashing, drugging, crime, extortion and murder of foreign tourists as some part of the book state that;

> *"The international coverage of recent brutal killing of two British backpackers on the island of Koh Tao has highlighted what many longtime observers of Thailand already knew, that its tourist industry is poorly managed and the land of smile has come to justifiably be regarded as one of the most dangerous tourist destination on earth", he said.*
>
> Stapleton, J. (2015)

Despite, there are several critics, academic and a spokesman for the Tourism Authority of Thailand (TAT) dismissed Mr. Stapleton claim of the dangers facing tourists, calling them *'an exaggeration'.* Even through, TAT as tourism monitor organization was disappointed to hear about but they has much confidence in

Thailand as a tourists destination as do the number of British travelers growing 946,919 people in 2015, an increase of 4.30% from 2014 before reach over 1 million people on 2016 (refer to Table 1.4). In addition, the vast majority of visitor from European and Oceania region are enjoy safety and free time in Thailand as the number of repeating visitors are high 65% in European group and 71% in Oceania group (Ministry of Tourism and Sport, 2016). These evident are sufficiency to support that *'how much they love Thailand and wish to return year on year'*.

As the ABC News reported Thailand is the most dangerous destination for Australian tourists with 203 deaths recorded in the last year 2016, Philippines was next with 126 deaths, followed by Indonesia, the United States and Vietnam (Liam Cochrane, 6 Oct 2017). The main causes of death were illness, natural causes and accidents. Thailand also topped in the list of consular cases (893), hospitalizations (165) and missing person reports (74) during the 2016/2017 financial year. Therefore, Australia state government urged Australian tourists to take travel insurance and warned of the limits to the consular services available. Thus, safety environment and atmosphere of Thailand destination may cause to the number of Australian tourists continue decline (-3.11%) in 2015 and again peak down to 791,631 people (-2.47%) in 2016 (refer to Table 1.4).

Safety is the main concern for international tourist visiting Thailand country. According to Tourism Authority of Thailand (TAT) survey on Thailand's destination image concluded that *'safety problems'* are destroying the image of Thai tourism (Chinmaneevong, 2012). This is because travelers pay attention on safety and security as key factors for planning their holiday itineraries. According to Ingram, Tabari and Watthakhomthip, (2013) state that political instability such as protests and violence impact on their holiday planning. Consequence, one of the tourists given the interview that *'if Thailand country is unstable it might not be safe to stay'*.

According to Chernpech and Manarungsan, (2006) found that Chinese tourists stuck in many problems namely, Chinese communication of tour guides, the quality of purchased products, inferior quality tours, safety, food tastes and beverages, and uncomfortable staying environment in Bangkok such as having less public restroom, hot weather and pollution, and also trolley parking in footpaths or roadsides. In order to solve these problems, Thailand needs more infrastructures development in efficient public transportation like buses, trams, bicycle, subways and sky train. Tourist safety is needed immediately taking action at every tourism spots, safety taxi vehicles, availability of emergency fire-fighting equipment and facilities in hotel and guest house, 3th party insurance for tourists and comprehensive hospital/medical care.

There are complaints regarding to road traffic accidents, dimly-lit road, where safety standards are generally poor. To solve those problems, Thailand's government is urging the country to do more action to protect the safety of the record numbers of foreigners visiting Thailand (The Sunday Morning, July, 22, 2013). Mr. Andrew J. Wood, general manager of Chaophraya Park Hotel & Resort suggested on *'Thailand risks losing tourists to other destinations if we can't improve our country infrastructure'.* And Malaysia might take away lucrative retirees because of their welcoming attitude towards international tourists (The Phuket News, 20 July, 2013).

Thus, to maintain of Thailand tourism competitive advantage, its reputation and confidence is significantly needed to be implemented via promotion and marketing. Its influence on the aspect of investment in the tourism industry plays an extensive role on national income as well. Hence, to avoid risk of losing tourists to other destination, Thailand's destination image, confidence and reputation must be recalled to draw attention of international tourists keep coming back to Thailand.

1.3 The Role of United Kingdom and Australia Tourists in Thailand

Thailand is recognized as the world's leading international tourists' destination and ranked in the top 9th (33 million) International tourism arrivals and the top 3rd international tourists receipts worthy US$44.9 billion in 2015 and hitting US$49.9 billion mark in 2016 (UNWTO Tourism Highlights, 2017). Thailand was ranking in the world's top international tourism destinations, it is also preferable to take more than single indicator in to account according to international tourist arrival and tourism receipts.

Table 1.6 show the top 10th destination both in term of tourist's arrivals and receipts. As of the interesting point is eight out of ten destination such as France, U.S.A, Spain, China, Italy, U.K., Germany and Thailand are also appear in top 10th international tourism receipts. Mexico and Turkey are disappear in top 10th tourism receipts while Hong-Kong and Australian come in place. Based on this point, the number of tourists does not reflect receipts and country destination performance. Since, France is the top 1st tourist arrivals, while tourist receipts is in the 5th after Thailand and China. Thailand ranked in top 3rd with US$49.9 million while France ranked in top 5th worthy US$42.5 million. Thus, top 10th destinations appear on both lists (see detail in Table 1.6) showing marked differences in term of tourism types they attract as well as tourists average length of stay and their spending per trip and per night. Importantly, tourism receipts is the effective indicator to indicate the performance of destination attraction, but also exchange rate fluctuations of the local currencies against the US dollar.

Table 1.6: The top 10th International Tourist Arrivals and Receipts 2015-2016

International Tourist Arrivals						**International Tourism Receipts**							
		Million		Change (%)						Million		Change (%)	
Rank		2015	2016	15/14	16/15	**Rank**		2015	2016	15/14	16/15	15/14	16/15
1	France	84.5	82.6	0.9	-2.2	**1**	U.S.A	205.4	205.9	7.0	0.3	7.0	0.3
2	U.S.A	77.5	75.6	3.3	-2.4	**2**	Spain	56.5	60.3	-13.3	6.9	3.8	7.1
3	Spain	68.5	75.6	5.5	10.3	**3**	Thailand	44.9	49.9	16.9	11	23	14.7
4	China	59.6	59.3	2.3	4.2	**4**	China	45	44.4	2.1	-1.2	3.6	5.3
5	Italy	50.7	52.4	4.4	3.2	**5**	France	44.9	42.5	-22.9	-5.3	-7.6	-5.1
6	U.K	34.4	35.8	5.6	4.0	**6**	Italy	39.4	40.2	-13.3	2.0	3.8	2.3
7	Germany	35.0	35.6	6.0	1.7	**7**	U.K.	45.5	39.6	-2.3	-12.9	5.2	-1.4
8	Mexico	32.1	35	9.4	8.9	**8**	Germany	36.9	37.4	-14.8	1.4	2.0	1.7
9	Thailand	29.9	32.6	20.6	8.9	**9**	Hong-Kong	36.2	32.9	-5.8	-9.1	-5.8	-9.0
10	Turkey	39.5	--	-0.8	--	**10**	Australia	28.9	32.4	-8.2	12.3	10.2	13.5

Source: World Tourism Organization (UNWTO, 2017)

According to World Tourism Organization reports the following destinations as the top 10th biggest spenders on international tourism for the year 2015 and 2016. China is the largest international tourism expenditure country in 2016 worth US$261 billion, the second large tourism expenditure country is United Stages worth US$122 billion and the third large country is Germany worth US$81 billion etc. There are three Asia region countries ranked in the list of top 10th country in international tourism expenditure, namely, China ranked in 1st South Korea ranked in 7th and Hong-Kong (China) ranked in the last list (refer to Table 1.7: International tourism expenditure in 2015 and 2016.

Despite, the United Kingdom and Australia were ranked in the 4th and 8th international biggest spender in global tourism market. They contribute to global tourism industry worth US$64 billion in UK group and US$27 billion in Australia group. Thus, targeting these biggest spender and attractive them to visiting Thailand destination is strategy needs to enhance of national income.

Table 1.7: International tourism expenditure in 2015 and 2016

Rank	**Country**	**UNWTO Region**	International tourism receipts **2016** $billion	International tourism receipts **2015** $billion
1	China	Asia	261	250
2	United States	North America	122	112.9
3	Germany	Europe	81	77.5
4	United Kingdom	Europe	64	63.3
5	France	Europe	41	38.4
	Russia	Europe	-	34.9
6	Canada	North America	29	29.4
7	South Korea	Asia	27	25.0
8	Australia	Oceania	27	23.5
9	Italy	Europe	25	24.9
10	Hong Kong	Asia	24	--

Source: UNWTO Tourism Highlights, (2017)

Table 1.8: Top-Ten International Tourist Receipts Arrivals Jan-Dec 2015

Country of Residence	No. of Arrivals	+/-(%)	Length of Stay (Days)	Per Capital Spending			No.	Tourism Receipts		
				Baht/Day	+/-(%)	US$/Day		Mil. Baht	+/-(%)	Mil. US$
ASEAN	**8,078,262**	**+19.31**	**5.60**	**5,106.35**	**+5.75**	**149.09**		**231,002.31**	**+25.95**	**6,744.59**
-Brunei	17,433	+25.17	6.92	5,819.71	+1.84	169.92		702.07	+36.34	20.50
-Cambodia	544,818	-199	6.45	4,559.05	+7.72	133.11		16,020.84	-10.40	467.76
-Indonesia	470,820	-5.01	5.66	5,286.42	+2.74	154.35		14,087.46	-3.60	411.31
-Laos	1,230,521	+15.68	5.79	4,267.36	+9.82	124.59		30,403.81	+28.14	887.70
-Malaysia	3,470,553	+30.87	4.83	5,240.74	+3.72	153.01	**2**	86,254.70	+41.30	2,518.39
-Myanmar	263,422	+26.80	8.28	4,988.37	+5.81	145.65		10,880.33	+34.50	317.67
-Philippines	301,297	+1.67	7.94	4,905.93	+3.16	143.24		11,736.47	+7.18	342.67
-Singapore	1,074,755	+11.90	5.60	6,136.30	+5.79	179.16		36,932.09	+26.76	1,078.31
-Vietnam	767,643	+33.93	6.22	5,023.23	+4.91	146.66		23,984.54	+37.41	700.28
China	7,981,407	+72.31	8.14	5,982.79	+8.83	174.68	**1**	388,694.10	+93.71	11,348.73
Russia	877,120	-45.06	17.07	4,587.00	+0.66	133.93	**3**	68,678.73	-39.06	2,005.22
Australia	816,053	-2.56	13.43	6,001.49	+4.98	175.23	**5**	65,773.90	+7.92	1,920.41
UK	896,591	+2.91	17.29	4,294.89	+4.87	125.40	**4**	66,579.60	+8.93	1,943.93
Japan	1,349,388	+7.53	8.06	5,188.52	+3.82	151.49	**7**	56,430.67	+16.26	1,647.61
South Korea	1,359,211	+22.51	7.72	5,417.58	+2.64	158.18	**6**	56,847.18	+30.48	1,659.77
USA	827,110	+12.61	13.38	5,021.99	+1.34	146.63	**8**	55,577.00	+6.55	1,622.69
India	1,039,395	+14.67	7.64	5,849.26	+2.18	170.78	**9**	46,448.85	+23.98	1,356.17
France	648.382	+6.80	17.60	3,872.45	-0.03	113.06	**10**	44,190.48	+7.94	1,290.23

Source: *Department of Tourism, Ministry of Tourism and Sports*
As of data update on 5 Aug 2016

In Thailand tourism industry, British tourist ranked in the top 4th of international tourism receipts after China, Malaysia and Russia, it's contributing to 66,579.60 million bath to Thailand host country, an increase of 8.92% from year 2014, following by Australian ranked in the top 5th of international tourism receipts contributing to 65,773.90 million baht, an increase of 7.92% from previous year 2014.

As of the data exhibited in 1.8 shows the top 10th tourism receipts from international tourism arrivals based on the data provided by Department of Tourism, Ministry of Tourism and Sports in 2016. China is the largest contribute to Thailand industry worth 388,694.10 Million Baht, an increase of 93.71% from year 2014. In term of per capital spending worth 5,982.79 baht/day for Chinese tourists; their length of stay is 8 days while numbers of tourism arrivals are 7,981,407 people in 2015.

British tourists contribute of 66,579.60 million baht in 2015, an increase of 8.93% from previous year. The next following by Australian tourists contribute to 65,773.90 million baht, an increase of 7.92% from previous year. The capital spending from these countries are 4,294.89 baht/day; length of stay 17 days for UK tourists group and 6,001 baht/day; length of stay 13 days for Australia tourists group. The length of stay for Australia, Russia, France, USA and UK averagely between 13 - 18 days. The capital spending/per person is about 3,872.45 baht/day for France, 4,294.89 baht/day for United Kingdom, 4,587 baht/day for Russia, 5,021.99 baht/day for USA and Australia is the highest spender in Thailand tourism worth 6,001.49 baht/day.

As of this data indicates that tourists from Europe and America region such as France and USA come to Thailand due to cheap price destination without entry visa. Passport holders from these countries can visit Thailand without a visa for the maximum of 30 days/per entry, a total period allow for stay not exceeding 90 days within 6 months from the date of first entry into the Kingdom (Royal Thai Consulate, 2015). Tourists from France and USA may visit Thailand for a purpose of long-stay orientation and using Thailand local resources. Thus, France and USA tourists may not be the actual target for Thailand to generate national income via indirect export of commodities such as shopping and entertain activities.

Table 1.9 shows the average expenditure of international tourist arrivals by expenditure items such as shopping, entertainment, sightseeing, accommodation, food and beverage, and local transport. International tourist arrivals contribute to indirect export via shopping. *'Australia is the third largest expenditure after India and China spending on Thailand shopping worth 1,236 baht/day'*. USA, UK and France spend on shopping items ranged between 597-878 baht/day which below than 1,000 baht/day. Australian is the largest spending on entertainment program following by South Korea and China (refer to Table 1.9).

Table 1.9: Average Expenditure of International Tourist Arrivals by Expenditure Items January –December 2015

Country of Residence	Total	shopping	Entertain	Sight-seeing	Accom-modation	Food & Beverage	Local Transport
ASEAN	**5,106.35**	**1,614.06**	**515.83**	**146.58**	**1,417.92**	**905.08**	**436.76**
China	5,982.79	1,638.72	680.90	323.45	1,575.79	1,099.25	564.05
Russia	4,587.00	993.38	513.93	173.22	1,366.94	1,037.78	457.20
Australia	6,001.49	1,236.09	837.07	225.16	1,923.53	1,138.96	562.27
United Kingdom	4,294.89	597.55	536.69	172.60	1,450.44	1,017.64	511.81
Japan	5,188.52	910.63	672.18	149.69	1,832.10	1,060.83	499.96
South Korea	5,417.58	1,176.90	711.58	162.10	1,737.20	1,069.51	471.30
USA	5,021.99	878.05	602.02	207.80	1,690.87	1,017.12	564.39
India	5,849.26	1,921.17	659.03	198.80	1,504.63	964.88	507.68
France	3,872.45	668.31	393.46	116.50	1,348.05	806.71	496.79

Source: *Department of Tourism, Ministry of Tourism and Sports*
As of data update on 5 Aug (2016)

According to expenditure program as exhibited in Table 1.9 show that British and Australian tourists are not much difference in term of accommodation, food & beverage and local transport expenditure. This indicate that British and Australian groups have a similar behavior on basic consumption like where to stay, dining and local travel. The expenditure of local transportation also show that these tourists are frequently travel in Thailand domestic during their duration of stay (UK 17 day, AUS 13 days), they spend averagely about 562 baht for Australian and 511 bath for British group. Therefore, to boost up international receipted and foreign exchange inflows to Thailand economic. According to UNWTO secretary-general Taleb Rafai said in the statement below;

> *"With decreasing commodity prices, spending on international tourism grew significantly, providing the sector's capacity to stimulate economic growth, boost exports and create jobs."*
>
> (Cited in Boonsong Kositchoththana, 2015)

Thus, to promote national economic sector via Thailand tourism industry, tourism marketing promotion should be focused on these top 10^{th} original tourist countries. Particularly, British and Australian tourists are playing a significance role in Thailand's tourism market. Hence, to increase national employment and income, Thai government should developing marketing promotion on particular market, infrastructure development, creatively Thailand's destination image, generated awareness of international tourists' confidence for choosing Thailand as first destination in the ASEAN region.

1.4 Research Question

Based on the research problems and significant of the study lead to the research questions are such as following;

1. What is the growth status of British and Australian tourists in Thailand?
2. What are the British and Australian tourist's demographic and behavior in Thailand?
3. What are the perception of British and Australian tourists based on the concept of *'Amazing Thailand: Discover Thainess'*.
4. What are the factors effecting ***'destination satisfaction'*** of British and Australian tourists visiting in Thailand?
5. What is the relationship between ***'destination satisfaction'*** and ***'destination loyalty'*** of British and Australian tourists visiting in Thailand?
6. What are the ***'Bangkok Brand Power Image'*** in positive and negative aspects from the perspective of British and Australian tourists visiting in Thailand.
7. Does British and Australian tourist intention to revisited Thailand country?

1.5 Research Objective

Based on the research question of the study lead to the research objectives are such as following;

1. To examine the growth status of British and Australian tourists in Thailand.

2. To examine the British and Australian tourist's demographic and behavior in Thailand.
3. To examine the British and Australian tourist perception based on the concept of *'Amazing Thailand: Discover Thainess'*.
4. To examine the factors effecting ***'destination satisfaction'*** of British and Australian tourists visiting in Thailand.
5. To examine the relationship between ***'destination satisfaction'*** and ***'destination loyalty'*** of British and Australian tourists visiting in Thailand.
6. To examine ***'Bangkok Brand Power Image'*** in positive and negative aspects from the perspective of British and Australian tourists visiting in Thailand?
7. To examine the British and Australian tourist's intention to revisited Thailand country.

1.6 The Contribution of the Study

The role of tourism industry in Thailand contributes to nation's employment and income. The finding of the study can help tourism stakeholders to indicate international tourist demand on Thailand tourism products and services. Based on secondary data provided by Thailand public and private travel officers enable the business man, tourism agency and tourism stakeholders to create an appropriate promotional tourist program for particular countries. As result of the study, it enables the practitioner to encourage Thai tourism by using specific promotional program and travel package for British and Australian tourists in particular.

1.7 Limitation of the Study

The limitation of this study is divided into two parts are as below;

1.7.1 Content Limitation

The content of Thailand tourism industry generating national employment and income. Thus, this study is based on secondary data are as following;

1. Ministry of Tourists and Sports, Thailand
2. Tourism Authority of Thailand (TAT)
3. World Tourism Organized (UNWTO)

4. World Travel & Tourism Council
5. Thailand Tourism Report
6. The Travel & Tourism Competitiveness Report, (2015)
7. Bangkok post news

The British and Australian tourists' perception on *'Amazing Thailand: Discover Thainess'* based on five concept developed from Tourism Authority of Thailand (TAT) information guideline are as following;

1. Thailand is unity country and needs to discovering
2. Thailand creative tourism with refers to colorful activities
3. Thailand is ensure by several tourism attractiveness destination
4. Thailand country's unique culture treasures
5. Thailand country is a land of happiness to be passed on to international visitors

The perception of *'Discover Thainess Campaign'* are classified in nine categories such as (1) Thai boxing; (2) Thai massage/spa; (3) Thai cooking; (4) Thai classical dance; (5) Thai handmade product; (6) Scuba diving; (7) Elephant riding; (8) Museums; and (9) Thai culture tour (Wadeecharoen, 2016; Tourism Authority of Thailand, 2016).

Table 1.10: Definition of *'Amazing Thailand: Discover Thainess'*

No.	Amazing Thailand	No.	Discover Thainess
1	Thailand is unity country and needs to discovering	1	Thai boxing
2	Thailand creative tourism with refers to colorful activities	2	Thai massage/spa
3	Thailand is ensure by several tourism attractiveness destination	3	Thai cooking
4	Thailand country's unique culture treasures	4	Thai classical dance
5	Thailand country is a land of happiness to be passed on to international visitors	5	Thai handmade product
		6	Scuba diving
		7	Elephant riding
		8	Museums
		9	Thai culture tour

Source: Wadeecharoen, (2016) and Tourism Authority of Thailand, (2015)

1.7.2 Predictor Limitation

According to literature review, this study investigated on the empower predictors of international tourists destination satisfaction. Consequence, six predictor variables were modified in the study model namely (1) place of tourist attraction; (2) infrastructure and facilities; (3) accommodation and food; (4) hygiene and sanitation; (5) promotion and marketing; and finally (6) Thailand tourism image. These are the scope and variables limitation in this study.

1.7.3 Sampling Limitation

This study utilizes the perception of international tourists on the concept of *"Amazing Thailand: Discover Thainess"*. The 1,120 samples are classified into 2 categories as following;

1) British and Australian tourists visiting Thailand during October to December 2017. The data were collected at Suvarnabhumi International Airport, Pathumwan, Sukhumvit, Petchburi and Ratchaprasong area in Bangkok. The finally data collected from British tourists 550 cases and Australian 570 cases, totally 1,120 samples for final analysis.
2) Focus group study by in-depth interviews with 20 tourists from British and South Australian (10 each) at Suvarnabhumi International Airport. The interview were open end question the respondent can answer as much as they want both in *'negative and positive aspects'* based on the personal opinion and travel experience.

1.7.4 Timing Limitation

This study relies on the international tourism perception during October to December 2017. Their perception may have been changed due to Thailand's environment and changing of government policies.

CHAPTER 2

LITERATURE REVIEW

2.1 Sustainable Tourism Development

2.1.1 Sustainable Tourist Destination Process

According to tourism policy forum hold in Washington, DC in October 2004 concluded that sustainable knowledge-based policies are needed, taking into account that tourism is the largest industry in the world today with significant economic and social impacts. Based on this point of view, the paradigm to promote sustainable tourism has been one of the central concerns for international organized are as World Tourism Organized (UNWTO), European Union (EU) and World Center of Excellence for Destinations (CED). According to UNWTO issues the statement below;

> *"Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems". (Cited in Fazenda & Silva & Costa, 2010).*

As of this perspective and tourism academic literature have sought, alternative planning approaches to find out some of the problems generated by the tourism activity and also obtain the benefits provided by the tourism industry.

Tourism planning plays an important role in limiting the negative impacts of tourism development and in protecting the resources which the tourism activity depends on (Briassoulis and Straaten, 1992). According to Inskeep (1991), good planning and careful management of tourism are crucial to optimize its benefits and prevent or at least attenuate any problems that might be created by this industry. However, the literature review reveals that traditional tourism planning models have been narrow in scope and are often inappropriate for developing sustainable tourism opportunities. Inskeep, (1991), offers a comparative review of models in tourism planning and concludes that they all have certain deficiencies in integrating tourism systems theory and the planning process. The traditional planning models have placed a great deal of emphasis on promotion and revenue maximation and the business end of tourism, such as marketing initiatives, destination zone tourism, demand planning and site facility planning (Gunn, 1994). In response to this need, several authors have provided a range of approaches to achieve more integrated methods of tourism planning (Inskeep, 1991).

In reality, planning is a multidimensional activity that seeks to integrate economic, environment, socio-cultural and political aspects, which depend of a variety of agents/elements (governments, non-governmental organized, enterprises, tourists, local community). Thus, *"all the components of tourism must be considered in planning: tourist attractions, accommodation, other tourist facilities and services, transportation, other infrastructure and the institutional elements".* In this context, according to UNWTO (2007) destination management is of growing importance as it offers a process for coordinating the management of all the elements that Douro Valley Tourism Plan make up the destination (attractions, amenities, access, marketing and pricing). In this perspective, *"the Destination Management Plan is a key instrument for building partnerships and commitment that should set out clearly the plan of action"* (UNWTO, 2007, p. 7).

Figure 2.1 shows the components that should be included in a Tourism Plan. The case study presented in this paper illustrates the process of destination management, through a Tourism Destination Plan. The Douro Valley Tourism Plan (DVTP) adopts a global perspective of the tourism destination system and includes the main components that should be integrated into a tourism plan.

Douro Valley Tourism Plan

The DVTP provides a strategic framework for the development of tourism in the Douro region. In developing the plan, some methodological aspects were considered:

- The orientations and guidelines of the World Tourism Organized and
- European Commission in tourism planning matters;

- The surveys and studies promoted by the Portuguese Investment Agency to support the development of tourism in the Douro Valley;
- A territorial audit made through a SWOT analysis and the identification of key success factors for developing tourism in the Douro Valley; and
- The contribution of the Monitoring Commission (stakeholders).

In the process of producing the DVTP, the Executive Team promoted a dynamic process of public participation, through the Monitoring Commission members. This Monitoring Commission was constituted by national, regional and local

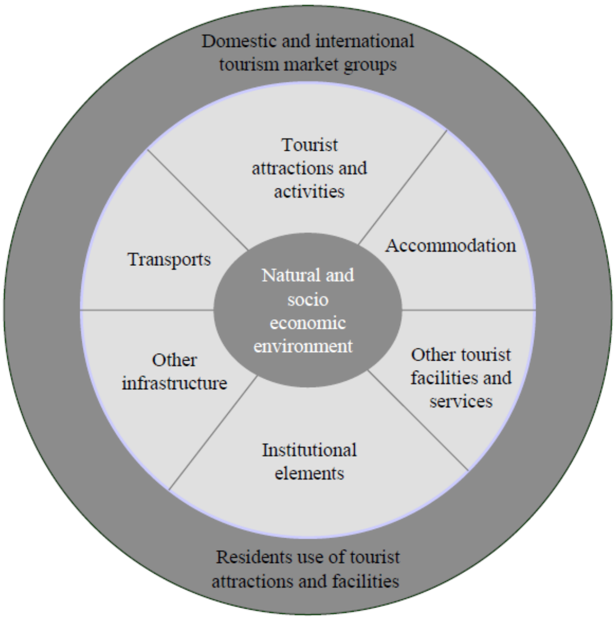


Figure 2.1: The Douro Valley Tourism Plan (DVTP)
Source: Fazenda & Silva & Costa, (2010)

2.1.2 Thailand Tourism Industry

Thailand Tourism industry has been recognized as the major player driven Thailand economic activity to be sustainable. This is because Thailand tourism industry enables national economy on fast track growth and requires fewer ventures than other industry. Tourism has been seen as the catalyst of national economic prosperity due to its contribution to national income and employment generations. As well as it integrates and preserves natural resources with the cultural environment, to enrich social and cultural living of people along with increasing national revenue (Makkar & Singh, 2011). As the supporting statement below;

> *'Tourists never buy* ***resources,*** *they go to tourist destinations, visit attractions and facilities'* (Liu, 2003: page 463)

According to National Tourism Development Plan, 2012-2016 approved by the cabinet and the national tourism policy committee referred to the inclusion of tourism in the national agenda. The objective of National Tourism Development Plan is to move up Thailand's competitiveness at the 15 places, which would put it among the top-five destination in Asia. Moreover, this plan also intends to increase tourism income by at least 5 percent during the five year period (Wirudchawong, 2012).

Five strategies of National Tourism Development Plan, 2012-2016 have been set for implementation. The first strategy seeks to develop infrastructure and logistics, liking with domestic and international tourism. The second strategy involves the development and rehabilitation of tourism sites and improvement of various rules and regulations to enhance the country's potential for accommodating more tourist arrivals. The third strategy, emphasis places on the development of the creative economy, which is focused in the 11st National Economic and Social Development Plan 2012-2016. This involved new products and services intensive will be launched on tourism trade and investment. The fourth strategy seeks to create confidence in Thailand's good image among visitors, so that the country will welcome great number of visitors. The fifth strategy calls for the participation of the public sector, civil, society and local administration organized in tourist management.

These five strategies relate to tourism stakeholders approaches, in order to sustainable tourism development in a different perspective. For instance, the government emphasizes development on infrastructure such as accommodation and transportation. Host communities are more concerned on local issues such as the side effects of tourism within communities and quality of lives. Tourism businesses are relatively concerned with issues such as tourism product, marketing and tourist satisfaction or dissatisfaction. In other hand, tourists as customers who buy tourism products and services, they are more focused on the quality of the tourism product provided by tourism suppliers (Hardy and Beeton, 2001 cited in Dabphet, Scott and

Ruhanen, 2012). Thus, National Tourism Development Plan, 2012-2016 will be supporting and promoting Thailand tourism industry growth for sustainability.

2.1.3 Overview of Tourism Development Policy in Thailand

The following governmental and private organizations have play important role in tourism development policy in Thailand

2.1.3.1 The Tourism Authority of Thailand (TAT)

Tourism Authority of Thailand or TAT (formerly named the Tourist Organization of Thailand or T.O.T.), established in 1959, have played crucial role in tourism development in Thailand more than 52 years. Both Thai language and English tourism magazine are published and distributed for tourism including seminars on tourism service development; such as hotel, restaurants and souvenir shops. TAT becomes a member of many international organizations related to tourism promotion; such as PATA, World Tourism Organization. TAT office is established in domestic and oversea. Thailand Tourism marketing and campaign are launched by TAT worldwide. Up to date, TAT was still a state enterprise under the Ministry of Tourism and Sports to promote the marketing.

(1) TAT authority and responsibility are 15 Policy on Community Tourism Development in Thailand.

(2) Promoting tourism and tourism industry, as well as occupations of Thai citizens in the tourism industry.

(3) Propagating Thailand’s natural beauty, archaeological site, antiquities, history, art, culture, sports, and evolution of techniques to others for travelling.

(4) Providing convenience and safety to travelers.

2.1.3.2 Policy and Marketing plan of TAT

(1) Promote the tourism industry to be important instrument in tacking the country’s economic problem, creating jobs for people as well as increasing income for the country. Moreover, promoting should be done to make tourism play a vital role in the development of the quality of life in all regions of Thailand as per the policy of the government.

(2) Promote and develop the operation proactive marketing strategies for increasing the new markets as well as the niche-markets. This is in order to attract more quality tourists to visit Thailand. At the same time, domestic travel for Thais should be vigorously encouraged. The positioning of Thailand is to be drawn out clearly, too.

(3) Promote cooperation in all levels domestically and internationally on promotion for the development of tourism markets. This aims to get rid of all hindrances in the tourism industry and pave the way for Thailand to be the tourism hub of Southeast Asia.

2.1.3.3 Ministry of Tourism and Sports

The Ministry of Tourism and Sports was established in 2002 to develop, support and promote industrial tourism, sports and recreation. Among the department in the Ministry of Tourism and Sports, The department of Tourism, concerning tourism business and guide registration, tourism sites development, tourism service development, tourism academic, has played important role in tourism promotion. The Department of Tourism has its authorities and duties on the development of tourism sites, tourism industry, and national guides aimed to be classified a same standard level so that Thai tourism will be able to sustainably advantage. The Department of Tourism main authorities are

(1) To study, analyze, research, and gather the statistical data on the tourism and its policies including tourism management and Development Plan and Policy.

(2) To organize the development plan of tourism service including tourism promotion and co-ordination patterns.

(3) To organize, support and promote the development plan for the Bureau of tourism Business and Guide.

(4) To organize, support, and promote the development plan for tourist attractions.

(5)To executive the tourism and guides laws including other participated laws.

(6) To tract and evaluate the contribution of tourism development.

There are 73 province tourism and sports offices in Thailand to carry out the objectives of The Ministry of Tourism and Sports and works closely with local government and local communities for tourism promotion such as knowledge management, training, national seminar among organizations and institutions concerning community based tourism. The Department of Local Administration, Ministry of Interior and Local Government or Administration, The promulgation of Thai Constitution 1997 and present constitution 2007, and the Decentralization Plan and Process Act of 1999 has expanded the obligations of Thai local government to provide public services. Several tasks and responsibilities are mandated to local government. The constitution mandated that the central government or national government shall give autonomy to localities in accordance with the principles of self-government and the will of the people, e.g. promotion of local economy development, investment, employment, trade, and tourism.

2.1.4 Amazing Thailand: Discover Thainess

To sustain Thailand tourism capacity, Thai government must be promoting Thailand to become a quality tourism destination with tourism competitiveness in the ASEAN region. In order to promote Thailand tourism, Prime Minister Prayut Chan-o-cha said *'the government has designated 2015 Discover Thainess, which emphasizes country's unique cultural treasures and the Thai way of happiness to be pass on to international visitor'* (Thai Embassy New: Nov 21, 2014). The Tourism Authority of Thailand is launching the *'2015 Discover Thainess'* campaign to boost up international visitors. Thus, enabling Thailand economy to generate from national employment and income distributions is taking action for the economic sustainability.

"Amazing Thailand"

Thailand is now one of the most advanced cities in the world. The remarkable monarchy, the scientific and technological advancements and the culturally rich populace have nourished this fascinating country called Thailand. Tourism in Thailand is quite advanced and tourist friendly. Bangkok, the capital is a vivacious city full of lively and colorful people. This city has now become the one of the predominant centers of worldly growth and advancement.

Tourists from across the world come and hoard in Thailand in search of color, rhythm and life. The hotels in Thailand are simply awesome. They provide tourists the best services possible. There are branded hotel chains like Hyatt, Marriott, Sheraton and Hilton Hotels. Tourism is one of the major economic sources in Thailand. The tourism industry gained much popularity when the US soldiers went there in 1970. The soldiers were there to have a break from the Vietnam War. There are a clearly defined statistical records regarding tourism in Thailand. Records say that, per year, 65% of the tourists come from the Asia Pacific region. Britain, Germany, Scandinavia and USA are the top most among the Western countries. Tourists from the Middle East also like to visit Thailand, because of the historical background and colorful life. Thus, Thailand travel is now the most happening thing in the entire South East Asia.

Presently, Thailand is preparing to invite more tourists and offer them better services. The country is now offering the tourists special benefit packages like departmental markets, golf holidays and medical facilities. Since they have put much thought and labor for the advancement of the tourism in Thailand, they are hopeful about a positive outcome.

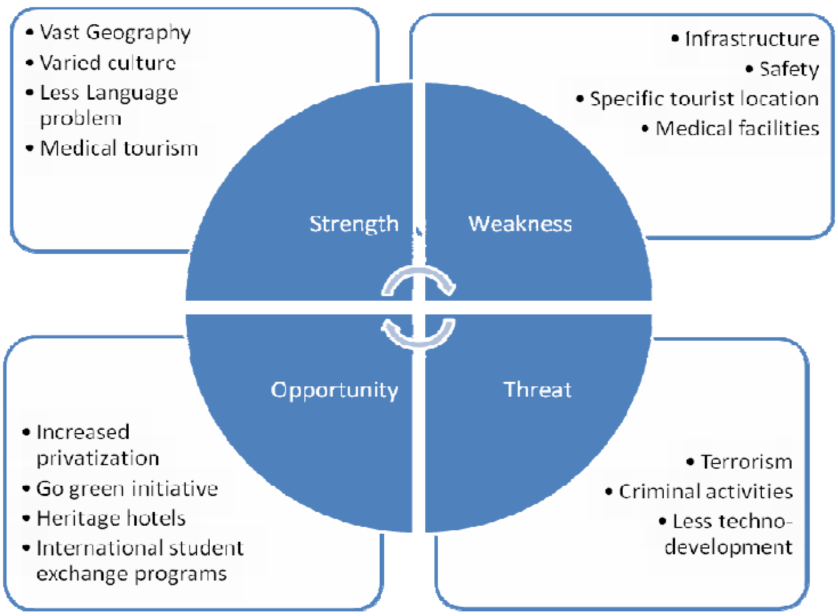


Figure 2.2 'Thailand SWOT Analysis'
Sources: Patawari and Sharma, (2011) *'A Comparative of India and Thailand Tourism'* IJMT, Volume 19, Number 2, July-December 2011

SWOT Analysis of Thailand Tourism

Thailand Tourism industry needs some improvement to develop and promote tourism:

- Create a new image in world tourism
- Enhance branding and promotion schemes
- Thailand need to promote its food industry
- Employee trained personnel with knowledge of English
- Promotion should include ancient monuments

"Discover Thainess"

Tourism Authority of Thailand (TAT) has embarked on a new campaign for 2015 entitled *"2015: Discover Thainess"* (*TATnews.org*, Tourism Authority of Thailand, 2015). TAT defined the term of "Thainess" in "twelve values" as such as following;

Table 2.1: Twelve Value of Thainess

No.	Discover Thainess
1	Thai massage/Spa
2	Thai food/cooking
3	Thai boxing
4	Thai arts/museums
5	Thai festivity
6	Thai hospitality
7	Elephant riding
8	Thai Classical Dance
9	Making Thai style garlands
10	Thai way of life/happiness
11	Thai unique cultural
12	Traditional Thai houses

Source: adapted from Tourism Authority of Thailand (TAT), (2015)

2.1.5 Thailand Tourism Previous Research Study

There are previous research study relevant to Thailand tourism are such as following below;

Since, the majorities of international tourists' arrivals to Thailand has always been from ASEAN countries. These intraregional traveler generated the highest proportion of tourism receipts due to ASEAN Economic Community motivate them to revisit Thailand more frequency. Consequence, Katawandee and Bhamornsathit, (2014) adopted the concept of ABC classification in grouping ASEAN tourists to Thailand based on tourism receipts generated (million baht), proportion of tourism receipts (%) and number of tourists (persons) arrival Thailand in 2012.

Table 2.2: The grouping of ASEAN tourist arrivals to Thailand using the ABC Classification

Country of residence	Tourism receipts (million Baht)	Proportion of tourism receipts (%)	Number of tourists (persons)	Length of stay (days)	Average expenditure (Baht/person/day)
Group A					
Malaysia	55,359.78	33.87	2,546,072	4.90	4,437.38
Singapore	27,864.22	17.05	994,631	5.49	5,102.86
Laos	20,288.32	12.41	981,081	6.27	3,298.17
Vietnam	17,772.11	10.87	637,347	6.57	4,244.22
Total (Group A)	121,284.43	74.19	5,159,131		
Weighted average (Group A)				5.48	4,325.18
Group B					
Cambodia	13,996.11	8.56	430,538	8.33	3,902.57
Indonesia	13,181.38	8.06	449,360	6.20	4,731.24
Philippines	10,019.46	6.13	280,585	8.03	4,446.96
Total (Group B)	37,196.95	22.75	1,160,483		
Weighted average (Group B)				7.43	4,355.07
Group C					
Myanmar	4,593.52	2.81	129,714	8.40	4,215.80
Brunei	396.60	0.24	13,319	6.05	4,921.82
Total (group C)	4,990.12	3.05	143,033		
Weighted average (Group C)				8.18	4,281.54
ASEAN					
Total (ASEAN)	163,471.50	100.00	6,462,647		
Weighted average (ASEAN)				5.89	4,294.24

Source: Modified data from The Ministry of Tourism and Sports, Thailand
(Data from the website as of April 9, 2013)

Katawandee and Bhamornsathit, (2014) grouping intra ASEAN travelers into ABC categories to show the different of each county purchasing power and tourist's behavior. The results show that Group A consisted of four countries, namely, Malaysia, Singapore, Laos and Vietnam. This group generated the highest tourism receipts with the proportion of 74.19 percent. Although Group A markets had the highest spending; their average length of stay was the shortest, about 5.48 days.

Tourists in Group B comprised of three countries; namely, Cambodia, Indonesia, and Philippines, with the revenue proportion of 22.75 percent. Group C comprised of two countries, namely, Myanmar and Brunei, accounting for 3.05 percent of the total tourism receipts. Interesting the number of Brunei tourists is found to be the lowest in the ASEAN region, despite, the average expenditure per capital/per day was ranked in second after Singapore. Comparing the types of expenditure within these three groups, the results show non difference in terms of their average expenditure. The top three expenditure items were *'shopping, accommodation, food and beverages'*. Moreover, ASEAN tourists prefer making a non-package travel to Thailand.

In summary, Katawandee and Bhamornsathit, (2014) suggest that destination suppliers and travel intermediaries interested in this market should apply different marketing strategies for each group. For instance, Group A markets need to be encouraged to stay longer, and with respect to Malaysia, to explore Thailand independently. Finally, more studies of tourist behavior in each group to investigate their idiosyncrasies further will be beneficial for Thai tourism industry in developing relevant strategic initiatives.

Thailand have been presenting an outstanding leader for medical tourism in Asia for several decades. Thailand competitive advantage over other countries in this region in attracting medical tourists were a relatively low-cost of living, friendly tourist culture and relaxing environment for recuperating patients. Thailand medical tourism service are providing expertise on plastic surgery, dentistry, LASIK and general medical check (Teh, 2007).

According to Mechinda, Serirat, Anuwichanont and Guild, (2010) explore the antecedents of tourists' attitudinal loyalty towards medical tourism in Pattaya, Thailand. There are five antecedents of loyalty were purpose in the study model namely, tourists satisfaction, tourists perceived value, trust, destination familiarity and destination image. The quota sample size of this study were 520 international tourists who have spent their vacation in Pattaya for medical tourism. Sampling size was employed by allocating number of medical institutions into two groups are as hospital and clinic. The sample size from 3 hospital were 220 causes and from 19 medical clinic were 300 cases. The majority of respondents were male 63%, age average between 35-64 years old. They are mostly married 49% and have bachelor degree 75%. The majority occupation were professionals, manager and business man approximately 51%. The monthly household income between 1,626 USD and higher. Most of the respondents 35% come from European and 20% from Americas. As of the study results show that. In general, satisfaction with medical tourism, perceived value with medical tourism, trust with medical tourism, destination familiarity and destination image are positively influence to tourists' attitudinal loyalty. Particularly, the finding indicated that trust become the most important driver for hospital tourist whereas satisfaction is the most important driver for clinic tourists.

Additionally, Mechinda, Serirat, Anuwichanont and Guild, (2010) examine the reasons for international tourists choosing medical tourism in Pattaya, Thailand as summarizing in the table bellows;

Table 2.3: Reason for Choosing Medical Tourism Pattaya, Thailand

No.	Criteria	Mean	S.D.	Ranking
1.	Medical costs	5.10	1.358	(6)
2.	Ease of travel	5.04	1.332	(7)
3.	Reputation of medical experience	5.28	1.210	(4)
4.	Beautiful country	5.56	1.113	(1)
5.	Thai hospitality	5.41	1.189	(2)
6.	Recommendation from friend	5.21	1.264	(5)
7.	Previous good experience in Thailand	5.34	1.238	(3)

Sources: Mechinda, Serirat, Anuwichanont and Guild, (2010)

The main research for international tourists choosing Thailand for medical their treatment are as (1) beautiful country, (2) Thai hospitality, (3) previous good experience in Thailand, (4) reputation of medical experience, (5) recommendation from friend, (6) medical costs, (7) ease of travel, respectively (refer to Table 2.3)

According to Maitreesophon, (2012) explore and compare foreign tourists' perspective on selecting Thailand, the Land of Smile, as a tourist attraction. This study also aimed at finding answers on questions: What is a foreign tourists' perspective on selecting a tourist attraction?

The sample of study consists with 415 tourists from 30 nationalities who visited Thailand between September 2011 and January 2012. The study attempt to measure tourist perceptions upon the following factors such as safety and security, ease of travel, cultural and historical diversity, quality of accommodation, friendliness of local people, nightlife and entertainment, shopping facilities, and overall satisfaction after visiting Thailand as the land of smile. As of the result of the study representing in the table below;

Table 2.4: Overall tourists' perspective on selecting tourist destination

No.	Tourists' Perspective	Male		Female		Overall Perception	
		Mean	Dr.	Mean	Dr.	Mean	Dr.
1.	Safety and security	3.93	High	4.28	High	4.03	High
2.	Ease of travel	3.92	High	3.91	High	3.92	High
3.	Cultural and historical diversity	4.14	High	4.80	High	4.12	High
4.	Quality of accommodation	4.33	High	4.05	High	4.26	High
5.	Friendliness of local people	4.19	High	4.32	High	4.23	High
6.	Nightlife and entertainment	3.96	High	4.06	High	3.99	High
7.	Shopping facilities	3.85	High	3.99	High	3.87	High
8.	Satisfaction after visiting Thailand	4.20	High	4.19	High	4.20	High

Based on Table 2.4 Female foreign tourists' perception was strong on friendliness of local people, safety and security, nightlife and entertainment, and shopping facilities. Surprisingly, male foreign tourists gave importance to quality of accommodation, cultural and historical diversity, and ease of travel.

Thus, Thailand's brand image is well known among foreign tourists as the *'Land of Smile'*. The government of Thailand and tourism stakeholder should maintain strengthen country image and also a whole-heartedly service mind style to promote Thailand tourism. The study revealed that most respondents were male, British, aged between 21-30, students, first-time visitors, staying four weeks or more, travelling on their own on tourism purpose, having heard of tourist attractions from friends and relatives. They also had a chance to visit other places within Thailand.

2.2 Brand Experience

Brand experience occur underline on the interaction between subjective responses of customers (Tourists) and objective feature of a product (Country) (Addis & Holbrook, 2001). Since, tourist's expectations of the region are often formed based on the experience of previous trips, advertisements and other incentives and the quality of services. In tourist research, tourist experience has been concerned with visiting, seeing, enjoying, learning and living different lifestyles during trips

(Stamboulis & Skayannis, 2003). Thus, tourist experience has been shape as a unique of human mind with the high personal value and also played a main construct in travel and tourism (Oh, Fiore & Jeoung, 2007, Mcintosh & Siggs, 2005).

Reviewing literature, several studies have found that 'tourist's experiences' and their revisit intentions are positively related (Hosany & Witham, 2010; Cole & Chancellor, 2009, Oh et al., 2007). Since, tourists are satisfied with their travel trip then they are more likely to repeat it (Petrick, Morais & Norman, 2001). According to Lee, Lee, and Lee, (2005) point out that tourists with a favorable destination image would perceive their on-site experiences positively, which may lead to a higher satisfaction level and behavioral intentions to revisit the site.

Chang, Backman and Huang, (2014) investigated the relationships between tourists motivation, experience, perceived with revisiting intention to creative tourist destination in Taiwan. The results indicated that *'tourist experience'* was the most influential antecedent of revisit intention to creative tourism sites. These creative tourism sites are such as pottery, crafts, arts, workshops and other creative activities that integrate authentic culture to engage tourists with fulfilling and meaningful experiences. The study has suggested that if country of creative destinations would like to attract repeat tourists; they should pay more attention to make understanding of what tourist needs and meet what they wants when they visit creative tourism attraction (Chang et al., 2014).

Consumer experience mainly lies in a set of complex interactions between subjective responses of customers and objective features of a product (Addis & Holbrook, 2001). In tourism research, tourists' experience during trips has mainly been concerned with visiting, seeing, learning, enjoying and living different lifestyles (Stamboulis & Skayannis, 2003). Mcintosh and Siggs (2005) point out, tourists' experiences as shaped in the human mind are unique and emotional with high personal value.

Reviewing current literature, experience has played a main construct in travel and tourism (Oh et al., 2007). Since the 1970s, tourist experience has become a popular academic topic. Especially, Pine and Gilmore (1998) coined the term *"experience economy",* there are an increasing number of studies exploring the issue of tourist experience.

Prior studies point out that a tourist's experience has a direct relationship with revisit intentions (Hosany & Witham, 2010; Cole & Chancellor, 2009; Hsu & Crotts, 2006; Oh et al., 2007). Most of them found that tourists' experiences and their revisit intentions are positively related. In other words, tourists' intentions to revisit are believed to influence their positive evaluations of the experience (Um, Chon & Ro, 2006).

Petrick, Morais and Norman, (2001) pointed out, if people are satisfied and have a positive experience during an activity, then they are more likely to repeat it. Weed (2005) pointed out that sporting event participants who enjoy their sport tourism experience would likely repeat the experience in the future. Lee et al., (2005) reported that individuals with a favorable destination image would perceive their on-site experiences positively, which may lead to a higher satisfaction level and behavioral intentions to revisit the site.

In the same way, Gnoth (1997) mentioned that emotional reactions and the tourism experience are essential determinants of post-consumption behaviors such as intention to recommend. Furthermore, Hosany and Witham (2010) explored cruisers' experiences by applying the four realms of consumer experiences identified by Pine and Gilmore (1998) investigated the relationships among cruisers' experiences, satisfaction and intention to recommend. In the results, they found that all the four dimensions of cruisers' experiences are significant and positively related to their intention to recommend. They suggested that cruise management professionals create pleasant and memorable experiences that can motivate stronger behavioral intentions among passengers.

2.3 Perceived Value

Since the 2000s, the concept of perceived value has received considerable attention by researchers (Chen & Tsai, 2007; Kashyap & Bojanic, 2000; Murphy, Pritchard & Smith, (2000), Oh, 2000; Petrick & Backman 2002; Petrick, Morais & Norman, 2001, Petrick, Backman & Bixler, 1999) in the field of tourism. According to Holbrook (1994) pointed out, customer value is *"the fundamental basis for all marketing activity"*. Thus, in the process of consumption, perceived value does play an important role. In the field of marketing, perceived value has been receiving increasing significance in academic research and practical implications, it can be viewed as the most important indicator of repurchase intentions (Parasuraman & Grewal, 2000).

Similarly, in the study of Um, Chon and Ro (2006) identified the relative weight of tourist evaluation constructs affecting revisit intention based on the results of surveys of pleasure tourists in Hong Kong and found that tourists' revisit intentions could be determined more from *'what they perceived from destination performance'* rather than by *'what actually satisfied them'*. Thus, it is easy to draw the conclusion that using perceived value to predict tourists' revisit intention can lead to a better understanding of tourists' after-decision-making behaviors.

Studies on the determinants of re-visit intentions suggested the positive impact of perceived value on future behavioral intentions. Kuo, Wu and Deng, (2009) constructed a model to evaluate service quality of mobile value-added services and explored the relationships among customer service quality, perceived value, satisfaction, and post-purchase intention. In the results, they found that perceived value positively influences customers' post-purchase intentions.

Chen and Tsai (2007) pointed out that perceived value has a positive impact on both future behavioral intentions and behaviors. Despite, the results of their study, they also concluded that *"perceived value does play an important role in affecting the level of satisfaction and future behavioral intentions of customers"*.

According to Um, Chon and Ro (2006) study the tourist evaluation constructs affecting revisit intention Hong Kong, the finding shows that tourists' revisit intentions are depend up on what are they perceived from country destination rather than what actually satisfied them. Therefore, perceived value can be defined as a consumer's tradeoff between the qualities of benefits in which they perceive the product relative to the sacrifice they perceive by paying the price.

Thus, based on the literature, it is enable to draw the conclusion that perceived value is the important predictor of tourist's revisit intention can lead to a better understanding of tourists' after-decision-making behaviors.

2.4 Destination Image

Destination image consists of two dimension namely *'cognitive'* and *'effective',* such cognitive component can be understood as a beliefs of knowledge about physical characteristic for those particular destinations while an effective refers to tourist attitude and feeling toward destination environment (Baloglu & MacCleary, 1999). Thus, destination image is the attitudinal concept of tourism beliefs, ideas and impression of a destination (Machinda, Serirat, Anuwichanont & Guild, 2010; Crompton, 1979). Rendering of several studies indicate that to be a successful destination must have a strong positive image to influence tourist behavior and the travel decision making (Milman & Pizam, 1995; Woodside & Lysonski, 1989; Pearce, 1982).

The core value of tourism destination and its products identity is *'Destination Image'*, tourism destination image have strongly influenced tourists decisions about tourism resources products and service (Hunt, 1975). According to Hunt, (1975) concluded that tourists who have never been to the destination and earn an experience with the destination before, they are rather making decision based on destination image attribute.

Tapachai and Waryszak, (2000) examine the beneficial image mode influencing to potential tourists decision to visit Thailand and United Stage. In the study concluded that the used of specific country image model can take into tourist's decision to visit a destination rather than used of general characteristics of the destination image.

Despite, the limitation of destination images promoted by tourism authorities does not fully match the tourist's perception and demand in the following aspects; lack of regular monitoring and evaluation procedures cause difficult to defined strategy, de-concentration on the supply side while ignore the demand side, lack of consistency messages, generating confusion and discouragement regarding to possible visit, inadequacy of the communication channels make it difficult to achieve the target (Montenegro, Costa & Gomes, 2014). These factors are the major source of inefficiency to promote tourist destination image for supply and demand sides. Hence, based on the cognitive and effective images congruence we can conduct that image can be promote by tourism destinations and markets' perception. Moreover, cognitive and effective images congruence has a positive influence on tourist satisfaction and intention to revisit in Shanghai marathon tourism (Mao, Wang & Zhang, 2015).

2.5 Tourist Experience

Tourist experience occur underline on the interaction between subjective responses of customers (Tourists) and objective feature of a product (Country) (Addis & Holbrook, 2001). Since, tourist's expectations of the region are often formed based on the experience of previous trips, advertisements and other incentives and the quality of services. In tourist research, tourist experience has been concerned with visiting, seeing, enjoying, learning and living different lifestyles during trips (Stamboulis & Skayannis, 2003). Thus, tourist experience has been shape as a unique of human mind with the high personal value and also played a main construct in travel and tourism (Oh, Fiore & Jeoung, 2007, Mcintosh & Siggs, 2005). Reviewing literature, several studies have found that 'tourist's experiences' and their revisit intentions are positively related (Hosany & Witham, 2010; Cole & Chancellor, 2009, Oh, Fiore & Jeoung, 2007). Since, tourists are satisfied with their travel trip then they are more likely to repeat it (Petrick, Morais & Norman, 2001). According to Lee, Lee, and Lee, (2005) point out those tourists with a favorable destination image would perceive their on-site experiences positively, which may lead to a higher satisfaction level and behavioral intentions to revisit the site.

Jalivand and Samiei, (2012) survey among 224 inbound tourists who have visited Isfahan as an Islamic destination. The study identified that *'previous tourist's experiences'* from the travelling to Isfahan were associate with using word-of-mouth (WOM). Nearly 81% of respondents using WOM as credibility source of information and 59% of respondents were made decision for visit Isfahan by recommendation of friend, family, colleagues and other tourists who have travel experience visited Isfahan before. Driving on the evident of this study, tourists' stakeholder of Islamic destination should be concentrate on improving service quality and meeting international tourists' satisfaction in order to provide an impression memorial experience for tourists. Thereafter, tourists who have satisfactory experience with tourism products and service. They will spread positive WOM about the destinations with friend, relative and other perspective tourists, and finally return the profitable to the tourism destination.

Chang, Backman and Huang, (2014) investigated the relationships between tourists motivation, experience, perceived with revisiting intention to creative tourist destination in Taiwan. The results indicated that *'tourist experience'* was the most influential antecedent of revisit intention to creative tourism sites. These creative tourism sites are such as pottery, crafts, arts, workshops and other creative activities that integrate authentic culture to engage tourists with fulfilling and meaningful experiences. The study has suggested that if country of creative destinations would like to attract repeat tourists; they should pay more attention to make understanding of what tourist needs and meets what they wants when they visit creative tourism attraction. Prior studies point out that a tourist's experience has a direct relationship with revisit intentions (Cole & Chancellor, 2009; Hosany & Witham, 2010; Hsu & Crotts, 2006; Oh, Fiore & Jeoung, 2007). Most of them found that tourists' experiences and their revisit intentions are positively related. In other words, tourists' intentions to revisit are believed to influence their positive evaluations of the experience (Um, Chon, & Ro, 2006).

2.6 Destination Satisfaction

The possibility for tourists returning to a certain destination depends on tourist’s satisfaction level. Tourist satisfaction is depend up on the tourist quality, according to Eraqi, (2006) state that tourism service quality can be consider as a philosophy for guiding tourism destination. He measure the term of Tourism Service Quality (TourServQual) into two aspects (1) to measure the satisfaction of the internal customer (employee) and (2) to measure the external customer satisfaction (tourists). The main conclusion of his study shows that tourism quality such as tourism service and tourism business environment does not support the internal customer satisfaction in Egypt due to lack of total quality management (TQM) in tourism system. Similarly, in the area of external customer satisfaction there is a need for thing to be done such as increase people awareness, safety and security enhancement and infrastructure quality improvement (Eraqi, 2006).

There are a number of tangible and intangible aspects of tourism products which influence the perception of tourists before lead to tourist satisfaction. Beerli and Martyn, (2003) purpose of nine dimensions/aspects which determine of tourist perception such as leisure and recreation, culture, history and art, infrastructure, tourist infrastructure, political and economic factors, natural resources, natural environment, social environment and the atmosphere of the place or destination.

According to past research study, theories and literature review, Thailand’s tourists facilities and destinations are able to complete well by following tourism quality standards and sustainable tourism models.

2.6.1 Shopping and Tourist Attraction

Shopping is an essential leisure activity providing economic, social and psychological benefits to tourist customer (Yuksel, 2007). It’s the most favorite tourist activities for both domestic and international shopper. Thus, shopping can be defined as a popular tourist activity and often related with expenditure category for vacationers. Despite shopping as a tourist activity is not well represented in the literature.

According to Christanson and Senepenger, (2002) said that tourists shopping behavior is different from general shopping. This is because of tourists gain satisfaction from shopping experience not from the product. Broadly speaking, tourists do not go shopping with a list of products like normal customer directly go buy consumer product from hyper market, rather, tourist's shopping behavior become more of the end-result of their travel experience.

Tourist’s shopping behavior is unlike the resident shopper because they tend to look for the tradition, local and unique products that they can’t find from their home country (Paige & Littrell, 2003; Costello & Fairhurst, 2002; Reisinger & Turner, 2002). A large number of tourists are satisfied to spend more money on some specific products item while they are on vacation, rather than they would if they were at home. For instant items such as souvenirs, tourist shopping includes clothing, books, jewelry, arts, crafts, and electronics (Thomas & Le Tourneur, 2001).

Shopping experience and service quality are very closely related to customer loyalty. Since service quality is the integrated between service expectations and perceptions of service. These expectations are the result of customers (tourists) comparisons between their actual shopping experience and retailer service performance. (Chau & Kao, 2009; Dimitriadis & Stevens, 2008; Parasuraman, Zeithaml, & Berry, 1985). Superior quality retail service typically leads to customer satisfaction, and positively impact to customer, which lead to customer’s (tourists) loyalty (Carillat, Jaramillo & Mulki, 2008).

Hurst and Niehm, (2012) address the factors attracting tourist customer satisfaction with local retailers shopping experience in rural tourist community state of lowa, USA. They found that tourists customer are much more satisfied on souvenir shop, shoes antiques, crafts and apparel of retail shop than resident customer. Tourist customer purchasing behavior more concern on quality of service, courtesy of employees, product selection, level of fun or adventure and supporting local business and keeping the community economy strong than resident customer. Thus, these are the key successful factors for providing valuable strategic implication for rural tourism communities.

ByungGook & HyoJin (2016) the purpose of this study is to investigate the differences between pre-shopping and post-shopping values. The relationships between shopping values, shopping attributes, and shopping tourists' satisfaction were examined. The results of this study indicated that pre-shopping value was significantly higher than post-shopping value. Shopping attributes significantly impact on shoppers' post-shopping values, except for two factors of shopping attributes (i.e., shopping risks and shopping convenience). Findings of the study showed a positive and a significant effect of post-shopping value on tourists' satisfaction.

WengHang & TungZong, (2016) survey of Chinese tourists in Macau, they state that souvenir shopping is an integral component of number one's travel experience. It represents a significant proportion of overall travel expenditure. Hence, this study examine the relationships between travel motivations, souvenir shopping, and travel experience. Specifically, how travel motivations affect souvenir shopping, and how souvenir shopping influences travel experience. A conceptual model is presented to describe their interrelationships, which explains the role of souvenir shopping in tourism management. The survey result show that travel motivations are found to correlate with souvenir shopping and their perceived importance. However, the data failed to confirm a relationship between souvenir shopping and travel experience.

LeHew & Wesley, (2007) exams the difference between tourist and resident shopper in two generation malls (West Emotion Mall and Mall of American in Bloomington) and two heritage-destination (Pier 39 in San Francisco and Forum Shops in Las Vegas) via using *t*-test analysis. The result show that *'satisfaction'* is higher among resident versus tourist shoppers. The finding suggest that shopping center manager should be encourage strategies in order to meet the needs of tourist shopper and also not forget the important of resident shoppers that lead to their long-term profitability.

Thus, shopping has become a main tourist activity and accounts for a considerable amount of tourism expenditure. Previous research has found that shopping tourists stay longer at a destination and spend approximately three to four times more than leisure tourists (MiJu & YoonJoung, 2016). Therefore, this study propose the effect of shopping with assesses the progress in shopping tourism research to identify trends and propose future research directions.

2.6.2 Infrastructure

Transportation service is one other dimension of the destination satisfaction. Transportation service offered to a tourist both to and from destination is all perceived and evaluated by tourist as an important factor in destination satisfaction (Weiermair, 2000). According to Hankinson (2004) who conducted research on the transportation under the accessibility dimension, he stated that transportation is one of the major factors that lure tourists choose a specific destination to travel. The other important dimension of transportation that makes this service important in destination satisfaction are the ease of access, quality of the service, closeness of the airport and the motorways (Hankinson, 2004). In USA, tourists are prefer to rent personal automobiles which provided flexibilities, convenience and economic (Fowler, Lauderdale, Goh & Yuan, 2012). Despite, personal driving present a risk in navigating unknown surrounding or unsafe areas. Thus, Taxicabs become a challenges transportation in USA.

To sum up, there are many different factors affecting the tourist's perception about the destination. Lodging, restaurants, shopping, tourist attractions, transportation facilities, local cuisine and environment and safety are the important determinants for destination satisfaction as mentioned by many researchers (Rittichainuwat, Qu & Mongknonvanit 2002; Pawitra & Tan, 2003; Beerli & Martin, 2004; Hankinson, 2004; Sarikaya & Woodside, 2005; Poon & Low, 2005; Erdogan, 2006; Heung, 2000; Weiemair, 2000; Choi, Chan & Wu, 1999). The behavioral outcome gained from destination satisfaction is the recommendation made by tourists to other people that indicate the results in repeated purchase and also positive word of mouth (Heung, 2000, Oliver, 1980).

2.6.3 Accommodation and Food

Food and beverage is the important factors to fulfill of tourist satisfaction as reported by Telfer and Wall, (2000) food spending accounts for around one third of total tourist expenditure. Public opinion survey of Thai-Nichi Institute of Technology on Laotian tourists visiting Thailand during to April-May, 2016 shows that 47 percent of tourist expenditure spend on food and beverage (Wadeecharoen, 2016). Similarity to the study of Montenegro, Costa, Rodrigues and Gomes, (2014) show the best rate tourist products of Portugal were food and wine following by city brake, sun and sea. According the tourist's opinion, the Portuguese tourism products campaign should be communicated internationally must be *'wine'*, followed by *'sun & sea'*. Driving on this finding, Portugal must highlight *'wine'* as the promotion tourism product according to the needs of target market and enhance of tourist's perception on product quality offered.

Soriano (2002) claimed significance of fresh ingredients as well as the cost of food in the customer satisfaction and a reason for customers to repurchase. The other study was contributed in the Australian restaurant sector by Sparks, Bowen and Klag, (2003) who found that restaurants make a considerable contribution to a tourist destination's attractiveness that influence customer choice in choosing a destination to travel.

Wong, Wu and Cheng, (2015) state that Macau food festival (MFF) is become an important area of tourism attraction. MFF is the annual event with more than 100 stalls offering tasty morsels from Asia and Europe in every November, live music performance, game booths, and scrumptious dishes can stimulate tourists to attended festival. Hence, festival quality which refer to staff, festival area, food, souvenir adequacy, convenience are the important dimension describe festival performance quality (Anil, 2012). The result of the study indicate that festival quality positively influence to attendee festival satisfaction and festival loyalty.

Lodging is one of the dimensions in destination satisfaction. Chen and Gursoy, (2001) mentioned the importance of satisfaction with lodging experience and restaurant meal that are the main determinants of total destination satisfaction, since the tourists spend most of their times in their hotels or in the restaurants. According to Kandampully and Suhartanto (2000) diagnosed the hotel image and customer loyalty in New Zealand hotel chains and found a positive correlation between customer loyalty and satisfaction with housekeeping services, reception, food and beverage and price. Poon and Low (2005) stated that the destination satisfaction of Western and Asian travelers was mostly based on the hospitality of staff within hotels. In a study by Gyimothy (2000), he stated that more than half of the tourist respondents pointed out the importance of restaurant facilities as an essential part of visiting a destination.

2.6.4 Environment and Atmosphere

Environment is the other dimension of destination satisfaction, since environment is an influential catch element; it is a vital factor in the tourism products. Kaynak, Bloom and Leibold (1994) examined the environment by classifying it as natural and artificial environment. They concluded that to improve the travelers' destination satisfaction, both classifications of environments must be carefully planned, promoted and preserved. Peace and tourism is an important topic today in tourism literature. The need for safety and achieving a safe environment is one of the fundamental conditions to guarantee tourism. Tourism flourishes in a peaceful environment and prosperity and likewise extremely vulnerable to perceived political instability and lack of safety. For Western travelers, the security and safety factor is out weights the other factors in explaining customer satisfaction, especially after September 11th (Poon & Low, 2005).

Correia, Kozak and Ferradeira, (2013) examine the factors influence on international tourists visiting in Lisbon a capital of Portugal. The study results justify that ***'facilities'*** which refers to *safety and security*, *cleanliness*, *entertainment* and *available information* contributing to overall tourist's satisfaction. Thus, these are the important factors to fulfill of tourists satisfaction and trust on the destination. Similarly to Ibrahim and Gill, (2005) found the relationship of safety and comfort exerted the strong influence on the overall satisfaction. The result indicating that when tourists are satisfied with the level of safety and comfort then the overall destination considered to be satisfactory.

Fowler, Lauderdale, Goh and Yuan (2012) explore the international tourist perception of personal safety while shopping in Las Vegas USA. This study collected data over three days in a major shopping venue/casino complex in Las Vegas from February 15 to 17, 2007, this period has received a large number of tourists visitor from Asia-Pacific region to celebrate Chinese New Year. A total 150 cases were found to be Chinese 41%, Taiwanese 45% and other 14%. Respondent used cash and credit card as the primary method of payment. During the Chinese new year venue, tourists carrying a large amounts of money on their person while they are lack of familiarity of destination environment in Las Vague. The study finds that Asia tourists were less likely to feel their personal safety and personal belongings were safe between the three days in shopping mall, dinning in a restaurant and amusement parks. For instant in shopping venue, the opportunity of crime may occur when tourists carry large amounts of money while busy with the shopping things. The credit card information also can be stolen during financial transactions. Thus, safety and security of tourists is required to be a prerequisite for successful tourist's operational management in every destination (Yuksel & Yuksel, 2007).

2.7 Destination Loyalty

2.7.1 Customer Retention

According to Christopher, Payne and Ballantyne (1991) state that *'customer retention'* provides a higher profit contribution and has to grow in term of the value and frequency of purchases. Base on his opinion defined the term of *'customer retention'* by underline the concept of *'lifetime value'* of the customer is calculated as the following methods;

Life time value = average transaction value x year frequency of purchase x customer life expectancy

2.7.2 Revisiting Intention

Revisit intentions is the one of the main motive of tourist decision of travel destination (Lam & Hsu, 2006). Hence, how to attract international tourists to repeat the same destination is become a critical topic in tourism literature. Tourists favorable and purchasing behavior could be predict their future purchasing. Wang, (2004) point out that *'the cost of attracting repeat visitors is less than seeking for a new customers'*. Moreover, compared with first-time visitors, repeat visitors are likely to spend more expenditure and stay longer (Wang, 2004; Lehto, O'Leary & Morrison, 2004). According to Rajaratnam, Nair, Sharif and Munikrishnan, (2015) purpose eight primary attributes namely, amenities, accessibility and logistics, core tourism experience, hygiene, information, security, value for money and hospitality contributed towards forming the constructs *'destination quality'* of rural tourist destination in Malaysia. The results indicate that tourists perceived destination quality has positively effect on destination satisfaction, which in turn, influenced behavioral intention to revisit Malaysia

To sustain of country destination competitiveness, Reichheld and Sasser (1990) contended that *"companies can boost profits by almost 100 per cent by retaining just 5 per cent more of their customers."* Thus, host country designing a memorable experience to attract tourists to revisit their destination year after year should be a key mission to increasing the number of tourists. Tourists' revisit intentions can be viewed as an individual's anticipated future travel behavior.

Ajzen and Driver, (1992) pointed out that predictive technique and explanation of tourists' revisit intentions will be contributing to understanding their future travel behavior. As of this point, there is a need to explore what the antecedents of tourists' revisit intentions are and how they differently affect the tourist's revisit intention for a destination. To fill in this gap Chang, Backman and Huang (2014) propose a three antecedents of tourists' revisit intentions in Taiwan namely tourist's motivation, experience, perceived value and revisiting intention to creative tourist destination in Taiwan. The results indicated that *'tourist experience'* was the most influential antecedent of revisit intention to creative tourism sites. In other hand, motivation factors and perceived value were not statistically significant to explain revisiting intention.

2.7.3 Word-of-Mouth (WOM) and Tourist's Visit Intention

The prevalence of internet network, web 2.0 technology, accessibility of social media, user-generated contents (UGCs), these are the phenomenal role model to supporting customers' purchase decisions. In travel business service, travelers produce large amounts of UGC/electronic word-of-mouth (EWOM) via varieties of social media channels in order to share their travel experience and ideas with others, these info help other travelers support their travel decision making (Li & Liu, 2014). Thus, EWOM offers a million of people with a million of ideas related to travel information and it is likely to generate persuasive effects on tourists' travel decisions and behavior.

Wang, (2015) examine the influence of electronic word-of-mouth (EWOM) on outbound Chinese tourists' intention to visit Finland destination. The research finding indicate that tourist's attitude toward perspective destination was influenced by argument quality (AQ) of electric word-of-mouth (EWOM). Chinese outbound tourist's intention to visit a destination was positively influenced by attitude toward destination and sources of credibility (SC) of destination which particularly related to EWOM.

2.7.4 Word-of-Mouth (WOM) and Destination Image

Tourism products, hospitality and service are consider intangible and carry a high degree of uncertainty due to unable to evaluated of quality before consumption (Murray & Schlacter, 1990). In the point of Senecal and Nantal (2004) recommend that consumer-generated-information or content based on their past experience become the most important and influence the prospective customer of tourism products. Thus, word-of-mouth (WOM) communication has become the most influential and predominant resources of information contribute to traveler decision making and behavior (Li & Liu, 2014), visit intention (Wang, 2015) and developing destination image (Ishida, Slevitch & Siamionava, 2016). Increasing a number of internet user with an increasing electronic communication technology lead to increase of electronic word of mouth (eWOM) which allows individuals to share their opinions and experiences with other internet user via electronic channel communication, such as Facebook, google search engine, online review, websites, blogs and e-mail (Wang, 2015).

According to Ishida, Slevitch & Siamionava, (2016) study the effects of integrate word-of-mouth (WOM) about tourism destination and its products, both traditional and electronic, positive WOM and negative WOM. The aims of this study to examine the effects of personal/traditional WOM and commercial WOM influence on consumer/traveler perceived of destination image in term of credibility and strength effect on tourist decision making. The results show that traditional WOM (information given from friend and family) had greater influence on destination image as compare to electronic WOM (personal email, instant message, chatrooms, blogs and social network sites) and commercial WOM (the information based on platform providers). Thus, travelers given more trust and credibility to traditional WOM which refer to face-to-face interaction greater than electronic and commercial WOM.

2.7.5 Tourist Destination Loyalty

Loyalty has been described as 'tourists' commitment to a destination, expressed in a stable form over a prolonged period (San Martin, Collado, & Rodriguez del Bosque, 2013, p. 327). Repeat purchases or recommendations to other people are most usually referred to as consumer loyalty in the marketing literature. The concept and degree of loyalty is one of the critical indicators used to measure the success of marketing strategy (Flavian, Martinez, & Polo, 2001).

Similarity, loyalty is one of the most frequently examined constructs in tourism research. According to Petrick (2004), loyal tourists are more likely to visit a destination again in the future and to generate positive word-of-mouth recommendations. Therefore, identifying the predictors of loyalty could enable destinations to allocate scarce resources more efficiently, thus increasing tourists' intentions of visiting (Prayag & Ryan, 2012). Scholars have adopted a variety of approaches to measure loyalty in tourism (Oppermann, 2000; Yoon & Uysal, 2005). In their review of previous research, Prayag and Ryan (2012) identified three main approaches to measuring loyalty: (i) behavioural data; (ii) attitudinal data; and (iii) a combination of both. Early studies (Oppermann, 2000; Yoon & Uysal, 2005) used a behavioural approach in which loyalty implied repeated purchase or experience. More recently, scholars have recognized the need to consider the attitudinal component of loyalty (Prayag & Ryan, 2012).

Attitudinal loyalty describes a sense of emotional attachment to the destination, thus reflecting tourists' preferences (McKercher, Denizci-Guillet, & Ng, 2012). Various studies have operationalized attitudinal loyalty as intention to visit and intention to recommend the destination (Prayag & Ryan, 2012; San Martin et al., 2013). Thus considered, attitudinal loyalty can measure both visitors' and prospective visitors' travel intentions. Lastly, the composite approach is an integration of behavioural and attitudinal measures (Yoon & Uysal, 2005). A composite measure could include, for example, tourist preferences, as well as frequency of purchase, recency of purchase and total amount of purchase (Yoo & Bai, 2013). The measurement of loyalty in the context of long-haul travel is difficult because the purchase of a tourism product is infrequent, perhaps even occurring once in a lifetime (Pike & Bianchi, 2013). Even the most loyal visitor may not have the opportunity to visit a distant destination repeatedly. Therefore, for long-haul travel, attitudinal loyalty can be a more appropriate measure of loyalty than repeat visitation (Bianchi, Pike & Lings, 2014).

Similarly, travel destinations can be considered as products, and tourists may revisit or recommend travel destinations to other potential tourists such as friends or relatives. However, the study of the usefulness of the concept of loyalty and its applications to tourism products or services has been limited, even though loyalty has been thought of as one of the major driving forces in the competitive market (Dimanche & Havitz, 1994). In the last decade, tourism or leisure researchers have incorporated the concept of consumer loyalty into tourism products, destinations, or leisure/recreation activities (Backman & Crompton, 1991; Baloglu, 2001; Iwasaki & Havitz, 1998; Lee, Backman, & Backman, 1997; Mazanec, 2000; Pritchard & Howard, 1997; Selin, Howard, & Cable, 1988).

Generally, loyalty has been measured in one of the following ways: (1) the behavioral approach, (2) the attitudinal approach, and (3) the composite approach (Jacoby & Chestnut, 1978). The behavioral approach is related to consumers' brand loyalty and has been operationally characterized as sequence purchase, proportion of patronage, or probability of purchase. It has been debated that the measurement of this approach lacks a conceptual standpoint, and produces only the static outcome of a dynamic process (Dick & Basu, 1994). This loyalty measurement does not attempt to explain the factors that affect customer loyalty. Namely, tourist loyalty to the products or destinations may not be enough to explain why and how they are willing to revisit or recommend these to other potential tourists. In the attitudinal approach, based on consumer brand preferences or intention to buy, consumer loyalty is an attempt on the part of consumers to go beyond overt behavior and express their loyalty in terms of psychological commitment or statement of preference. Tourists may have a favorable attitude toward a particular product or destination, and express their intention to purchase the product or visit the destination.

Thus, loyalty measures consumers' strength of affection toward a brand or product, as well as explains an additional portion of unexplained variance that behavioral approaches do not address (Backman & Crompton, 1991). Lastly, the composite or combination approach is an integration of the behavioral and attitudinal approaches. It has been argued that customers who purchase and have loyalty to particular brands must have a positive attitude toward those brands. However, this approach has limitations in that not all the weighting or quantified scores may apply to both the behavioral and attitudinal factors, and they may have differing measurements. Even some researchers have discounted only the behavioral or attitudinal approach, and have suggested integrating the two (Backman & Crompton, 1991; Iwaskaki & Havitz, 1998). Thus, the reviewed literature suggests that a full understanding of loyalty need to consider both motivation and satisfaction constructs simultaneously.

2.7.6 Tourist Satisfaction and Destination Loyalty

Rajaratnam, Nair, Sharif & Munikrishnan, (2015) study the relationship between destination quality and tourists' behavioural intentions in Malaysia rural tourist destinations. They defined the concept of *'destination quality'* in eight primary attributes namely, amenities, accessibility and logistic, core tourism experience, hygiene, information, security, value for money and hospitality contributed towards forming the construct. The result revealed that *'perceived destination quality'* significant influenced *'satisfaction'* which in turn significantly influenced behavioral intentions. Their study concluded that the tourists who have made prior visit or visits to rural tourism destinations in Malaysia were less satisfied with Malaysia destinations quality as compare with tourists who visited Malaysia at first time. In addition, international tourists who are satisfied with Malaysia destinations would be more likely to revisit Malaysia and recommend this destination to others. This results enable to confirm the finding from previous studies (Chen, Lee, Chen & Huang, 2011; Zabkar, Brencic & Dmitrovic, 2010).

Wong, Wu and Cheng, (2015) examine the relationship between festival satisfaction and festival loyalty of attendees in 12th Macau Food Festival. The result indicate strong relationship between attendees' festival satisfaction and attendees' festival loyalty. Since festival attendees perceived and evaluated satisfaction based on the total purchase and consumption experience with a good perceived value over time called *'customer satisfaction'* (Anderson, Fornell & Lehman, 1994). Thus, the higher satisfied of festival attendees will be having higher loyalty to revisit the Macau food festival in the year after.

Suhartanto, Ruhadi and Triyuni (2016) study the theoretical concepts and evaluates the empirical evidence of the relationship between tourist loyalty towards a shopping destination and its two important determinant factors, shopping satisfaction and destination image. The results, drawn from a sample of 563 domestic and foreign tourists in Indonesia, show the importance of tourist shopping satisfaction and destination image as the determinant of tourist loyalty toward a shopping destination. Further, this study discloses that the tourist destination image is the crucial factor in determining tourists' overall shopping satisfaction as well as tourists' loyalty toward the shopping destination. Consequently, the development of a region or a city into a shopping destination is only possible if it simultaneously develops the region or city to be an attractive destination.

2.8 Past Research Study

Ishida, Slevitch & Siamionava, (2016) study the effect of traditional word-of-mouth (WOM) and the effect on perceived destination image as compare to electronic WOM in the context of vacation travel. A total of 976 sample were collected via face-to-face survey at Branson Welcome Center and online approach was applied from Branson tourists' database received an e-mail invitation in order to obtain the required number of respondents. The majority of respondents 64.7% were females, a big proportion of respondents 31% were 61 years old. The annual income of respondents 69.37% start from 50,000 USD up to 100,000 USD and above. The finding show that traditional WOM (i.e. recommend from friend and family) have stronger influence on tourist perceived destination image (β=0.330, p<0.001) as compare to personal electronic WOM (i.e. emails, instant message, websites, blogs, online community, newsgroups, chatroom, review sites and networking site) (β=0.080, p<0.05) and compare to commercial e-WOM perception (β=0.100, p<0.05). Thus, the traditional WOM has greater effect on tourist perception of overall destination image. Moreover, the study also indicated that a positive traditional WOM was a significant predictor for tourist's perception of destination image (β =0.125, p<0.05), while the other three elements of WOM such as positive electronic WOM (β =-0.01, p<0.91/*ns*), negative electronic WOM (β =-0.09, p<0.09/*ns*), negative traditional WOM (β=0.01, p<0.80/*ns*) were not statistically significant on tourist's perception of destination image. Therefore, the result of the study support the traditional, positive WOM which has greater influence on tourists perceived of destination image as compare to other types of WOM.

Wang, (2015) study the Chinese tourists perspective to visit Finland country of destination. In this study, the researcher aims to investigate the influence process of potential Chinese tourists' visit intension to Finland. Thus, the sample of the study were collected from 195 Chinese respondents who never been to Finland before. Over 80% of sample demographic profile show between the age of 20-40 years and nearly half of them are singles. Of all 79% of the respondent have monthly income more than 5,000 Yuan/month and nearly 87% of them have outbound travel experience in recent three years. The finding results proved that tourist's attitude toward destination was positive influenced by argument quality which refer to helpful information offer to tourists, persuasive and valuable information. Positive word of mouth intention was positively influenced by attitude (β=0.720, p<0.001). Similarity, Chinese tourist visit intention was positively influenced by attitude toward Finland (β=0.149, p<0.05). In particular, positive WOM in among friend and family have strongly relationship with visit intention (β=0.620, p<0.001) of Chinese traveler who never visit Finland before. These finding indicate that the attitude toward destination is very important to motivate Chinese traveler for the first visiting Finland. Furthermore, WOM in among friend and family is also important for Chinese traveler to making their travel decision to Finland.

Wong, Wu and Cheng, (2015) examine the interrelationship among the festival quality dimensions, festival quality, emotion, festival image, festival satisfaction and festival loyalty. The survey data were collected from 454 attendees in 12th Macau Food Festival, the majority of festival attendees are from Macau, China 41.9%, Hong Kong, China 17.2%, Mainland China 31.1%, Philippines 5.5%, Vietnam 2.6% and other 1.8% (USA, Japan, South Korea, Taiwan, and Singapore etc.). The study indicate that attendees emotion have positively influence on festival satisfaction (β =0.34, p<0.001), festival image has positive influence on festival satisfaction (β =0.56, p<0.001), overall festival quality have positively influence on festival satisfaction (β =0.68, p<0.001). These three variables explain 83.0% of the variance in festival satisfaction. The festival satisfaction have positively influence on festival loyalty (β =0.88, p<0.001). In summary, attendees' emotion, festival quality and festival image are positively influence festival satisfaction, which in turn, positively affect festival loyalty. Despite, the emotion of festival attendees and festival image have no relationship influence to festival loyalty. The positive relationship between festival quality and festival loyalty (β =0.43, p<0.001). As of this results interpreted as the higher quality of food festivals perceived by attendees the higher loyalty to the food festival attendees have. Therefore, a stronger relationship between festival satisfaction and festival loyalty may interpreted that satisfied of festival attendees will be having higher loyalty to revisit the Macau food festival in the year after.

Arasli and Baradarani, (2014) study the European tourist perspective on destination satisfaction in Jordan's tourism industries. This study was to investigate relationship between destination satisfaction and positive word of mouth of the European tourists visiting Amman, Jordan. European travelers participated by filling out a self-administered questionnaire. A sample of 208 tourists was collected through convenience sampling, at 3, 4 and 5 star hotels in Amman. The lodging and restaurant facilities (LOC) and transportation facilities (TF) dimensions were found to have an insignificant effect on destination satisfaction (LOC: β=0.040, p<0.490, *n/s;* TF: β=0.040, p<0.490, *n/s*). Food and local cuisine (FL), shopping and tourist attractions (ST) and environment and safety (ES) were found to have a significant effect on destination satisfaction (FL: β=0.352, p<0.000; ST: β=0.182, p<0.202; ES: β=0.1622, p<0.037). In spite of that lodging and restaurant facilities, transportation facilities and infrastructure were found to have insignificant effect on destination satisfaction.
Rajaratnam, Nair, Sharif & Munikrishnan, (2015) study the relationship between destination quality and tourists' behavioural intentions in Malaysia rural tourist destinations. Moreover, the result revealed that *'perceived destination quality'* significant influenced *'satisfaction'* (β=0.575, p<0.05), similarity, *'perceived destination quality'* was found to have a significant positive effect on tourists' behavioral intentions (β=0.525, p<0.05). The highlighting result of the study shows that *'satisfaction'* was significant and positive mediate the influence of *'perceived destination quality'* on *'behavioral intentions'* (β=0.372, p<0.05).

Montenegro, Costa, Rodrigues and Gomes, (2014) show the best rate tourist products of Portugal were food and wine following by city brake, sun & sea, nature, golf, touring, residential tourism, nautical tourism, wellness and business, respectively. The study were asked the respondent '*What image do you associate with Portugal as tourist destination?'* and *'In your opinion, what key product/idea should be communicated internationally by Portugal as touristic destination?'* An interesting content from the study given by the tourist's opinion, the promotion campaign should be communicated internationally must be *'wine'*, followed by *'sun & sea'*. Another interesting result is the tourists change their opinion regarding Portugal being a destination with good value for money. Relying on this finding, Portugal tourism product must highlight ‘wine’ for their promotional campaign, according to the needs of target market and enhance of tourist’s perception on product quality offered. In doing so, tourism stakeholders should be highlight Portugal on the value destination for international tourists, hence improving the image of the destination.

Correia, Kozak and Ferradeira, (2012) survey on 323 international tourists visiting in Lisbon a capital of Portugal, one of the most popular cultural and historical tourism destination in Europe. The purpose of the study attempt to examine the factors influence tourists satisfaction. In the study model, there are facilities, knowledge and novelty represented as the important factors to explain overall satisfaction. The results justify that ***‘knowledge’*** is the most important variable (0.752) and the most important items loaded are *‘to learn about urban design’* (0.879) and *‘to learn about culture’* (0.838). The second important factors to explain overall satisfaction is ***‘facilities’*** (0.615) loaded also with four items where *‘safety’ and ‘security’* (0.848), *‘cleanliness’* (0.844), *‘entertainment’* (0.710) and *‘available information’* (0.684). The last factors contributing to overall tourists satisfaction is ***‘novelty’*** (0.569), comprising the three dimensions are as *‘to do what other have not done’* is the most critical items (0.659), following by *‘experience the unexpected’* (0.649) and finally *‘have an adventure’* (0.649). Thus, driving on the result of the study indicated all factors show high loading values competing to explain overall satisfaction of international tourists in Lisbon a capital of Portugal.

LeHew and Wesley, (2007) try to exams whether tourist shopper are more attractive and satisfied than resident shoppers in shopping centers. The data were collected from face-to-face mall intercepts of shoppers (n=578) in two generation malls (West Emotion Mall and Mall of American in Bloomington) and two heritage-destination (Pier 39 in San Francisco and Forum Shops in Las Vegas) Centers. *T*-test analysis was used to analyze the difference between resident and tourist shopper satisfaction. The result show that *‘satisfaction’* is higher among resident versus tourist shoppers in regards to the ease of locating stores (*t*-value=2.83, p=0.005), the number of retail stores (*t*-value=2.99, p=0.003), the overall convenience of the center (*t*-value=2.34, p=0.002), the size of the center (*t*-value=2.78, p0.006), the layout of stores in the center (t-value=1.95, p=0.053), the variety of stores (t-value=2.02, p=0.004) and the ability to comparison shop in the center (t-value=3.79, p=0.000).

X^2 test access the differences between resident and tourist shoppers' intentions and behaviors. X^2 test reveals that tourist and resident shoppers have no significant difference in amount of money spend in the shopping centers (X^2=6.19, df =3, p=0.103). X^2 results also suggest that tourist shoppers are more likely than residents to visit the shopping center for entertainment and socializing while resident shoppers are more likely than tourist to visit for other (X^2=16.94, df =4, p=0.002).

To better understand *'tourist shoppers'*, thus, *post-hoc* tests were conducted by divided the sample into 2 groups are as (1) customers of shopping centers located in a tourist area called heritage-destination center (HDC) and (2) customers of centers developed as tourist destinations called new generation mall (NGM). Unexpected results shows that shopper in NGMs are more satisfied than HDC shopper. The shopper in NGM and HDC shopper have significant difference in plan to spend most money on shopping items (X^2=63.51, df =7, p=0.001). Shopper in NGMs plan to spend more than HDC shoppers, about 65 percent of shopper planning to spend $100-250 are respondents from new generation mall (NGM), the rest only 35 percent are HDC shopper.

Despite, the shopping center and retail industry emphasized on leisure shopping and tourism, in fact, the results reveals that tourist shopper market may not the most valuable target customer. Thus, resident shopper of tourist-focused shopping centers are more satisfied than tourist shoppers of those centers. They suggest that shopping center manager should be encourage strategies in order to meet the needs of tourist shopper and also not forget the important of resident shoppers that lead to their long-term profitability.

Chang, Backman and Huang, (2014) investigate the relationships between tourists' motivation experience, perceived value and revisit intentions to creative tourism in Taiwan destinations. The results indicated that *'tourist experience'* was the most influence antecedent of revisit intention (β=0.48, p<0.01). In other hand motivation factors and perceived value were too small to statistically significant to explain revisit intentions. The finding of this study suggest that if the country of destinations target to attract repeat tourists then *'the tourist experience'* are surely success critical factor in developing service roadmap to meet the needs and wants of target tourist (customers). Thus, the creative tourism attraction should be a way to attract tourists to visit their attractions. The concept of creative industries was taken up by the Ministry of Culture in Taiwan in 2002 as a specific development strategy for stimulating a range of cultural, economic and social benefits to local communities (www.moc.gov.tw). The development of creative tourism was also included in the Taiwanese government's National Development Plan by creating a tourism destination brand identity that attracts tourists. The present study by Chang, Backman and Huang, (2014) contributing Taiwan tourism industries in order to develop creative tourism products and services that encompass authentic local culture and art which in turn enhancing tourist experience.

CHAPTER 3

RESEARCH METHODOLOGY

The overall research design, research framework, planning process methodology, the relational for using secondary data analysis method, quantitative and secondary data analysis methods are proposed to conduct the study. The techniques and instrument for collecting data and analysis are discussed in this section. The data used in this study are collected from primary data, secondary sources materials, documentary evidence and in-depth interview data. Each of these data sources provided the study with specific types of information which enable to contribute and support the objectives of the study empirically.

3.1 Research Design

This study mainly uses the primary data such as interview, self-administrated questionnaires and documentary evidences recorded by government office statistic data. In addition, newspaper and past research studies relevant also support the finding discussion of the study. This study is based on the recent statistics of international tourism arrivals to Thailand during October to December 2017.

The data are drawn from various sources; mainly the Ministry of Tourism and Sports, Thailand and the World Tourism Organized (UNWTO) to describe the Thailand tourism status in among British and Australian (UK-AUS) tourists groups (referred to the objective 1). Research questionnaire is applied to examine UK-AUS tourist demographic, behavior (referred to the objective 2) and factors influencing UK-AUS tourist's perception and to measure tourist's perception under the concept *'Amazing Thailand: Discovery Thainess'* (referred to the objective 3).

The factors effecting *'destination satisfaction'* and the relationship between 'destination loyalty' of British and Australian will be examine by using multiple regression analysis (referred to the objective 4 and 5). Focus group study and in-depth interview methods will be used to classified *'Bangkok Brand Power Image'* both in negative and positive aspects (referred to the objective 6). The intention for British and Australian to revisited Thailand will be examine by frequency and percentage (referred to the objective 7).

The research methodology will operating upon the objective and source of data analysis as exhibited in Table 3.1 below;

Table 3.1: Research Objectives and Analysis Methods

Research Objective	**Source of Data**
1. To examine the status of British and Australian tourists growth in Thailand international tourists market.	1. Secondary data sources (documentary evidence recorded by government office statistic data and newspapers) and relevant studies from past research studies
2. To examine the British and Australian tourist's demographic and behavior in Thailand	2. Primary data collected through observation, questionnaire
3. To examine the British and Australian tourists perception based on the concept of *'Amazing Thailand: Discover Thainess'*.	3. Primary data collected through observation, questionnaire.
4. To examine the factors effecting *'destination satisfaction'* of British and Australian tourists visiting in Thailand.	4. Primary data collected through observation, questionnaire.
5. To examine the relationship between 'destination *satisfaction'* and *'destination loyalty'* of British and Australian tourists visiting in Thailand.	5. Primary data collected through Observation, questionnaire
6. To examine *'Bangkok Brand Power Image'* in positive and negative aspects from the perspective of British and Australian tourists visiting in Thailand.	6. Primary data collected through Observation, questionnaire
7. To examine British and Australian tourist intention to revisited Thailand country.	7. Primary data collected through Observation, questionnaire

The data of this study is based on *'secondary information and documentary evidence, primary data collected through observation and questionnaire*. By using documentary evidence enable the study to supports the role and status of Thailand tourism industry (refer to objective 1). The purpose for using multi-data sources is to utilize the significant information to support each research objectives and confirm the reliable of research finding by interview data supported (refer to objective 2-7). Thus, by using these multiple sources of data enable to improve the quality of research objective (Patton, 1990).

3. 2 Research Framework

The use of quantitative research is possible to investigate, evaluate and explore the impact factors for development of British and Australian tourist's destination satisfaction of those who have visiting Thailand countries (Mishra, 2013). The semi-structure interview was used for conducted interview data and analysis by qualitative technique. These multiple sources of data (primary data, secondary data and documentary evidence) are enabling to improve the quality of research (Patton, 1990).

Moreover, this study uses the special technique for collect the data by focus group study and interview method with British and Australian tourists who have been visiting Thailand at the first time and repeat visitors. The aim of focus group used to collect qualitative data from a focus discussion among participants. A discussion topic and a precise definition of each research objectives must be similar to each other in a way that is important to the researcher to get through the information they needed (Krueger, 2015; Krueger & Casey, 2000)

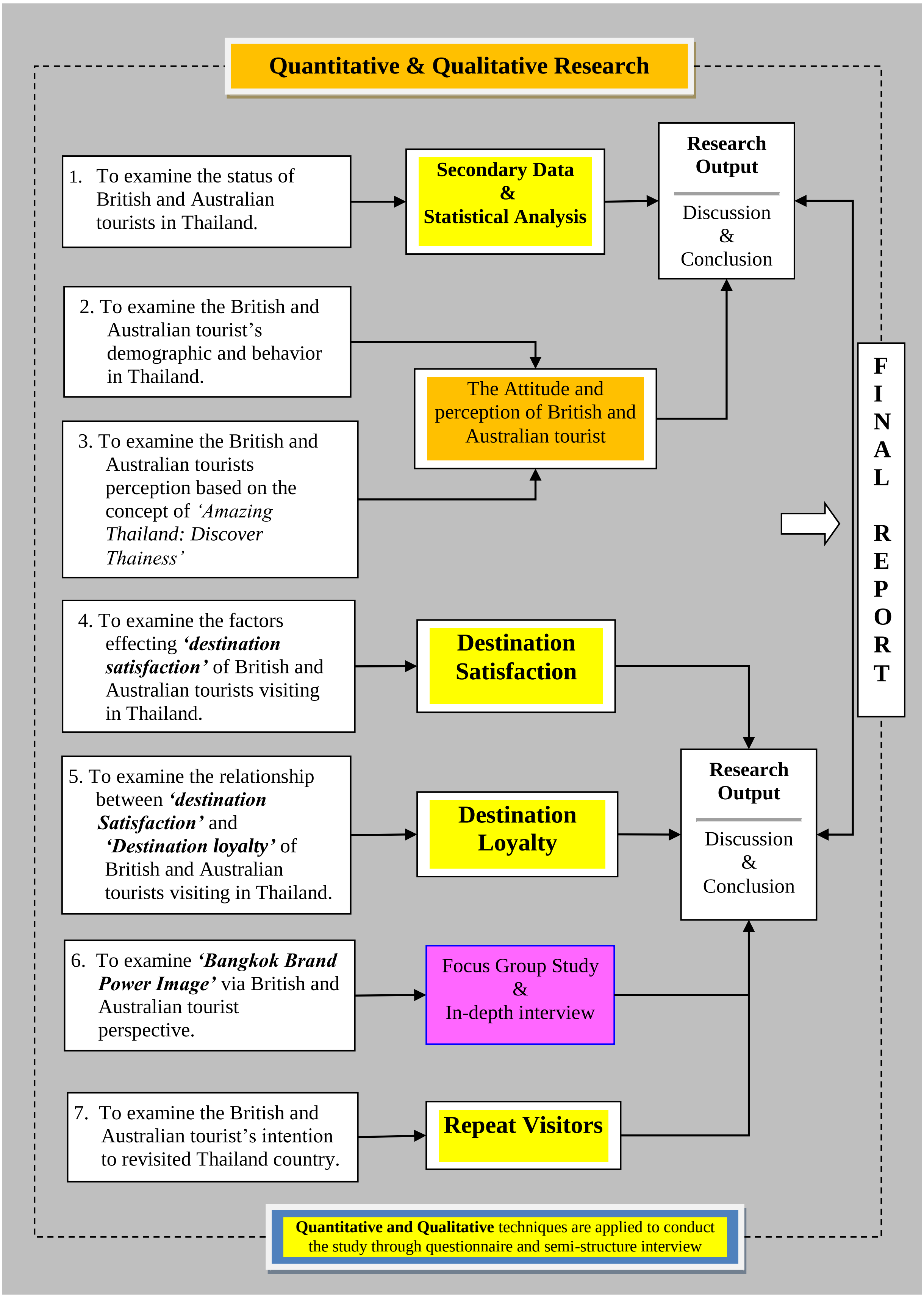


Figure 3.1: Research Framework

3.3 Research Instrument

Table 3.2: Summary of Research Measurement

No.	Measurement	Items	Statement	Sources Authors/ Years
1	Place of Tourism Attraction	5	1. Historical monuments are well preserved in Thailand 2. Leisure and recreational facilities are available at tourist's place in Thailand 3. Information boards mentioning the history and importance of monuments/places are available at the monuments. 4. Tour guides are easily available at the monuments of Thailand 5. Tour guides are knowledgeable and friendly.	Mishra, (2013)
2	Infrastructure	4	6. ATMs and banks/money exchanges are easily available in Thailand 7. Transport facility is good in Thailand 8. Enough space for parking is available at the tourist place in Thailand 9. Telecommunication facility is good in Thailand	Mishra, (2013)
3	Accommodation and food	8	10. Hotel accommodation/place of stay is easily available in Thailand 11. Room facility and services are excellent at the place of stay/hotel. 12. Hotel staff is polite and courteous. 13. Fee of accommodation is fair at Thailand 14. Food and beverages offered at the place of stay/hotel are good taste. 15. Food and beverages offered at the place of stay/hotel are hygienic. 16. Food and beverages offered outside the place of stay/city's market and restaurants are good in taste. 17. Food and beverages offered outside the place of stay/city's market and restaurants are hygienic. 18. Price of food outside the place of stay is fair in Thailand	Mishra, (2013)
4	Hygiene and sanitation	4	19. There is good sanitation and cleanliness in the streets of Thailand. 20. There is sufficient cleanliness and hygiene at the place of stay/ hotel. 21. Water is drinkable and hygienic in Thailand. 22. Thailand is free from mosquitoes.	Mishra, (2013)
5	Promotion and marketing	4	23. Thailand is recognition internationally. 24. Thailand is has been promote worldwide. 25. Tourism in Thailand could promote through cooperation with the international tourism institutions 26. Thailand could run promotion and marketing activities together with **ASEAN** countries at worldwide holiday packages	Self-developed guide line by Tourist Authority of Thailand, (2015)

Table 3.2: Summary of Research Measure (Con.)

No.	Measurement	Items	Statement	Sources Authors/ Years
6	Thailand tourism image		27. Safety problem problems are destroying the image of Thai tourism 28. Military coup in May 2014 was destroying the image of Thai tourism 29. Unsolved murder of two British backpackers in September, 2014 was destroying the image of Thai tourism 30. Thailand is the great value for money destination 31. Thailand tourism were welcome, friendly, amazing, happy and exciting 32. The most important factor for tourists coming to Thailand is *'beautiful beaches'* 33. The most important factor for tourists coming to Thailand is *'variety of spas'* 34. The most important factor for tourists coming to Thailand is *'wellness clinics'*	Self-developed guide line by Tourist Authority of Thailand, (2015)
7	**Customer /Tourist Satisfaction** (Actual satisfaction with travel experience)	4	1. How does Thailand in general, rate compared to what you expected? 2. Was this visit worth your time and effort? 3. Overall, how satisfied were you with your holiday in Thailand 4. How would you rate Thailand as a vacation destination compared to other similar places in ASEAN?	Yoon & Uysal, (2005)
8	**Tourist Destination Loyalty** There are two indicators related to 1.Revisitation 2.Recommendation	2	**- Re-visitation question** 1. In the next two years, how likely is it that you will take another vacation to Thailand 2. Please describe your overall feeling about your visit? **- Recommendation question** 1. Will you suggest Thailand to your friends /relatives as a vacation destination to visit?	
9	**Amazing-Thailand: Discover Thainess: 2015**		'Thainess Campaign'	Tourist Authority of Thailand, (2015)

Research questionnaire has been designed as the research instrument in order to obtain the primary data through survey method. The measurement development for this study was designed using multiple-items measurement scale that has been empirically validated and reliable based on the literature review of the past empirical studies. There are some minor changes or adaptation of instrument statement so that it was more appropriate for the tourism sectors (Table 3.3 Summary of Research Measure).

All questionnaire items were test validity by using index of item objective congruence (IOC) with three professional experts ensure the content validity is cover all research objectives (Anastasi, 1982). The final questionnaire version was obtain after discussion with experts were completed to ensure the consistence of all questionnaires.

3.4 Planning Process

The summary of research planning and process is presented in Figure 3.2 below;

Research Objectives	**Data Collecting Method**
1. To examine the growth status of British and Australian tourists in Thailand.	**1.1** Analysis the secondary and statistics data provided by Ministry of Tourist and Sport,
2. To examine the British and Australian tourist's demography and behavior in Thailand.	**2.1** Collecting the primary data from British and Australian tourist via questionnaire
3. To examine the British and Australian tourist's perception based on the concept of *'Amazing Thailand: Discover Thainess'*.	**3.1** Collecting the primary data from British and Australian tourist via questionnaire
4. To examine the factors effecting ***'Destination satisfaction'*** of British and Australian tourist visiting in Thailand.	**4.1** Collecting the primary data from British and Australian tourist via questionnaire
5. To examine the relationship between '***destination satisfaction'*** and ***'destination loyalty'*** of British and tourist visiting in Thailand.	**5.1** Collecting the primary data from British and Australian tourist via questionnaire
6. To examine *'Bangkok Brand Power Image' via* British and Australian tourists perspective	**6.1** Group discussion and in-depth interview method
7. To examine *'British and Australian tourist intention to revisited* Thailand country	**7.1** Collecting the primary data from British and Australian tourist via questionnaire

Figure 3.2: Planning Process

3.5 Research Hypothesis

According to above research framework and research planning, the following proposition and hypothesizes are proposed as in the Table 3.3 below;

Table 3.3: Thailand Tourism's Research Proposition and Hypothesis

	Thailand Research Objective	**P/H**	**Proposition & Hypothesis**	**Proposition /Hypothesis test**
1	To examine the growth status of British and Australian tourist in Thailand.	P1	What is the growth status of British and Australian tourists in Thailand?	Documentary analysis
2	To examine the British and Australian tourists demographic and behavior in Thailand.	P2	What are the British and Australian demographic and behavior in Thailand?	Descriptive statistics
3	To examine the British and Australian tourist perception based on the concept of *'Amazing Thailand :Discover Thainess'*	H2	British and Australian tourists' perception based on the concept of '*Amazing Thailand: Discover Thainess'*.	Descriptive statistics
4	To examine factors effecting *'destination satisfaction'* of British and Australian tourist visiting in Thailand.	$H_{4.1}$	Place of tourist attraction have a direct significant effect on British and Australian tourist satisfaction	Regression Analysis
		$H_{4.2}$	Infrastructure have a direct significant effect on British and Australian tourists satisfaction	Regression Analysis
		$H_{4.3}$	Accommodation and food have a direct significant effect on British and Australian tourists satisfaction	Regression Analysis
		$H_{4.4}$	Hygiene and sanitation has a direct effect on British and Australian tourists satisfaction	Regression Analysis
		$H_{4.5}$	Promotion and marketing have direct effect on British and Australian tourists satisfaction	Regression Analysis
		$H_{4.6}$	Thailand tourism image have direct effect on British and Australian tourists satisfaction	
5	To examine the *'destination satisfaction'* and *'destination loyalty'* of British and Australian tourist	H4	Destination satisfaction has a direct significant impact on destination loyalty	Regression Analysis
6	To examine *'Bangkok Brand Power Image'* via the perspective of British and Australian tourists		What are the Bangkok Brand Image in British and Australian tourist's point of view?	Group Discussion and in-depth interview method
7	To examine *'British and Australian tourist intention to revisited'* Thailand country	P5	British and Australian tourists has a great travel experience in Thailand is likely to revisited Thailand country.	Descriptive statistics

3.6 Research Sampling, Collecting Data and Analysis Methods

In order to examine the factors affecting *'destination satisfaction'* from the perspective of British and Australian (UK-AUS) tourists in Thailand, the purposive sampling method was employed to set up sampling collecting from British 600 cases and 600 in Australian group.

The questionnaires will be filled out by a self-administered manner. The data will be tabulated and analyzed using a database designed specifically by using SPSS. The frequencies, descriptive statistics and multiple regressions will be used for interpreting data results empirically.

British and Australian tourists are the sampling for this study. We collecting these tourists via Suvarnabhumi International Airport, Sukhumvit road, Ratchaprasong, Petchburi road areas etc. The trimming period between October-December 2017 (refer to Table 3.3).

Table 3.3: Data Collecting Method

No.	Country	**Distribute cases**	**Returned cases**	Place of Collecting Data	Questionnaire development	Period for collecting data
1	British 	550	550	Bangkok	English Language	Oct -Dec 2017
2	Australian 	570	570	Bangkok	English Language	Dec 2017
	Total	1,200	1,120			

CHAPTER 4

RESEARCH FINDING

This chapter will be interpreting the research finding into three section based up on research sampling are as British and Australian as of this matter we called UK-AUS tourists groups. The research finding will be representing into two perspectives are such as quantitative and qualitative research methods. The quantitative method will be approach with five objectives are as (1) Profile of respondents; (2) Tourists perception on Thailand destination; (3) To examine the factors effecting *'destination satisfaction'*; (4) To examine the relationship between *'destination satisfaction'* and *'destination loyalty'*; (5) To examine UK-AUS tourists intention to revisited Thailand destination. The qualitative research will be apply thoroughly with objective (7) To examine ***'Bangkok Brand Power Image'*** in positive and negative aspects from the perspective of British and Australia (UK-AUS) tourists visiting in Thailand; and (8) To examine the British and Australia (UK-AUS) tourist's intention to revisited Thailand country.

The quantitative research will be representing into two sampling groups consists with five sub research-objectives in the following sections below;

4.1 British Tourists Research Sample

Out of 600 questionnaires that were distributed, 550 usable cases were returned with response rate of 91.6 %. A total of 550 respondents were analysis by descriptive statistic such as frequency and percentage as exhibited in such Table 4.1: Demography of British tourist respondents and Table 4.2: General Information of British Tourists Respondents.

4.1.1 Profile of British Tourist Respondents

Gender, Age Status and Education of British Tourist Respondents

As it is mentioned in the profile of respondents chart, the majority of 347 respondents were male (63%) and 203 were female (37%). The average age were below 20 years old (11.3%), between 21-30 year old (36.2%), 31-40 years old

(25.5%), between 41-50 years old (14%), 51-60 years old (9.5%), and more than 61 years old (3.6%). The majority of 254 respondents were married (46.2%) and 296 were single (53.8%). Approximately, 14.7% of British tourists were graduate from school, (57.5%) has four years university, (27.8%) has master and above degrees. The majority of British tourist's income (31.8%) less than 5,000 USD, (30.9%) ranged between 5,001-10,000 USD, the next (23.8%) ranged from 10,001 to 15,000 USD and (13.5%) of tourists income has over than 15,000 USD. Most of British tourist's occupation were employee (60.5%), follow by business owner (21.8%), student (12.2%), other such as freelance and retired approximately (5.5%) (refer to Table 4.1: Demography of British Tourist respondents).

Table 4.1: Demography of British Tourist respondents

Demography 	**Frequency**	**Percent**
Gender	**(N=550)**	**100%**
Male	347	63
Female	203	37
Age	**(N=550)**	**100%**
Below <20	62	11.3
21-30	199	36.2
31-40	140	25.5
41-50	77	14
51-60	52	9.5
More than >61	20	3.6
Status	**(N=550)**	**100%**
Married	254	46.2
Single	296	53.8
Education	**(N=550)**	**100%**
School	81	14.7
Undergraduate	316	57.5
Postgraduate	153	27.8
Other (Certificate & Diploma)	-	-
Income	**(N=550)**	**100%**
<5,000 USD	175	31.8
5,001-10,000 USD	170	30.9
10,001-15,000 USD	131	23.8
>15,000 USD	74	13.5
Occupation	**(N=550)**	**100%**
Employee	333	60.5
Business Owner	120	21.8
Student	67	12.2
Other	30	5.5

British tourists come to Thailand for travel (96.4%), business trip (3.6%). Most of them are repeating visitor whereby (49%) come to Thailand 1-2 time, (11%) 3-5 times, (3.3%) 6-10 times and (36.7%) come to Thailand at first time.

Table 4.2: General Information of British Tourist Respondents

General Information	Frequency	Percent
Purpose of Visiting	**(N=550)**	**100%**
Travel	530	96.4
Business Trip	20	3.6
Education	-	-
Visiting Relative	-	-
Conference/Exhibition	-	-
Time	**(N=550)**	**100%**
First time	202	36.7
1-2 times	269	49
3-5 time	61	11
6-10 times	18	3.3
> 10 time above	-	-
Know Thailand	**(N=550)**	**100%**
Media advertisement/News	158	28.7
Friend/Family	148	27
Master Card Worldwide	15	2.7
Travel Guide/Trip Advisor	160	29
Thailand Authority of Tourism (TAT)	21	3.8
Other	48	8.7
Duration	**(N=550)**	**100%**
2-4 days	-	-
5-7 days	133	24.2
8-10 days	277	50.4
more than 2 weeks	140	25.4
Live	**(N=550)**	**100%**
Hotel/Guest house	350	63.6
Resident of Friend/Family	90	16.4
Hostel	110	20
Arrange	**(N=550)**	**100%**
Internet	369	67
Travel agency	181	33
Members	**(N=550)**	**100%**
I am travel alone	162	29.5
I am travel with my family	255	46.4
I am travel with group tour/friend/colleague	133	24.2
Budgets	**(N=550)**	**100%**
Below <1,000 USD	12	2.2
1,001-1,500 USD	216	39.3
1,501-2,000 USD	97	17.6
2,001-2,500 USD	162	29.5
More than > 2,501 USD	63	11.5

The British tourists know about Thailand from media advertisement and news (28.7%), following by travel guide/trip advisor (29%), friend and family (27%), Thailand Authority of Tourism (TAT) (3.8%) and master card worldwide (2.7%). The average duration for British tourists stay in Thailand were between 5-7 days (24.2%), 8-10 days (50.4%) and more than 2 weeks (25.5%). Most of British tourists are prefer to stay in hotel and guest house (63.6%), following by hostel (20%), and resident of friend or family (16.4%). They arrange their trip to Thailand by collected information and made booking via internet (67%) and (33%) brought package tour from agency.

The budgets of British tourists spend in Thailand per trip was about 1,001-1,500 USD (39.3%), following by 2,001-2,500 USD (29.5%), 1,501-2,000 USD (17.6%) and more than 2,501 USD (11.5%). A few of them spend on Thailand less than 1,000 USD per trip was about (2.2%) (refer to Table 4.2).

4.1.2 British Tourists Perception on Thailand Destination

The perception of British tourists towards Thailand destination were exposed such as the following. Approximately, (38.2%) of respondent perceived Thailand situation is return to normal, in other another (19.8%) of respondent was perceived Thailand situation to be unstable. About 24% of British tourists was perceived that Thailand political stability leads to safety and security in country while the rest of 18% was perceived that Thailand is greater sensitivity to be risk and/or exposure to global media information (refer to Table 4.3 Tourist Confident and Perception Image).

Table 4.3: British Tourist Confident and Perception Image

No.	Tourist Confident	Frequency	Percent
1	Thailand situation is return to normal	210	38.2
2	Thailand country is perceived to be unstable	109	19.8
3	Thailand political stability leads to safety and security in country	131	23.8
4	Thailand is greater sensitivity to be risk and/or exposure to global media information	100	18.2
	Total	**(N=550)**	**100%**

The majority of British tourists perceived the image of Thailand destination as *'Relaxed Destination'* (19%), following by *'Amazing Thailand'* (18%), *'Thailand is Excited'* (15%), *'Thailand is Fun'* (15%), *'Land of Smile'* (10%), *'Thai Hospitality'* (10%), *'Thainess'* (10%), and *'Organized Place* (4%) (refer to Figure 4.1: UK Tourist Perception based on Thailand Destination Image).

Table 4.4: British Tourist Perception about Thailand Destination Image

No.	**Tourist Perception**	**Frequency**	**Percent**
1	Relaxed Destination	320	58.2
2	Amazing Thailand	304	55.3
3	Thailand is Fun	263	47.8
4	Thailand is Excited	255	46.4
5	Land of Smile	182	33.1
6	**Thainess**	**175**	**31.8**
7	Thailand Hospitality	168	30.5
8	Organized Place	58	10.5

*N = Number of Ideas (Applicable can choose > 1)

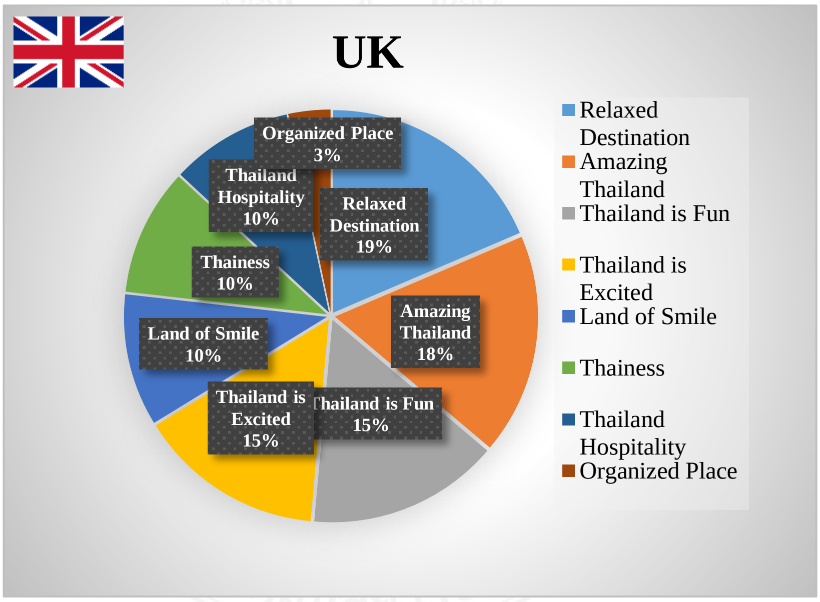


Figure 4.1: UK Tourist Perception based on Thailand Destination Image

The concept of *'Amazing Thailand'* measures by five conceptual adapted from Tourism Authority of Thailand (TAT) as exhibited in Table 4.5 Tourist Understand Concept of Amazing Thailand. About 34% of British tourists understand concept of *'Amazing Thailand'* as several tourism attractiveness destination, following by Thailand creative tourism which refers to colorful activities (24%), Thailand country is a land of happiness to be passed on to international visitors (19%), Thailand country's unique culture treasures (15%) and Thailand is unity country and needs to discovering (8%), respectively.

Table 4.5: British Tourist Understand Concept of *'Amazing Thailand'*

No.	British Tourist Perception	Frequency	Percent
1	Thailand is ensure by several tourism attractiveness destination	332	60.4
2	Thailand creative tourism which refers to colorful activities	229	41.6
3	Thailand country is a land of happiness to be passed on to international visitors	181	32.9
4	Thailand country's unique culture treasures	145	26.4
5	Thailand is unity country and needs to discovering	80	14.5

*N = Number of Ideas (Applicable can choose > 1) (N=550)

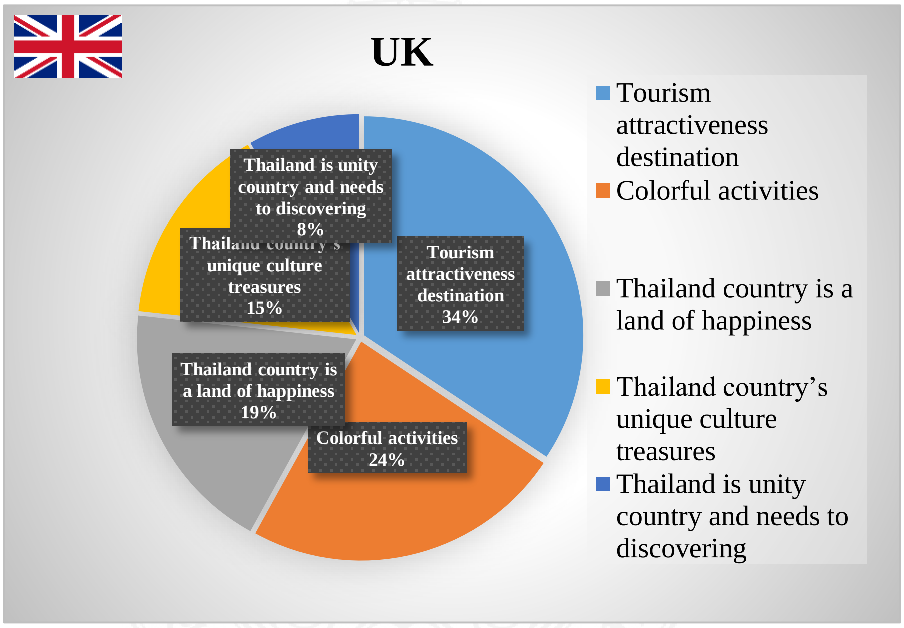


Figure 4.2: UK Tourist Understand Concept of *'Amazing Thailand'*

The concept of *'Discovery Thainess'* campaign classified by five concept ideas adapted from Tourism Authority of Thailand (TAT) as exhibited in Table 4.6: British Tourist Understand Concept of *'Discovery Thainess'*. Most of British tourists understand the concept of *'Discovery Thainess'* as Thai massage/Spa (19%), following by coral scuba diving (14%), Thai cultural tour (13%), elephant riding (11%), Thai art museums (11%), Thai cooking (10%), Thai classical dance (10%), Thai handmade (7%) and Thai boxing (5%), respectively (refer to Figure 4.3 UK Tourist Understand Concept of *'Discovery Thainess'*).

Table 4.6: British Tourist Understand Concept of *'Discovery Thainess'*

No.	Tourist Perception	Frequency (N)	Percent (%)
1	Thai Massage/Spa	290	52.7
2	Coral Scuba Diving	209	38
3	Thai Culture Tour	200	36.4
4	Elephant riding	166	30.2
5	Thai Arts Museums	160	29.1
6	Thai Cooking	157	28.5
7	Thai classical dance	150	27.3
8	Thai Handmade Product	99	18
9	Thai Boxing	79	14.4

*N = Number of Ideas (Applicable can choose > 1) (N=550)

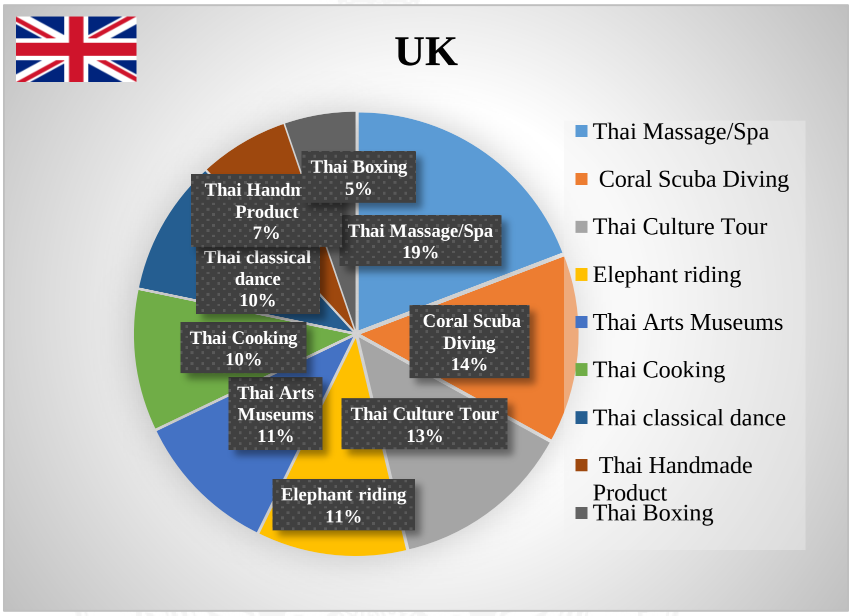


Figure 4.3: UK Tourist Understand Concept of *'Discovery Thainess'*

In overall Thailand country destination, British tourists understand Thailand is wonderful place (36.4), following by land of freedom and relax (21.8%), f Thailand is happiness country (18.2%), Thailand is culture diversity (16.4%), Thailand is the land of smile (5.5%), Thailand is shopping paradise (1.8%), respectively (refer to Figure 4.4: UK British Tourists Understand Thailand in Overall Status).

Table 4.7: British Tourists Understand Thailand in Overall Status

No.	**Tourist Perception**	**Frequency** (N)	**Percent** (%)
1	Thailand is wonderful place	200	36.4
2	Thailand is the land of freedom and relax	120	21.8
3	Thailand is happiness country	100	18.2
4	Thailand is culture diversity	90	16.4
5	Thailand is the land of smile	30	5.5
6	Thailand is shopping paradise	10	1.8
	Total	**550**	**100**

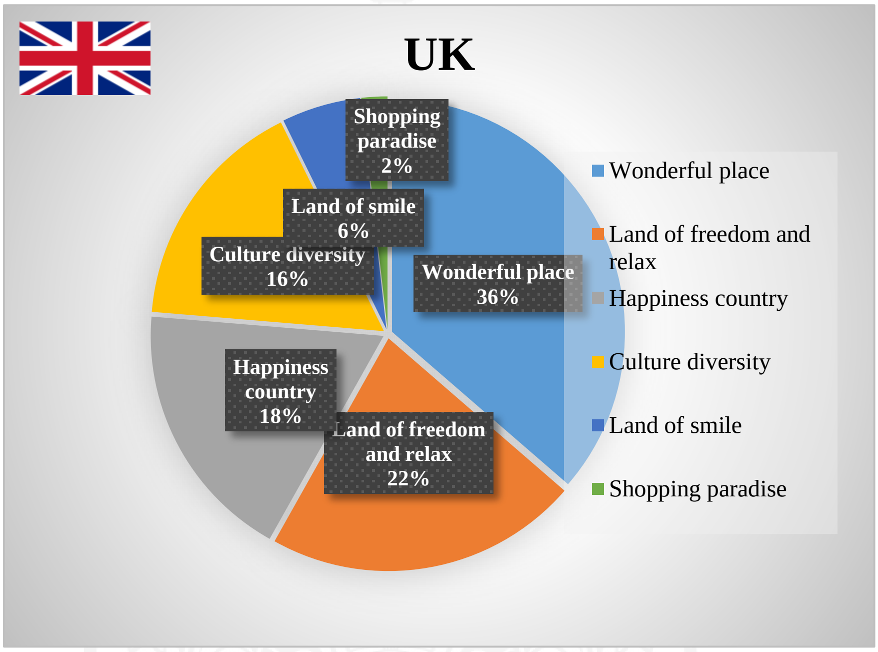


Figure 4.4: UK British Tourists Understand Thailand in Overall Status

4.1.3 Variance, Correlation and Reliability Score of the Scales

Reliability coefficients for each variable of the study at the aggregate level were computed, which is represented by the alpha coefficient. In this case (British sampling), all variables namely place of tourism attraction (TA), infrastructure (IF), accommodation and food (AF), hygiene and sanitation (HS), promotion and marketing (PM) and Thailand tourism image (IM) are adequate minimum requirement value of 0.70 (Nunnally, 1978). This implies that these measurement are consistent and reliable that can be usable for further data analysis.

Table 4.8: Variance, Correlation and Reliability of Independent Variables (UK)

No.	Statement of Independent Variables	Corrected Item-Total Correlation	Cronbach's Alpha	Variance Explained
	Place of Tourist Attraction		**.878**	**16.61%**
TA1	Historical monuments are well preserved in Thailand	.638		
TA2	Leisure and recreational facilities are available at tourist's place in Thailand	.771		
TA3	Information boards mentioning the history and importance of monuments/places are available at the monuments.	.792		
TA4	Tour guides are easily available at the monuments of Thailand	.666		
TA5	Tour guides are knowledgeable and friendly.	.685		
	Infrastructure		**.800**	**25.56%**
IF6	ATMs and banks/money exchanges are easily available in Thailand	.563		
IF7	Transport facility is good in Thailand	.512		
IF8	Enough space for parking is available at the tourist place in Thailand	.775		
IF9	Telecommunication facility is good in Thailand	.681		
	Accommodation and Food		**.923**	**86.59%**
AF10	Hotel accommodation/place of stay is easily available in Thailand	384		
AF11	Room facility and services are excellent at the place of stay/hotel.	.864		
AF12	Hotel staff is polite and courteous.	.808		
AF13	Fee of accommodation is fair at Thailand	.889		
AF14	Food and beverages offered at the place of stay/hotel are good taste.	.820		
AF15	Food and beverages offered at the place of stay/hotel are hygienic.	.848		
AF16	Food and beverages offered outside the place of stay/city's market and restaurants are good in taste.	.659		
AF17	Food and beverages offered outside the place of stay/city's market and restaurants are hygienic.	.641		
AF18	Price of food outside the place of stay is fair in Thailand	.781		
	Hygiene and Sanitation		**.784**	**25.87%**
HS19	There is good sanitation and cleanliness in the streets of Thailand.	.671		
HS20	There is sufficient cleanliness and hygiene at the place of stay/ hotel.	.300		
HS21	Water is drinkable and hygienic in Thailand.	.718		
HS22	Thailand is free from mosquitoes.	.736		
	Promotion and Marketing		**.890**	**16.47%**
PM23	Thailand is recognition internationally.	.674		
PM24	Thailand is has been promote worldwide.	.784		
PM25	Tourism in Thailand could promote through cooperation with the international tourism institutions	.870		
PM26	Thailand could run promotion and marketing activities together with **ASEAN** countries at worldwide Holiday packages	.721		
	Thailand Tourism Image		**.872**	**43.68%**
IM27	Safety problem problems are destroying the image of Thai tourism	.609		
IM28	Military coup in May 2014 was destroying the image of Thai tourism	.571		
IM29	Unsolved murder of two British backpackers in September, 2014 was destroying the image of Thai tourism	.713		
IM30	Thailand is the great value for money destination	.779		
IM31	Thailand tourism were welcome, friendly, amazing, happy and exciting	.554		
IM32	The most important factor for tourists coming to Thailand is *'beautiful beaches'*	.417		
IM33	The most important factor for tourists coming to Thailand is *'variety of spas'*	.767		
IM34	The most important factor for tourists coming to Thailand is *'wellness clinics'*	.714		

4.1.4 Descriptive Statistics Analysis

The descriptive analysis methods were applied by using mean ($\overline{X}$) and standard deviation (S.D.) via seven point Likert scale to interpret the finding results (refer to Table 4.9: Descriptive Statistics Interpretation).

Table 4.9: Descriptive Statistics Interpretation (UK)

No.	Mean	Interpretation
1	1.00-1.84	Lowest
2	1.85-2.70	Very low
3	2.71-3.56	Low
4	3.57-4.42	Moderate
5	4.43-5.28	high
6	5.29-6.14	Very high
7	6.15-4.00	Highest

Table 4.10 show the descriptive finding statement of independent variables. The place of tourist's attraction show the highest level of tourist's satisfaction; following by accommodation and promotion marketing were rate at high to very high satisfaction level. Thailand infrastructures mostly were rated at low to moderate level whereby they need improvement according to transport facilities, car parking space and telecommunication facilities. Thailand hygiene and sanitation considered moderate or acceptable standard (see more detail in Table 4.10: Descriptive Statistics Data Results).

The perception of British tourists based on Thailand destination image such as Thailand safety problems, military coup in May 2014 and unsolved murder of two British backpackers in September, 2014, these are the negative aspect were destroying the image of Thai tourism to global perspective. The finding show that they are very agree on these matter that very influence on Thailand destination image. In positive aspect, the respondent are strongly agree on Thailand *'beautiful beaches' and 'variety of spas'*, these are the most important factor attractive the large number of British tourism to come Thailand. (see more detail in Table 4.10 Thailand Destination Image).

Table 4.10: Descriptive Statistics Data Results UK Sampling (Mean and S.D.)

No.	Statement of Independent Variables	Descriptive		Interpretation	
	Place of Tourist Attraction	Mean	S.D.	Rate	***Note**
TA1	Historical monuments are well preserved in Thailand	6.16	1.006	Highest	
TA2	Leisure and recreational facilities are available at tourist's place in Thailand	5.78	.967	Very high	
TA3	Information boards mentioning the history and importance of monuments/places are available at the monuments.	5.54	1.007	Very high	
TA4	Tour guides are easily available at the monuments of Thailand	5.49	.976	Very high	
TA5	Tour guides are knowledgeable and friendly.	5.69	1.015	Very high	
	Infrastructure	Mean	S.D.	Rate	***Note**
IF6	ATMs and banks/money exchanges are easily available in Thailand	5.09	1.305	High	
IF7	Transport facility is good in Thailand	3.07	1.859	Low	Unacceptable
IF8	Enough space for parking is available at the tourist place in Thailand	4.06	1.455	Moderate	Acceptable
IF9	Telecommunication facility is good in Thailand	4.13	1.385	Moderate	Acceptable
	Accommodation and Food	Mean	S.D.	Rate	***Note**
AF10	Hotel accommodation/place of stay is easily available in Thailand	5.35	1.121	Very high	
AF11	Room facility and services are excellent at the place of stay/hotel.	5.45	1.307	Very high	
AF12	Hotel staff is polite and courteous.	5.58	1.078	Very high	
AF13	Fee of accommodation is fair at Thailand	5.40	1.272	Very high	
AF14	Food and beverages offered at the place of stay/hotel are good taste.	5.32	1.287	Very high	
AF15	Food and beverages offered at the place of stay/hotel are hygienic.	5.63	1.269	Very high	
AF16	Food and beverages offered outside the place of stay/city's market and restaurants are good in taste.	5.91	1.043	Very high	
AF17	Food and beverages offered outside the place of stay/city's market and restaurants are hygienic.	4.93	1.964	Very high	
AF18	Price of food outside the place of stay is fair in Thailand	5.25	1.255	Very high	
	Hygiene and Sanitation	Mean	S.D.	Rate	***Note**
HS19	There is good sanitation and cleanliness in the streets of Thailand.	4.14	2.070	Moderate	Acceptable
HS20	There is sufficient cleanliness and hygiene at the place of stay.	4.13	1.358	Moderate	Acceptable
HS21	Water is drinkable and hygienic in Thailand.	4.99	1.418	High	
HS22	Thailand is free from mosquitoes.	4.03	2.097	Moderate	Acceptable
	Promotion and Marketing	Mean	S.D.	Rate	***Note**
PM23	Thailand is recognition internationally.	5.51	1.235	High	
PM24	Thailand is has been promote worldwide.	5.61	1.142	High	
PM25	Tourism in Thailand could promote through cooperation with the international tourism institutions	5.67	1.085	High	
PM26	Thailand could run promotion and marketing activities together with **ASEAN** countries at worldwide holiday packages	5.37	1.276	High	
	Thailand Destination Image	Mean	S.D.	Rate	***Note**
IM27	Safety problem problems are destroying the image of Thai tourism	4.93	1.242	Very Agree	Preventive
IM28	Military coup in May 2014 was destroying the image of Thai tourism	4.47	1.524	Very Agree	Preventive
IM29	Unsolved murder of two British backpackers in September, 2014 was destroying the image of Thai tourism	4.86	1.396	Very Agree	Preventive
IM30	Thailand is the great value for money destination	5.35	1.397	Agree	
IM31	Thai tourism were welcome, friendly, amazing, happy and exciting	6.09	1.205	Agree	
IM32	The most important factor for tourists coming to Thailand is *'beautiful beaches'*	6.16	1.040	Strongly agree	Promoted
IM33	The most important factor for tourists coming to Thailand is *'variety of spas'*	6.16	1.122	Strongly agree	Promoted
IM34	The most important factor for tourists coming to Thailand is *'wellness clinics'*	5.63	1.360	Agree	

4.1.5 Hypothesis Testing (UK Sample)

Out of 600 questionnaires were distributed, 550 usable cases were returned with response rate of 91.6%. The research model has been designed and multiple regression analysis in SPSS has been used for analysis testing hypothesized relationships.

Table 4.11: Multiple Regression Analysis of Predictors Variables and Destination Satisfaction

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
(Constant)	1.906	.171	.235	11.173	.000
Place of Tourist Attraction (x^1)	.170	.038	.083	4.476	.000
Infrastructure (x^2)	.036	.017	-.114	2.085	.038
Accommodation and Food (x^3)	-.061	.035	-.057	-1.743	.082
Hygiene and Sanitation (x^4)	-.025	.023	.120	-1.091	.276
Promotion and Marketing (x^5)	.065	.026	.277	2.494	.013
Thailand Destination Image (x^6)	.186	.042	.277	4.445	.000
	R =	.491	Adjust R^2	= .233	
	R^2 =	.241	SE	= .48566	

a. Dependent Variable: Destination Satisfaction
b. Predictors: (Constant)

Test Results

$$y= 1.906 + .170(x^1) + .075(x^2) + .065 (x^5) + .0186(x^6)$$

Table 4.11 shows the results of the predictive variables from multiple regression analysis. The variance to explain in the predictors of the variables is 24% (Adjust R^2 .241x100 = 24%). The predictor variables are place of tourist attraction (x^1), infrastructure (x^2), promotion and marketing (x^5), Thailand destination image (x^6) are displayed in this model. Adjust R^2 gives explanatory power of these predictors towards destination satisfaction.

The purpose of the study was to test hypothesizes relationship by using multiple regression analysis between each individual predictive variable (place of tourist attraction, infrastructure, promotion and marketing and Thailand destination image) and dependent variable (destination satisfaction). Using simple regression analysis between predictive variable (destination satisfaction) and dependent variable (destination loyalty). Analysis was conducted to test the unique contribution between the predictive variables and the dependent variable by assigning coefficients to each predictive variables.

Table 4.11 shows the beta weight and statistical significance were analyzed and examined. Based on the results of beta weights and p-value three of six predictive variables showed significance with destination satisfaction. They are place of tourist attraction (β=.170; *p*=.000), infrastructure (β=.036; *p*=.038), promotion and marketing (β=.035; *p*=.013) and Thailand destination image (β=.186; *p*=.000). Thus, supported hypothesis 1, 2, 5 and 6 (H1, H2, H5 and H6), respectively.

In another hand, the results show that hygiene and sanitary level did not significantly predict value of destination satisfaction (β=-.061; *p*=.082, *n/s*). Similarly, accommodation and food also has no significant effect on destination satisfaction (β=-.025; *p*=.276, *n/s*).

Table 4.12 Simple Regression Analysis of Destination Satisfaction and Destination Loyalty

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
(Constant)	1.131	.093		12.133	.000
Destination Satisfaction	.444	.023	.639	19.441	.000
	R = .639		Adjust R^2 = .407		
	R^2 = .408		SE = .29674		

a Dependent Variable: Destination Loyalty

Table 4.12 shows the results of the predictive variable *'destination satisfaction'* from simple regression analysis. The variance to explain in the predictors of the variables is 40.8 percent (Adjust R^2 .408x100 = 40.8%). Adjust R^2 gives explanatory power of destination satisfaction towards destination loyalty. The results show that destination satisfaction level did significantly predict value of destination loyalty (β=.444; *p*=.000). Thus, hypothesis 7 was supported. The summary of hypothesis tested results representing in Table 4.13 below;

Table 4.13: Hypothesis Tested Results (UK Sampling)

H	Hypothesis	Statistic	Results	
H1	Place of tourist attraction have a direct significant effect on British tourist satisfaction	Multiple Regression Analysis	Sig = .000***	✓
H2	Infrastructure have a direct significant effect on British tourists satisfaction	Multiple Regression Analysis	Sig = .000***	✓
H3	Accommodation and food have a direct significant effect on British tourists satisfaction	Multiple Regression Analysis	n/s	✗
H4	Hygiene and sanitation has a direct effect on British tourists satisfaction	Multiple Regression Analysis	n/s	✗
H5	Promotion and marketing have direct effect on British tourists satisfaction	Multiple Regression Analysis	Sig = .013*	✓
H6	Thailand tourism image have direct effect on British tourists satisfaction	Multiple Regression Analysis	Sig=0.000***	✓
H7	Destination satisfaction has a direct significant impact on Thailand destination loyalty	Simple Regression Analysis	Sig=0.000***	✓

Note: *Significant level at .05
** Significant level at .01
*** Significant level at 0.001

4.1.6 British Tourists Intension to Revisiting Thailand

In this section, to examine British tourist's intention to revisited Thailand, the respondents were asked by three questions are such as following; (1) In the next two years, how likely is that you will take another vacation to Thailand? (2) Please describe the overall feeling about your visit? (3) Will you suggest Thailand to your friends/relatives as a vacation destination to visit?

A total of 550 case were analysis by descriptive statistic such as frequency and percent. The result shows that most of respondents are likely to take another vacation to Thailand in the next two years (58.2%), and very likely (38.2%). In another hand, 3.6% of respondents are unlikely to take another vacation to Thailand in the next two years (refer to Table 4.14 British Revisited Intention for Another Vacation to Thailand).

Table 4.14: British Tourists Revisited Intention for another Vacation to Thailand

No.	Tourist Perception	Frequency	Percent
1	Not likely at all	-	-
2	Unlikely	20	3.6
3	Likely	320	58.2
4	Very likely	210	38.2
	Total	**550**	**100**

Half of total respondent express their feeling that *'this visit was so great, and I will come again'* (83.6%), another 12.7% feel that *'This visit was good, and I don't know I may come again'*. The rest only 3.6% feel that *'this visit was very poor, and I will not come again'* (refer to Table 4.15 British Tourists Overall Visiting Perception).

Table 4.15: British Tourists Overall Visiting Perception

No.	Tourist Perception	Frequency	Percent
1	This visit was very poor, and I will not come again	20	3.6
2	This visit was good, and I don't know I may come again	70	12.7
3	This visit was so great, and I will come again	460	83.6
	Total	**550**	**100**

Most of respondents (67.3%) will be definitely suggest Thailand to their friend or relative and another (29.1%) of respondents will be likely suggested Thailand as a vacation destination to visit. In other side, the minority of respondents (3.6%) will be not likely suggest Thailand to their friend or relative as a vacation destination to visit (refer to Table 4.16 Suggest Thailand to Your Friends/Relatives as a Vacation Destination).

Table 4.16: Suggest Thailand to Your Friends/Relatives as a Vacation Destination

No.	Tourist Perception	Frequency	Percent
1	Not likely	20	3.6
2	Likely	160	29.1
3	Definitely	370	67.3
	Total	**550**	**100**

In conclusion, most of British tourists perceived a good travel experience in Thailand destination. They express the feeling that in the next two year they are likely and very likely to revisited Thailand for the vacation, approximately (96.4%). About overall Thailand they feel that this visit was a great trip and they will try to come to Thailand again, approximately (83.6%). A very few of respondents (3.6%) feel that this visit was very poor and they will not come again. Most of British tourists are agreed that they will definitely and likely suggest Thailand to their friends and relative for vacation destination.

4.2 Australian Tourists Research Sample

Out of 600 questionnaire were distributed, 570 usable cases were returned with response rate 95%. A total of 570 respondents were analysis by descriptive statistic such as frequency and percentage as exhibited in such Table 4.17: Demography of Australian Tourists Respondents and Table 4.18: General Information of Australian Respondent.

4.2.1 Profile of Australian Tourist Respondents

Gender, Age Status, Education and Income of Australian Respondent

Table 4.17: Demography of Australian Tourist Respondents

Demography 	**Frequency**	**Percent**
Gender	**(N=570)**	**100%**
Male	330	58
Female	240	42
Age	**(N=570)**	**100%**
Below <20	78	13.7
21-30	209	36.7
31-40	15	20.2
41-50	88	15.4
51-60	20	3.5
More than >60	60	10.5
Status	**(N=570)**	**100%**
Married	160	28
Single	410	72
Education	**(N=570)**	**100%**
School	40	7
Undergraduate	129	22.6
Postgraduate	371	65
Other (Certificate & Diploma)	30	5.3
Income	**(N=570)**	**100%**
<5,000 USD	180	31.6
5,001-10,000 USD	40	7
10,001-15,000 USD	230	40.4
>15,000 USD	120	21.1
Occupation	**(N=570)**	**100%**
Employee	180	31.6
Business Owner	150	26.3
Student	180	31.6
Other (Retired/Freelances)	60	10.5

As it is mentioned in the profile of respondents chart, the majority of respondents were male (58%) and female (42%). The average age were below 20 (13.7%), between 21-30 (36.7%), between 31-40 (20.2%), between 41-50 (15.4%), between 51-60 (3.5%), and more than 60 (10.5%). The majority of respondents were married (28%) and single (72%). Approximately, 7% of Australian tourists educated from school, (22.6%) has four years university and (65.1%) has postgraduate degrees.

Table 4.18: General Information of Australian Tourist Respondents

General Information 	**Frequency**	**Percent**
Purpose of Visiting	**(N=570)**	**100%**
Travel	440	77.2
Business Trip	80	14
Visiting Relative	30	5.3
Education	20	3.5
Conference/Exhibition	-	-
Time	**(N=570)**	**100%**
First time	148	26
1-2 times	250	43.9
3-5 time	123	21.6
6-10 times	49	8.6
> 10 time above	-	-
Know Thailand	**(N=570)**	**100%**
Media advertisement/News	164	28.8
Friend/Family	188	33
Master Card Worldwide	32	5.6
Travel Guide/Trip Advisor	108	18.9
Thailand Authority of Tourism (TAT)	55	9.6
Other	23	4
Duration	**(N=570)**	**100%**
2-4 days	20	3.5
5-7 days	260	45.6
8-10 days	200	35.1
more than 2 weeks	90	15.8
Live	**(N=570)**	**100%**
Hotel/Guest house	320	56.1
Resident of Friend/Family	120	21.1
Hostel	130	22.8
Arrange	**(N=570)**	**100%**
Internet	450	79
Travel agency	120	21
Members	**(N=570)**	**100%**
I am travel alone	270	47.4
I am travel with my family	170	29.8
I am travel with group tour/friend/colleague	130	22.8
Budgets	**(N=570)**	**100%**
Below <1,000 USD	20	3.5
1,001-1,500 USD	170	29.8
1,501-2,000 USD	200	35.1
2,001-2,500 USD	120	21.1
More than > 2,501 USD	60	10.5

Australian tourists come to Thailand for travel (77.2%) business trip (14%), visiting relative (5.3%) and education (3.5%). Most of respondents come to Thailand over 1-2 times (43.9%), 3-5 times (21.6%), 6-10 times (8.6%) and come to Thailand at first time (26%). Most of Australian know about Thailand country from friend and family (33%). 28.8% know about Thailand from media advertisement and news. The average duration for Australian tourists stay in Thailand was about 5-7 days (45.6%), follow by 8-10 days (35.1%) and more than 2 weeks (15.8%). There are a few of respondent stay in Thailand 2-4 days, approximately 3.5%. The majority of Australian tourist's income (40.4%) were about 10,001-15,000 USD, following by below 5,000 USD (31.6%) and (21.1%) were above 15,000 USD. Most of Australian tourist's occupation were employee (31.6%), follow by student (31.6%), and business owner (26.3%) (refer to Table 4.17: Demography of Australian Tourist Respondents).

Australian tourists are prefer to stay in hostel and guest house (56.1%), hostel (22.8%) and resident of friend or family (21.1%). They arrange their trip to Thailand by collected information and made booking via internet (79%). About 21% brought package tour from travel agency. The budgets they spend in Thailand per trip was about 1,001-1,500 USD (29.8%), between 1,501-2,500 USD (35.1%), between 2,001-2,500 USD (21.1%) and more than 2,500 USD (10.5%) (refer to Table 4.18: General Information of Australian Tourist Respondents).

4.2.2 Australian Tourists Perception on Thailand Destination

The perception of Australian tourists towards Thailand destination were exposed such as in Table 4.19 below.

Table 4.19: Australian Tourists Confident and Perception Image

No.	**Tourist Confident**	**Frequency**	**Percent**
1	Thailand situation is return to normal	297	52.1
2	Thailand country is perceived to be unstable	104	18.2
3	Thailand political stability leads to safety and security in country	135	23.7
4	Thailand is greater sensitivity to be risk and/or exposure to global media information	34	6
	Total	**570**	**100**

Approximately, 52% of respondent perceived Thailand situation is return to normal while in another side (18.2%) was perceived Thailand situation to be unstable, (23.7%) was perceived Thailand situation is stability, safety and security, while a few respondents (6%) was perceived that Thailand country is greater sensitivity to be at risk (refer to Table 4.19: Australian Tourist Confident and Perception Image).

The Majority of Australian tourists perceived the image of Thailand destination as *'Amazing Thailand'* (21%), *Land of Smile'* (15%), following by *Thailand is Excited'* (16%), *'Thailand is fun'* (12%), *'Thai Hospitality'* (9%), *'Relaxed Destination'* (18%), *'Thainess'* (5%) and *'Organized Place'* (4%), respectively (refer to Figure 4.5: AUS Tourist Perception based on Thailand Destination Image).

Table 4.20: Australian Tourists Perception about Thailand Destination Image

No.	Tourist Perception	Frequency	Percent
1	Amazing Thailand	389	68.2
2	Relaxed Destination	329	57.7
3	Thailand is Excited	300	52.6
4	Land of Smile	280	49.1
5	Thailand is Fun	230	40.4
6	Thai Hospitality	163	28.6
7	Thainess	98	17.2
8	Organized Place	80	14

*N = Number of Ideas (Applicable can choose > 1)

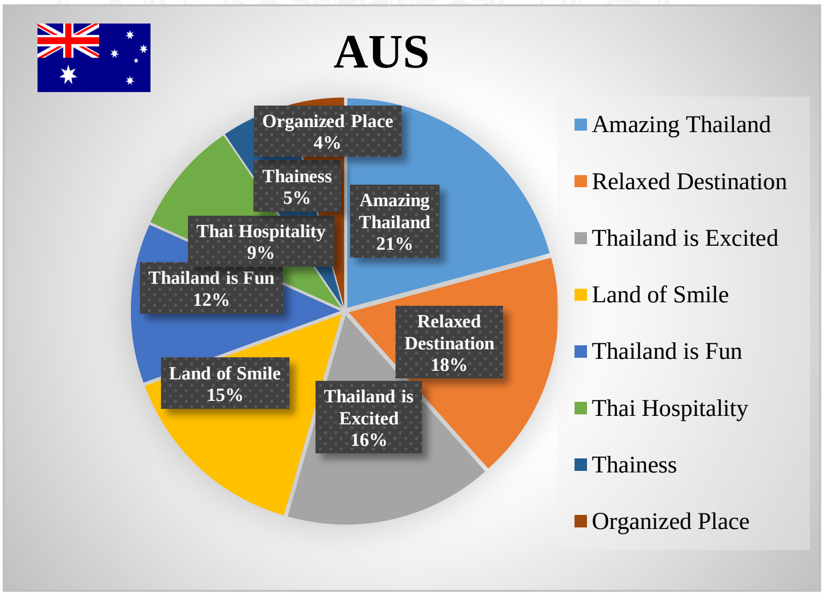


Figure 4.5: AUS Tourist Perception based on Thailand Destination Image

The concept of *'Amazing Thailand'* measures by eight conceptual adapted from Tourism Authority of Thailand (TAT) as exhibited in Table 4.21: Australian tourists Understand Concept of Amazing Thailand. About 54% of Australian tourists understand concept of *'Amazing Thailand'* as land of happiness to be pass on international tourist. Thailand is ensure by several tourism attractiveness destination (45.3%), Thailand creative tourism which refers to colorful activities (37.9%), Thailand country's unique culture treasures (16), Thailand is unity country and need to discovering (10.2%), respectively.

Table 4.21: Australian Tourists Understand Concept of *'Amazing Thailand'*

No.	**Tourist Perception**	**Frequency**	**Percent**
1	Thailand country is a land of happiness to be passed on to international visitors	308	54
2	Thailand is ensure by several tourism attractiveness destination	258	45.3
3	Thailand creative tourism which refers to colorful activities	216	37.9
4	Thailand country's unique culture treasures	91	16
5	Thailand is unity country and needs to discovering	58	10.2
	Total	**570**	**100**

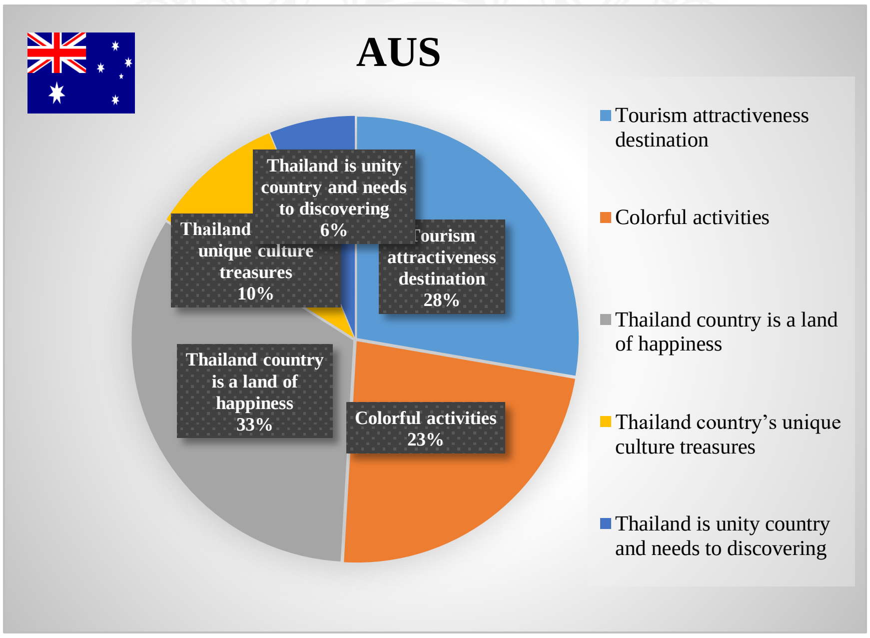


Figure 4.6: AUS Tourists Understand Concept of *'Amazing Thailand'*

The concept of *'Discovery Thainess'* measures by nine conceptual adapted from Tourism Authority of Thailand (TAT) as exhibited in Table 4.22: Australian Tourists Understand Concept of *'Discovery Thainess'*. Most of Australian tourists understand the concept of *'Discovery Thainess'* as scuba diving (24%), following by Thai massage/Spa (20%), Thai culture tour (10%), Thai arts/museums (9%), Elephant riding (8%), Thai classical dance (9%), Thai boxing (9%), Thai handmade product (6%), Thai cooking (5%), respectively.

Table 4.22: Australian Tourists Understand Concept of *'Discovery Thainess'*

No.	Tourist Perception	Frequency	Percent
1	Coral Scuba Diving	320	56.1
2	Thai Massage/Spa	262	46
3	Thai Culture Tour	140	24.6
4	Thai Arts Museums	120	21.1
5	Thai classical dance	120	21.1
6	Thai Boxing	115	20.2
7	Elephant riding	110	19.3
8	Thai Handmade Product	80	14
9	Thai Cooking	74	13

*N = Number of Ideas (Applicable can choose > 1)

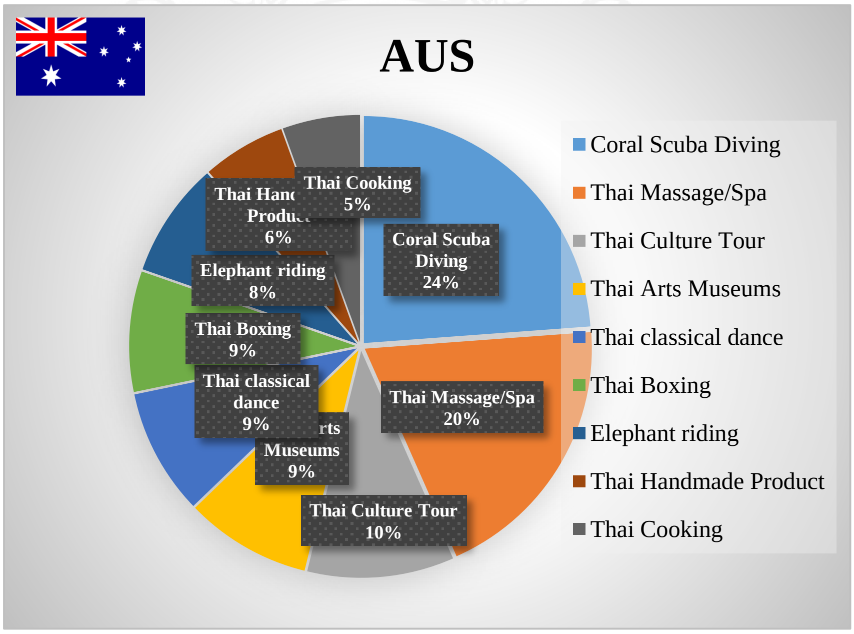


Figure 4.7: AUS Tourist Understand Concept of *'Discovery Thainess'*

In overall Thailand country destination, Australian tourists understand Thailand as land of freedom and relax (30%), Thailand is wonderful place (21%), Thailand is culture diversity (19%), Thailand happiness country (14%), shopping paradise (9%), and land of smile (7%), respectively (refer to Table 4.23: Australian Tourist Understand Thailand in Overall Status).

Table 4.23: Australian Tourists Understand Thailand in Overall Status

No.	Tourist Perception	Frequency	Percent
1	Thailand is the land of freedom and relax	170	30
2	Thailand is wonderful place	120	21
3	Thailand is culture diversity	110	19
4	Thailand Happiness country	80	14
5	Thailand is shopping paradise	50	9
6	Thailand is the land of smile	40	7
	Total	**550**	**100**

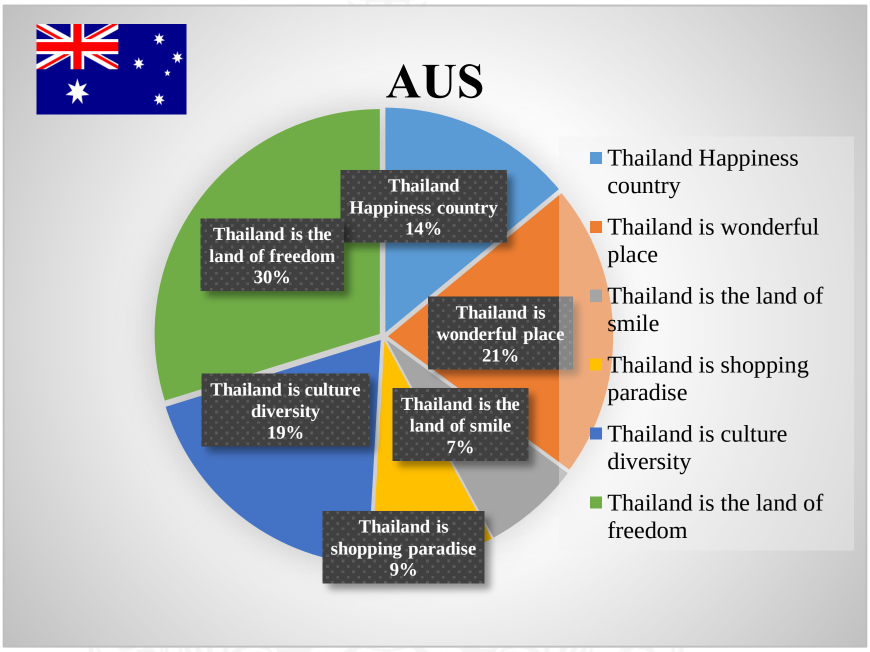


Figure 4.8: Australian Tourists Understand Thailand in Overall Status

4.2.3 Variance, Correlation and Reliability Score of the Scale

Reliability coefficients for each variable of the study at the aggregate level were computed, which is represented by the alpha coefficient. In this case (Australian sampling), all variables namely place of tourism attraction (TA), infrastructure (IF), accommodation and food (AF), hygiene and sanitation (HS), promotion and marketing (PM) and Thailand tourism image (IM) are adequate minimum requirement value of 0.70 (Nunnally, 1978). This implies that these measurement are consistent and reliable that can be usable for further data analysis (refer to Table 4.24: Variance, Correlation and Reliability of Australian Sample).

Table 4.24: Variance, Correlation and Reliability of Independent Variable (AUS)

No.	Statement of Independent Variables	Corrected Item-Total Correlation	Cronbach's Alpha	Variance Explained
	Place of Tourist Attraction		**.901**	**25.41%**
TA1	Historical monuments are well preserved in Thailand	.725		
TA2	Leisure and recreational facilities are available at tourist's place in Thailand	.792		
TA3	Information boards mentioning the history and importance of monuments/places are available at the monuments.	.791		
TA4	Tour guides are easily available at the monuments of Thailand	.730		
TA5	Tour guides are knowledgeable and friendly.	.725		
	Infrastructure		**.736**	**20.35%**
IF6	ATMs and banks/money exchanges are easily available in Thailand	.578		
IF7	Transport facility is good in Thailand	.485		
IF8	Enough space for parking is available at the tourist place in Thailand	.511		
IF9	Telecommunication facility is good in Thailand	.597		
	Accommodation and Food		**.867**	**75.26%**
AF10	Hotel accommodation/place of stay is easily available in Thailand	.513		
AF11	Room facility and services are excellent at the place of stay/hotel.	.696		
AF12	Hotel staff is polite and courteous.	.696		
AF13	Fee of accommodation is fair at Thailand	.610		
AF14	Food and beverages offered at the place of stay/hotel are good taste.	.609		
AF15	Food and beverages offered at the place of stay/hotel are hygienic.	.678		
AF16	Food and beverages offered outside the place of stay/city's market and restaurants are good in taste.	.500		
AF17	Food and beverages offered outside the place of stay/city's market and restaurants are hygienic.	.489		
AF18	Price of food outside the place of stay is fair in Thailand	.672		
	Hygiene and Sanitation		**.848**	**30%**
HS19	There is good sanitation and cleanliness in the streets of Thailand.	.663		
HS20	There is sufficient cleanliness and hygiene at the place of stay/ hotel.	.616		
HS21	Water is drinkable and hygienic in Thailand.	.745		
HS22	Thailand is free from mosquitoes.	.742		
	Promotion and Marketing		**.833**	**14.11%**
PM23	Thailand is recognition internationally.	.475		
PM24	Thailand is has been promote worldwide.	.745		
PM25	Tourism in Thailand could promote through cooperation with the international tourism institutions	.743		
PM26	Thailand could run promotion and marketing activities together with **ASEAN** countries at worldwide Holiday packages	.722		
	Thailand Tourism Image		**.818**	**47.18%**
IM27	Safety problem problems are destroying the image of Thai tourism	.438		
IM28	Military coup in May 2014 was destroying the image of Thai tourism	.553		
IM29	Unsolved murder of two British backpackers in September, 2014 was destroying the image of Thai tourism	.647		
IM30	Thailand is the great value for money destination	.683		
IM31	Thailand tourism were welcome, friendly, amazing, happy and exciting	.519		
IM32	The most important factor for tourists coming to Thailand is *'beautiful beaches'*	.464		
IM33	The most important factor for tourists coming to Thailand is *'variety of spas'*	.458		
IM34	The most important factor for tourists coming to Thailand is *'wellness clinics'*	.535		

4.2.4 Descriptive Statistics Analysis

The descriptive analysis methods were applied by using mean (X) and standard deviation (S.D.) via seven point Likert scale to interpret the finding results (refer to Table 4.25: Descriptive Statistics Interpretation).

Table 4.25: Descriptive Statistics Interpretation (AUS)

No.	Mean	Interpretation
1	1.00-1.84	Lowest
2	1.85-2.70	Very low
3	2.71-3.56	Low
4	3.57-4.42	Moderate
5	4.43-5.28	high
6	5.29-6.14	Very high
7	6.15-4.00	Highest

Table 4.25 show the descriptive finding statement of independent variables. The place of tourist's attraction show the very high level of Australian tourist's satisfaction; following by accommodation and promotion marketing were rate at high to very high satisfaction level. Thailand infrastructures mostly were rated at moderate to high level whereby they need improvement according to transport facilities and telecommunication facilities. Thailand hygiene and sanitation considered moderate or acceptable standard (see more detail in Table 4.26: Descriptive Statistics Data Results).

The perception of Australian tourists based on Thailand destination image such as Thailand safety problems, military coup in May 2014 and unsolved murder of two British backpackers in September, 2014, these are the negative aspect were destroying the image of Thai tourism to global perspective. The finding show that they are very agree on these matter that very influence on Thailand destination image. In positive aspect, the respondent are strongly agree on Thailand *'beautiful beaches' and 'variety of spas' and 'wellness clinics'* these are the most important factor attractive the large number of British tourism to come Thailand. (See more detail of Thailand Destination Image in Table 4.26).

Table 4.26: Descriptive Statistics Data Results of AUS Sampling (Mean and S.D.)

No.	Statement of Independent Variables	Descriptive		Interpretation	
	Place of Tourist Attraction	Mean	S.D.	Rate	***Note**
TA1	Historical monuments are well preserved in Thailand	5.86	1.445	Very high	
TA2	Leisure and recreational facilities are available at tourist's place in Thailand	5.49	1.217	Very high	
TA3	Information boards mentioning the history and importance of monuments/places are available at the monuments.	5.37	1.119	Very high	
TA4	Tour guides are easily available at the monuments of Thailand	5.32	1.096	Very high	
TA5	Tour guides are knowledgeable and friendly.	5.47	1.079	Very high	
	Infrastructure	Mean	S.D.	Rate	***Note**
IF6	ATMs and banks/money exchanges are easily available in Thailand	5.27	1.328	High	
IF7	Transport facility is good in Thailand	3.96	1.907	Moderate	Acceptable
IF8	Enough space for parking is available at the tourist place in Thailand	4.45	1.395	High	
IF9	Telecommunication facility is good in Thailand	4.35	1.334	Moderate	Acceptable
	Accommodation and Food	Mean	S.D.	Rate	***Note**
AF10	Hotel accommodation/place of stay is easily available in Thailand	4.77	1.326	High	
AF11	Room facility and services are excellent at the place of stay/hotel.	5.12	1.401	High	
AF12	Hotel staff is polite and courteous.	4.85	1.233	High	
AF13	Fee of accommodation is fair at Thailand	4.96	1.254	High	
AF14	Food and beverages offered at the place of stay/hotel are good taste.	4.82	1.303	High	
AF15	Food and beverages offered at the place of stay/hotel are hygienic.	5.05	1.393	High	
AF16	Food and beverages offered outside the place of stay/city's market and restaurants are good in taste.	5.06	1.292	High	
AF17	Food and beverages offered outside the place of stay/city's market and restaurants are hygienic.	4.21	1.794	Moderate	Acceptable
AF18	Price of food outside the place of stay is fair in Thailand	4.63	1.406	High	
	Hygiene and Sanitation	Mean	S.D.	Rate	***Note**
HS19	There is good sanitation and cleanliness in the streets of Thailand.	3.66	1.836	Moderate	Acceptable
HS20	There is sufficient cleanliness and hygiene at the place of stay.	4.24	1.428	Moderate	Acceptable
HS21	Water is drinkable and hygienic in Thailand.	4.08	1.557	Moderate	Acceptable
HS22	Thailand is free from mosquitoes.	3.64	1.767	Moderate	Acceptable
	Promotion and Marketing	Mean	S.D.	Rate	***Note**
PM23	Thailand is recognition internationally.	5.28	1.236	High	
PM24	Thailand is has been promote worldwide.	5.59	1.049	Very high	
PM25	Tourism in Thailand could promote through cooperation with the international tourism institutions	5.42	1.192	Very high	
PM26	Thailand could run promotion and marketing activities together with **ASEAN** countries at worldwide holiday packages	5.51	1.116	Very high	
	Thailand Destination Image	Mean	S.D.	Rate	***Note**
IM27	Safety problem problems are destroying the image of Thai tourism	5.58	1.124	Very agree	Preventive
IM28	Military coup in May 2014 was destroying the image of Thai tourism	4.93	1.561	Agree	Preventive
IM29	Unsolved murder of two British backpackers in September, 2014 was destroying the image of Thai tourism	5.25	1.195	Very agree	Preventive
IM30	Thailand is the great value for money destination	5.85	1.053	Very agree	Preventive
IM31	Thai tourism were welcome, friendly, amazing, happy and exciting	6.38	.925	Strongly agree	Promoted
IM32	The most important factor for tourists coming to Thailand is *'beautiful beaches'*	6.47	.912	Strongly agree	Promoted
IM33	The most important factor for tourists coming to Thailand is *'variety of spas'*	6.45	1.007	Strongly agree	Promoted
IM34	The most important factor for tourists coming to Thailand is *'wellness clinics'*	6.20	1.183	Strongly agree	Promoted

4.2.5 Hypothesis Testing (AUS Sample)

Out of 600 questionnaires were distributed, 570 usable cases were returned with response rate 95%. The research model has been designed and multiple regression analysis in SPSS has been used for testing the hypothesis relationships.

Table 4.27: Multiple Regression Analysis of Predictors Variables and Destination Satisfaction

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
(Constant)	1.338	.194		6.901	.000
Place of Tourist Attraction (x^1)	.336	.041	.451	8.290	.000
Infrastructure (x^2)	-.042	.024	-.063	-1.729	.084
Accommodation and Food (x^3)	-.053	.030	-.068	-1.778	.076
Hygiene and Sanitation (x^4)	-.033	.018	-.059	-1.785	.075
Promotion and Marketing (x^5)	.147	.042	.184	3.541	.000
Thailand Destination Image (x^6)	.095	.037	.108	2.593	.010
	R =	.622	Adjust R^2	= .380	
	R^2 =	.387	SE	= .59115	

a Dependent Variable: Destination Satisfaction

<u>Test Results</u>

$$y = 1.338 + .336(x^1) + .147(x^5) + .095(x^6)$$

Table 2.27 shows the results of the predictive variables from multiple regression analysis. The variance to explain in the predictors of the variables is .380 percent (Adjust R^2 .380x100 = 38%). The predictor variables are place of tourist attraction (x^1), promotion and marketing (x^5), Thailand destination image (x^6) are displayed in this model. Adjust R^2 gives explanatory power of these predictors towards destination satisfaction.

The purpose of the study was to test hypothesizes relationship by using multiple regression analysis between each individual predictive variable (place of tourist attraction, infrastructure, promotion and marketing and Thailand destination image) and dependent variable (destination satisfaction). Using simple regression analysis between predictive variable (destination satisfaction) and dependent variable (destination loyalty). Analysis was conducted to test the unique contribution between the predictive variables and the dependent variable by assigning coefficients to each predictive variables.

Table 4.27, the beta weight and statistical significance were analyzed and examined. Based on the results of beta weights and p-value only three of five predictive variables showed significance with destination satisfaction. They are place of attraction (β=.336; *p*=.000***), promotion and marketing (β=.147; p=.000***) and tourism image (β=.095; *p*=.0 10*). Thus, supported all hypothesis (H1, H5 and H6), respectively.

In other hand, the results show that Infrastructure, hygiene and sanitary did not significantly predict value of destination satisfaction (β=-.041; *p*=.084, *n/s; β*=-.033; *p*=.075, *n/s*). Similarly, accommodation and food also has no significant effect on destination satisfaction (β=-.053; *p*=.076, *n/s*).

Table 4.28: Simple Regression Analysis of Destination Satisfaction and Destination Loyalty

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
(Constant)	.754	.091		8.247	.000
Destination Satisfaction	.543	.023	.706	23.763	.000
	R = .706 R^2 = .499		Adjust R^2 SE	= .498 = .40916	

a Dependent Variable: Destination Loyalty

Table 4.28 shows the results of the predictive variable *'destination satisfaction'* from simple regression analysis. The variance to explain in the predictors of the variables is 48.9 percent (Adjust R^2 .498x100 = 48.9%). Adjust R^2 gives explanatory power of destination satisfaction towards destination loyalty. The results show that destination satisfaction level did significantly predict value of destination loyalty (β=.543; *p*=.000***). Thus, hypothesis 7 was supported. The summary of hypothesis tested results representing in Table 4.29 below;

Table 4.29: Hypothesis Tested Results (AUS Sampling)

H	Hypothesis	Statistic	Results	
H1	Place of tourist attraction have a direct significant effect on Australian tourist satisfaction	Multiple Regression Analysis	Sig=.000***	✓
H2	Infrastructure have a direct significant effect on Australian tourists satisfaction	Multiple Regression Analysis	Sig=.084 *(n/s)*	✗
H3	Accommodation and food have a direct significant effect on Australian tourists satisfaction	Multiple Regression Analysis	Sig=.076 *(n/s)*	✗
H4	Hygiene and sanitation has a direct effect on Australian tourists satisfaction	Multiple Regression Analysis	Sig=.075 *(n/s)*	✗
H5	Promotion and marketing have direct effect on Australian tourists satisfaction	Multiple Regression Analysis	Sig=.000***	✓
H6	Thailand tourism image have direct effect on Australian tourists satisfaction	Multiple Regression Analysis	Sig=.010*	✓
H7	Destination satisfaction has a direct significant impact on Thailand destination loyalty	Simple Regression Analysis	Sig=.000***	✓

Note: *Significant level at .05
** Significant level at .01
*** Significant level at 0.001

4.2.6 Australian Tourists Intension to Revisiting Thailand

In this section, to examine Australian tourist's intention to revisited Thailand, the respondents were asked by three questions are such as following; (1) In the next two years, how likely is that you will take another vacation to Thailand? (2) Please describe your overall feeling about your visit? (3) Will you suggest Thailand to your friends/relatives as a vacation destination to visit?

A total of 570 cases were analysis by descriptive statistic such as frequency and percent. The result shows that most of respondents are very likely to take another vacation to Thailand in the next two years (58%), and likely (33%). In another hand, the respondents are unlikely to take another vacation to Thailand in the next two years (4%), and not likely at all (5%) (refer to Table 4.30: Australian Revisited Intention for another Vacation to Thailand).

Table 4.30: Australian Revisited Intention for another Vacation in Thailand

No.	Tourist Perception	Frequency	Percent
1	Not likely at all	30	5
2	Unlikely	20	4
3	Likely	190	33
4	Very likely	330	58
	Total	**570**	**100**

Half of total respondent express their feeling that *'this visit was so great, and I will come again'* (68.4%), *'This visit was good, and I don't know I may come again'* (34.6%). A few of respondent 7% feel that *'this visit was very poor, and I will not come again'* (refer to Table 4.31: Australian Tourists Overall Visiting Perception).

Table 4.31: Australian Tourists Overall Visiting Perception

No.	Tourist Perception	Frequency	Percent
1	This visit was very poor, and I will not come again	40	7
2	This visit was good, and I don't know I may come again	140	24.6
3	This visit was so great, and I will come again	390	68.4
	Total	**570**	**100**

Most of respondents (66.7%) will be definitely suggest and likely suggest (28.1%) Thailand as a vacation destination to their friend or relative. In other side, the minority of respondents (5.3%) will be not likely suggest Thailand to their friend or relative as a vacation destination to visit (refer to Table 4.32: Suggest Thailand to Your Friends/Relatives as a Vacation Destination).

Table 4.32: Suggest Thailand to Your Friends/Relatives as a Vacation Destination

No.	Tourist Perception	Frequency	Percent
1	Not likely	30	5.3
2	Likely	160	28.1
3	Definitely	380	66.7
	Total	**570**	**100**

In conclusion, most of Australian tourists perceived a good travel experience in Thailand destination. They express the feeling that in the next two year they are likely and very likely to revisited Thailand for the vacation, approximately (94.8%). Thus, most of Australian tourists are agreed that they will definitely and likely suggest Thailand to their friends and relative for vacation destination (refer to Table 4.32).

4.3 Summary of Quantitative Research Finding

In this section, the study will be summarized the overall characteristic of British and Australian (UK-AUS) tourists as exhibited in Table 4.33: Demography of UK-AUS Tourist Respondents. In case of British sampling, 600 questionnaire were distributed, 550 cases were return with response rate 91.6%. Out of 600 British research questionnaire were distributed, 570 usable cases were returned with response rate 95%. Thus, a total of 1,200 British and Australian sampling research questionnaires were distributed, 1,120 cases were returned with response rate 89.3%.

4.3.1 Profile of British and Australian (UK-AUS) Tourists Respondents

Table 4.33 show the comparative study of demographic between British and Australian (UK-AUS) tourists visited Thailand.

Table 4.33: Demography of UK-AUS Tourist Respondents

Nationality	**British (UK)**		**Australian (AUS)**	
Demography	**Frequency**	**Percent**	**Frequency**	**Percent**
Gender	**(N=550)**	**100%**	**(N=570)**	**100%**
Male	347	63.1	330	58
Female	203	36.9	240	42
Age	**(N=550)**	**100%**	**(N=570)**	**100%**
Below <20	62	11.3	78	13.7
21-30	199	36.2	209	36.7
31-40	140	25.5	15	20.2
41-50	77	14	88	15.4
51-60	52	9.5	20	3.5
More than >60	20	3.6	60	10.5
Status	**(N=550)**	**100%**	**(N=570)**	**100%**
Married	254	46.2	160	28
Single	296	53.8	410	72
Education	**(N=550)**	**100%**	**(N=570)**	**100%**
School	81	14.7	40	7
Undergraduate	316	57.5	129	22.6
Postgraduate	153	27.8	371	65
Other (Certificate & Diploma)	-	-	30	5.3
Income	**(N=550)**	**100%**	**(N=570)**	**100%**
<5,000 USD	175	31.8	180	31.6
5,001-10,000 USD	170	30.9	40	7
10,001-15,000 USD	131	23.8	230	40.4
>15,000 USD	74	13.5	120	21.1
Occupation	**(N=550)**	**100%**	**(N=570)**	**100%**
Employee	333	60.5	180	31.6
Business Owner	120	21.8	150	26.3
Student	67	12.2	180	31.6
Other (Retired/Freelances)	30	5.5	60	10.5

The majority of British tourist ages were ranged between 41-60 years (52%) while Australian ages were ranged between 21-30 years (36.2%), following by 31-40 (25.5%), 41-50 (14%) and 51-60 (9.5%), respectively. Most of the British tourist's status are single (53.8%) while Australian single tourist are higher at (72%). Both countries tourists majority are male (63.1%) from UK and (58%) from AUS.

The most of British tourist's education are undergraduate (57.5%) while Australian tourist's education are postgraduate degree (56%). A Majority of British tourists occupation are employee (60.5%) following by business owner (21.8) and student (12.8). Similarity, Australian tourists occupation are such employee (31.6%), follow up by business owner (26.3%), student (31.6%), respectively. Despite, Australian tourists income seem to be higher as compare to British since the 40.4% of respondents income was ranked between 10,001-15,000 USD while British 31.8% was about 5,000 USD and below (refer to Table 4.33: Demography of UK-AUS Tourist Respondents).

Most of UK-AUS tourists come to Thailand for travel (96.4%) and (77.2%), respectively. The majority of British tourists come to Thailand over than 1-2 times (49%) following by first times (36.7%), respectively. Most of Australian tourists (43.9%) visited Thailand 1-2 time, visited Thailand at first time (26%), 3-5 time (121.6%) and 6-10 time (8.6%), respectively. Most of UK-AUS tourists know about Thailand tourism from media advertisement/news (28.7%) and (28.8%), respectively. The British tourist (27%) know Thailand from friend and family

The next is friend and family (27%) in UK and (33%) in AUS groups. Travel guide/trip advisor given about Thailand country info (29%) in UK and (18.9%) in AUS groups. Thailand Authority of Tourism (TAT) play a significant role on providing country tourism info to UK (3.8%) and AUS (9.6%) groups, respectively (refer to Table 4.34: General Information of UK-AUS Tourist Respondents).

UK-AUS tourists are prefer to stay in hotel and guest house during travel in Thailand (63.6%) and (56.1%). A few of British and Australian tourists stay in the resident of friend and relative (16.4%) and (21.1%). Most of UK-AUS tourists arranged their trip to Thailand by seeking information and managed their booking via internet (67%) and (79%), travel agency (33%) and (21%), respectively. Generally, British tourists travel to Thailand with family (46.4%), travel alone (29.5%) and travel with friend/colleague/tour group (24.2%). Australian mostly travel alone (47.4%), travel with family (29.8%) and group tour/friend or colleagues (22.8%) (refer to Table 4.34: General Information of UK-AUS Tourist Respondents).

Table 4.34: General Information of UK-AUS Tourist Respondents

Nationality	British (UK) 		Australian (AUS) 	
General Information	**Frequency**	**Percent**	**Frequency**	**Percent**
Purpose of Visiting	**(N=550)**	**100%**	**(N=570)**	**100%**
Travel	530	96.4	440	77.2
Business Trip	20	3.6	80	14
Education	-	-	30	5.3
Visiting Relative	-	-	20	3.5
Conference/Exhibition	-	-	-	-
Time	**(N=550)**	**100%**	**(N=570)**	**100%**
First time	202	36.7	148	26
1-2 times	269	49	250	43.9
3-5 time	61	11	123	21.6
6-10 times	18	3.3	49	8.6
> 10 time above	-	-	-	-
Know Thailand	**(N=550)**	**100%**	**(N=570)**	**100%**
Media advertisement/News	158	28.7	164	28.8
Friend/Family	148	27	188	33
Master Card Worldwide	15	2.7	32	5.6
Travel Guide/Trip Advisor	160	29	108	18.9
Thailand Authority of Tourism (TAT)	21	3.8	55	9.6
Other	48	8.7	23	4
Duration	**(N=550)**	**100%**	**(N=570)**	**100%**
2-4 days	-	-	20	3.5
5-7 days	133	24.2	260	45.6
8-10 days	277	50.4	200	35.1
more than 2 weeks	140	25.4	90	15.8
Live	**(N=550)**	**100%**	**(N=570)**	**100%**
Hotel/Guest house	350	63.6	320	56.1
Resident of Friend/Family	90	16.4	120	21.1
Hostel	110	20	130	22.8
Arrange	**(N=550)**	**100%**	**(N=570)**	**100%**
Internet	369	67	450	79
Travel agency	181	33	120	21
Members	**(N=550)**	**100%**	**(N=570)**	**100%**
I am travel alone	162	29.5	270	47.4
I am travel with my family	255	46.4	170	29.8
I am travel with group tour/friend/colleague	133	24.2	130	22.8
Budgets	**(N=550)**	**100%**	**(N=570)**	**100%**
Below <1,000 USD	12	2.2	20	3.5
1,001-1,500 USD	216	39.3	170	29.8
1,501-2,000 USD	97	17.6	200	35.1
2,001-2,500 USD	162	29.5	120	21.1
More than > 2,501 USD	63	11.5	60	10.5

Generally, British tourists (39.3%) spending budget about 1,000-1,500 USD during their trip in Thailand, following by 2,001-2,500 USD (29.5%), 1,501-2,000

USD (17.6%) and more than 2,501 USD (11.5%). Australian tourists spending budget about 1,501-2,000 USD (35.1%); following by 1,001-1,500 USD (29.8%), 2,001-2,500 USD (21.1%) and more than 2,501 USD (10.5%), respectively (refer to Table 4.34: General Information of UK-AUS Tourist Respondents).

In summary, the generally information regarding to British and Australian (UK-AUS) tourists, mostly are repeat visitor whereby most of them come to Thailand 1-2 times, approximately 48% and 43.9%, respectively. Normally, British and Australian tourists stay in hotel and guest house (63.6%) and (56.1%), some of them (16.4%) and (21.1%) stay with friend and family in Thailand. Most of British and Australian tourists come to know about Thailand country from media advertisement and BBC news, approximately (28.7%) and (28.8%).

As of this general info enable to conclude that 63.3% of British respondents are the repeat visitor whereby they come to Thailand minimum 1-2 times, the rest 36.7% of the respondents are first time visitors. Over half of them (50.4%) stay in Thailand between 8-10 days and (25.4%) stay over two weeks. In case of Australian tourists group, (43.9%) come to Thailand 1-2 time, (21%) 3-5 times, (8.6%) 6-10 time while 26% of respondents come to Thailand at first visited.

The demography of gender, age, status and income between UK-AUS tourists mostly are similar such as over half of British (63.1%) and Australian (58%) tourists are male. The majority of respondent generation are in the same rank such as 21-30 years (36.2%) in UK and (36.7%) in AUS groups.

The UK-AUS tourist's demography are different according to occupation such as the majority of British tourists are employee (60.5%) while the majority of Australian tourists are students (31.6%). The status of British tourists are married (46.2%) while (72%) of Australian tourists are singles. Most of British tourist's income are about 5,000 USD and below (31.8%) while Australian tourist's income is rank between 10,001-15,000 USD (40.4%) (refer to Table 4.33: Demography of UK-AUS Tourist Respondents).

As of these information enable to identify that Australian tourists market have higher purchase power in term of income while British tourist have higher budget spending in Thailand. Since, 40.4% of Australian tourist income are ranged between 10,001-15,000 USD while the budget spending (35%) ranged between 1,501-2,000 USD, follow by 1,001-1,500 USD (29.8%), and 2,001-2,500 USD (21.1%). The British tourists majority income (31.8%) are about 5,000 USD and below, following by 5,001-10,000 USD (30.9%) while the budgets ranged between 1,001-1,500 USD (39.3%), follow by 2,001-2,500 USD (29.5%) and 2,501 USD (11.5%).

4.3.2 UK-AUS Tourists Perception on Thailand Destination

British and Australian (UK-AUS) tourists perception on Thailand destination image are similarity, they feel that Thailand political situation is returned to normal (38.2%) in British and (52.1%) in Australian group. In other hand, 19.8% of British and 18.2% of Australian tourists feel that Thailand country situation is unstable. Moreover, approximately 18% of British tourist feel that Thailand is greater sensitivity to be risk and exposure to global media information while a few of 6% in Australian tourists feel about Thailand country is sensitive to be at risk. As of this point, seem that Australian tourists are confident on Thailand destination stability and safety as compare to British group (refer to Table 4.35).

Table 4.35: UK-AUS Tourists Confident and Perception Image

	Nationality	**British (UK)**		**Australian (AUS)**	
No.	**Tourist Confident**	**Frequency**	**Percent**	**Frequency**	**Percent**
1	Thailand situation is return to normal	210	38.2	297	52.1
2	Thailand country is perceived to be unstable	109	19.8	104	18.2
3	Thailand political stability leads to safety and security in country	131	23.8	135	23.7
4	Thailand is greater sensitivity to be risk and/or exposure to global media information	100	18.2	34	6
	Total	**550**	**100**	**570**	**100**

As of this result show that about 3 of 5 in British tourists and 4 of 5 in Australian group are confident on Thailand situation. Although, some of them feel unstable and sensitive to be at risk in Thailand but they still keep coming to Thailand for holiday vacation. This is cause by some attractive tourist place in Thailand, natural resources and Thai hospitality. Thus, Thai government, Thailand tourist official units and all Thailand tourism stakeholders should be collaborated, generated strategies to recall of international tourists confident to Thailand (refer to Table 4.36: UK-AUS Tourists Confident and Perception Image).

Table 4.36: UK-AUS Tourists Perception about Thailand Destination Image

	Nationality	British (UK)		Australian (AUS)	
No.	**Tourist Confident**	**Frequency**	**Percent**	**Frequency**	**Percent**
1	Relaxed Destination	320	58.2	329	57.7
2	Amazing Thailand	304	55.3	389	68.2
3	Thailand is Fun	263	47.8	230	40.4
4	Thailand is Excited	255	46.4	300	52.6
5	Land of Smile	182	33.1	280	49.1
6	**Thainess**	**175**	**31.8**	**98**	**17.2**
7	Thailand Hospitality	168	30.5	163	28.6
8	Organized Place	58	10.5	80	14

*N = Number of Ideas (Applicable can choose > 1)

UK and AUS Tourist perceived about Thailand destination images differently based on their understanding about Thailand image categories recommend by Tourism Authority of Thailand (TAT). Table 4.36 show British tourist perception about Thailand destination image as *'Relaxed Destination'* (N=320; 58.2%), while Australian tourist perceived Thailand destination image as *'Amazing Thailand'* (N=389; 68.2%). They understanding about *'Thainess'* (N=175; 31.8%) in UK group and (N=98; 17.2%) in AUS group. Both UK and AUS group perceived that Thailand country is organization place (N=58; 10.5%) in UK and (N=80; 14%) in Australian group.

In summary, *'Amazing Thailand'* has barely registered in the mind of tourists from Australian markets, but the nearly 20 year old *"Amazing Thailand"* promotion is still fondly remembered. Despite, Thainess was promoted for the year 2015 and continue promoting in 2016 and 2017 has little effect on Australian tourists market as the result show only 5%. Despite, Thainess campaign is more attractiveness in UK market since British tourist's perceived understanding about what does it mean and how its related to Thailand destination image approximately 10% (refer to Figure 4.1: UK Tourist Perception based on Thailand Destination Image).

As of this results indicate that British tourists perceived Thailand destination image change from time to time. About 39.1% of British tourists are the repeating visitors who come to Thailand over 1-2 times. Since, British tourists come to Thailand for shopping and entertainment (28.9%), spa and wellness (28%), honeymoon and wedding (26%), medical tourism (9.1%) and MICE (8%). Most of British tourists are male (63.1%), married status (46.2%), travel to Thailand with family and stay in Thailand about 8-10 days. Thus, *'Thailand is the relaxed destination'* become a popular image to attract of British group to revisiting Thailand from time to time.

Most of Australian tourists are male (58%), the single status as high as (72%), major occupation is student (31.6%) and employee (31.6%). About 65% of Australian respondents have own postgraduate degree. They come to Thailand 1-2 time (43.9%), most of them (47.4%) travel to Thailand alone and arrange their trip via internet booking as high as 79%. They come to Thailand for shopping and entertainment (32.1%), following by spa and wellness (31.1%), MICE (20.2%), medical tourism (14.9%) and honeymoon and wedding (1.8%), respectively (refer to Table 4.33). As of the purpose of Australian tourism types, their duration to stay in Thailand are about 5-7 days (45.6%) and budget spending to Thailand is about 1,501-2,000 USD/trip, approximately 35.1% of total respondents.

Table 4.37: UK-AUS Tourism Types

No.	**Tourism Types**	**UK**		**AUS**	
		N=550	**100%**	**N=570**	**100%**
1.	Medical Tourism	50	9.1	85	14.9
2.	Spa & Wellness	154	28	177	31.1
3.	MICE	44	8	115	20.2
4.	Shopping & Entertainment	159	28.9	183	32.1
5.	Honeymoon & Wedding	143	26	10	1.8

As of these data identified that UK-AUS groups are male tourist markets which UK market is more on *'honeymoon tourism types'* (26%) whereby (46.2%) of respondents are married status. Thus, British tourists view Thailand tourism destination image as for *'relaxed destination'*. In AUS group, most of the respondents are student (31.6%) whereby their education is postgraduate degree (65%). As the result, respondents age ranged between 21-30 years (36.7%) and below than 20 years (13.7%). They are come to Thailand for meetings, incentives, conferences and exhibitions or *'MICE'* tourism (20.2%) (refer to Table 4.37: UK-AUS Tourism Types). Thus, Australian tourists view Thailand tourism destination image still *'Amazing'* and *'exciting'* for the young and single people to discovering the new experience (refer to Table 4.36: UK-AUS Tourists Perception about Thailand Destination Image).

UK-AUS groups are similarly understanding the concept of *'Amazing Thailand'* as several tourism attractiveness destination (N=332; 60.4%) in British tourist and (N=258; 45.3%) in Australian tourists. Despite, British tourists are perceived the concept of *'Amazing Thailand'* as Thailand country's unique culture treasures (N=145; 26.4%) while in Australian tourists (N=91; 16%). Thus, British tourists are more understanding the concept of *'Amazing Thailand'* in term of cultural treasures that needs to discover as compare to Australian tourists (see more detail in Table 4.38).

Table 4.38: UK-AUS Tourist Understand Concept of *'Amazing Thailand'*

	Nationality	**UK**		**AUS**	
No.	**British Tourist Perception**	**Frequency**	**Percent**	**Frequency**	**Percent**
1	Thailand is ensure by several tourism attractiveness destination	332	60.4	258	45.3
2	Thailand creative tourism which refers to colorful activities	229	41.6	216	37.9
3	Thailand country is a land of happiness to be passed on to international visitors	181	32.9	308	54
4	Thailand country's unique culture treasures	145	26.4	91	16
5	Thailand is unity country and needs to discovering	80	14.5	58	10.2

*N = Number of Ideas (Applicable can choose > 1)

In summary, both UK and AUS tourists are more emphasizing the concept of *'Amazing Thailand'* on several tourism attractiveness destination. As of this info shows that British tourists are more interesting on Thailand local culture, heritage and history while Australian tourists are more interesting on Thailand happiness destination to be passed on the international visitors with the colorful activities.

British and Australian (UK-AUS) tourists understanding the concept of *'Discovery Thainess'* in different perspective such as following. Most of British tourists understand *'Thainess'* in term of Thai massage/spa (N=290; 52.7%) while the majority of Australian tourists pay attention on scuba diving (N=320; 56.1%). Since, British travel to Thailand with family and their duration of stay in Thailand (8-10 days) is longer than Australian tourist (5-7 days). Thus, British tourists are interesting about Thai culture tour (N=200; 36.4%), elephant riding (N=166; 30.2%), Thai art museums (N=160; 29.1%) and Thai classical dance (N=150; 27.3%). Thai cooking is interesting activity (N=160; 28.5%) for British tourists while not popular in Australian group. This is because of British tourist travel with family and 26% of the respondents come to Thailand for honeymoon tourism (Table 4.37: UK-AUS Tourism Types). Thus, Thai cooking is one of the attractive activity for couple while Australian tourists are more interesting on scuba diving and Thai boxing activities (refer to Table 4.39).

Table 4.39: UK-AUS Tourist Understand Concept of *'Discovery Thainess'*

	Nationality	**British (UK)**		**Australian (AUS)**	
No.	**Tourist Perception**	**Frequency**	**Percent**	**Frequency**	**Percent**
1	Thai Massage/Spa	290	52.7	262	46
2	Coral Scuba Diving	209	38	320	56.1
3	Thai Culture Tour	200	36.4	140	24.6
4	Elephant riding	166	30.2	110	19.3
5	Thai Arts Museums	160	29.1	120	21.1
6	Thai Cooking	157	28.5	74	13
7	Thai classical dance	150	27.3	120	21.1
8	Thai Handmade Product	99	18	80	14
9	Thai Boxing	79	14.4	115	20.2

*N = Number of Ideas (Applicable can choose > 1)

British and Australian (UK-AUS) tourists understanding Thailand destination country in the following status. British understanding Thailand as the wonderful place (36.4%) and (21%) in Australian group. Thailand is the land of freedom and relax (21.8%) in UK and (30%) in AUS groups. Thailand is the happiness country (18.2%) in UK and (14%) in AUS groups. Thailand is culture diversity (16.4%) in UK and (19%) in AUS groups. The land of smile (5.5%) in UK and (7%) in AUS groups. Thailand is shopping paradise (1.8%) in UK and (9%) in AUS groups (refer to Table 4.40: UK-AUS Tourist Understand the Status of Thailand). Thus, the first perception about Thailand status via British tourists mind is *'the wonderful place'* while *'the land of freedom and relax'* first come with Australian tourists.

Table 4.40: UK-AUS Tourist Understand the Status of Thailand

	Nationality	British (UK)		Australian (AUS)	
No.	**Tourist Perception**	**Frequency**	**Percent**	**Frequency**	**Percent**
1	Thailand is wonderful place	200	36.4	120	21
2	Thailand is the land of freedom and relax	120	21.8	170	30
3	Thailand is happiness country	100	18.2	80	14
4	Thailand is culture diversity	90	16.4	110	19
5	Thailand is the land of smile	30	5.5	40	7
6	Thailand is shopping paradise	10	1.8	50	9
	Total	**550**	**100**	**570**	**100**

In summary, UK and AUS tourists have been discovering the term and meaning of *'Thainess'* in different perspective up on their preferable. Thai massage and spa, Thai culture tour, elephant riding, Thai art museums, Thai cooking and Thai classical dance are the most popular and preferable for British tourists which is registered in their mind. The British tourists seem that ***'Thai massage/spa and Thai food cooking'*** become the must thing to do in Thailand. The *'scuba diving'* is activities don't miss when they arrived in Thailand. Thus, Tourism Authority of Thailand (TAT) should be promoting and advertising Thai restaurant exhibition with the Thai food cooking activities to attractive tourists and generated impression travel experience for UK tourists market.

AUS tourists understand Thailand as the land of freedom and relax (30%), the next follow by wonderful place (21%). The most favorite activities of Australian tourist are such as *'scuba diving'* is the must thing to do in Thailand follow by *'Thai massage/spa'*. Since, Australian tourists are male majority and single status, over 30% of them are student and their education is postgraduate degree. These tourists mostly are in new generation (Gen Y) age ranged between 21-30 years (36.7%). As of this point, they are seeking information and arrange their trip by self-booking via internet. AUS markets is a male tourists market that they like an adventure and colorful activities. Thus, Tourism Authority of Thailand (TAT) and travel agent should be promoting and advertising about adventure tourism to this market. As the result of this study, AUS group has pay an attention on scuba diving and Thai boxing activities, this can be some alternatives for male tourist market (Table 4.40: UK-AUS Tourist Understand the Status of Thailand).

4.3.3 Hypothesis Testing (UK-AUS Tourists Samples)

The purpose of the study was to test hypothesizes relationship by using multiple regression analysis between each individual predictive variable (place of tourist attraction, infrastructure, promotion and marketing and Thailand destination image) and dependent variable (destination satisfaction). Using simple regression analysis between predictive variable (destination satisfaction) and dependent variable (destination loyalty). Analysis was conducted to test the unique contribution between the predictive variables and the dependent variable by assigning coefficients to each predictive variables.

4.3.3.1 British Sample (UK Group)

Out of 600 questionnaires were distributed, 550 usable cases were returned with response rate of 91.6%. The research model has been designed and multiple regression analysis in SPSS has been used for analysis testing hypothesized relationships.

Based on the results of beta weights and *p-value* three of six predictive variables showed significance with destination satisfaction. They are place of tourist attraction (β=.170; p=.000), infrastructure (β=.036; p=.038), promotion and marketing (β=.035; p=.013) and Thailand destination image (β=.186; p=.000). Thus, supported hypothesis 1, 2, 5 and 6 (H1, H2, H5 and H6), respectively.

In another hand, the results show that hygiene and sanitary level did not significantly predict value of destination satisfaction (β=-.061; p=.082, *n/s*). Similarly, accommodation and food also has no significant effect on destination satisfaction (β=-.025; p=.276, *n/s*).

The results of the predictive variable *'destination satisfaction'* from simple regression analysis. The variance to explain in the predictors of the variables is 40.8 percent (Adjust R^2 .408x100 = 40.8%). Adjust R^2 gives explanatory power of destination satisfaction towards destination loyalty. The results show that destination satisfaction level did significantly predict value of destination loyalty (β=.444; p=.000). Thus, hypothesis 7 was supported. The summary of hypothesis tested results representing in Table 4.41: Summary of Research Hypothesis Finding on UK-AUS Tourist Sample.

4.3.3.2 Australian Sample (AUS Group)

Out of 600 questionnaires were distributed, 570 usable cases were returned with response rate 95%. The research model has been designed and multiple regression analysis in SPSS has been used for testing the hypothesis relationships.

Based on the results of beta weights and p-value only three of six predictive variables showed significance with destination satisfaction. They are place of attraction (β=.336; *p*=.000***), promotion and marketing (β=.147; .000***), Thailand tourism image (β=.095; *p*=.0 10*). Thus, supported all hypothesis (H1, H5 and H6), respectively. In other hand, the results show that infrastructure, hygiene and sanitary did not significantly predict value of destination satisfaction (β=-.041; *p*=.084, *n/s; β*=-.033; *p*=.075, *n/s*). Similarly, accommodation and food also has no significant effect on destination satisfaction (β=-.053; *p*=.076, *n/s*).

Table 4.41: Summary of Research Hypothesis Finding on UK-AUS Tourist Samples

	Nationality	**UK**		**AUS**	
H	**Hypothesis**	**Results**			
H1	Place of tourist attraction have a direct significant effect on British tourist satisfaction	.000***	✓	.000***	✓
H2	Infrastructure have a direct significant effect on British tourists satisfaction	.000***	✓	*(n/s)*	✗
H3	Accommodation and food have a direct significant effect on British tourists satisfaction	n/s	✗	*(n/s)*	✗
H4	Hygiene and sanitation has a direct effect on British tourists satisfaction	n/s	✗	*(n/s)*	✗
H5	Promotion and marketing have direct effect on British tourists satisfaction	.013*	✓	.000***	✓
H6	Thailand tourism image have direct effect on British tourists satisfaction	.000***	✓	.010*	✓
H7	Destination satisfaction has a direct significant impact on Thailand destination loyalty	.000***	✓	.000***	✓

Note: *Significant level at .05
** Significant level at .01
*** Significant level at 0.001

The results of the predictive variable *'destination satisfaction'* from simple regression analysis. The variance to explain in the predictors of the variables is 48.9 percent (Adjust R^2 .498x100 = 48.9%). Adjust R^2 gives explanatory power of destination satisfaction towards destination loyalty. The results show that destination satisfaction level did significantly predict value of destination loyalty (β=.543; p=.000***). Thus, hypothesis 7 was supported. The summary of hypothesis tested results representing in Table 4.41: Summary of Research Hypothesis Finding on UK-AUS Tourist Samples.

In conclusion, the hypothesis finding of UK and AUS tourists group are differently. For such British sample, based on the result of *beta* weights regression and *p-value*, hypothesis 1, 2, 5 and 6 predictive variables show significance with destination satisfaction. These are such as place of tourist attraction (β=.170; p=.000), infrastructure (β=.036; p=.038), promotion and marketing (β=.035; p=.013) and Thailand destination image (β=.186; p=.000). In other hand, infrastructure, hygiene and sanitary did not significantly predict value of destination satisfaction (β=-.041; p=.084, *n/s;* β=-.033; p=.075, *n/s*), thus, rejected hypothesis 3 and 4.

Based on the result of *beta* weights regression and *p-value* of Australian group, hypothesis 1, 5 and 6 predictive variables show significance with destination satisfaction. These are such as place of attraction (β=.336; p=.000***), promotion and marketing (β=.147; .0 0 0 ***), Thailand tourism image (β=.095; p=.0 10*). Thus, supported all hypothesis (H1, H5 and H6), respectively.

Finally, destination satisfaction is the strongly predictor for destination loyalty at highly significance level 0.001. Thus, supported H7 (β=.444; p=.000***) in British group and (β=.543; p=.000***) in Australian group (refer to Table 4.41: Summary of Research Hypothesis Finding on UK-AUS Tourist Samples).

4.3.4 UK-AUS Tourists Intension to Revisiting Thailand

In this section, the study try to examine the intention for British and Australian (UK-AUS) tourists to revisited Thailand in the next two year. The respondents were asked by three questions are such as following; (1) In the next two years, how likely is that you will take another vacation to Thailand? (2) Please describe your overall feeling about your visit? (3) Will you suggest Thailand to your friends/relatives as a vacation destination to visit?

The respondents shown that they are likely and very likely to take another vacation to Thailand in the next two years (96.4%) in British group, (91.1%) in Australian group (refer to Table 4.42: UK-AUS Tourist Revisited Intention for another Vacation in Thailand).

Table 4.42: UK-AUS Tourist Revisited Intention for another Vacation in Thailand

	Nationality	**UK**		**AUS**	
No.	**Tourist Perception**	**Frequency**	**Percent**	**Frequency**	**Percent**
1	Not likely at all	-	-	30	5.3
2	Unlikely	20	3.6	20	3.5
3	Likely	320	58.2	190	33.3
4	Very likely	210	38.2	330	57.9
	Total	**550**	**100**	**570**	**100**

UK-AUS groups of the respondents have a similar idea about overall Thailand perception on their travel experience. The perception results show that *'this trip was good but they don't know they may come again'* (12.7%) in British group, (24.6%) in Australian group. The visit was so great and they quite sure that they will come again (83.6%) in British group, (68.4%) in Australian group. A few of respondents has bad experience about Thailand travel trip and they feel that this visit was very poor, and they will not come again (3.6%) in British group and (7%) in Australian group (refer to Table 4.3: UK-AUS Overall Visiting Perception).

Table 4.43: UK-AUS Tourist Overall Visiting Perception

	Nationality	**UK**		**AUS**	
No.	**Tourist Perception**	**Frequency**	**Percent**	**Frequency**	**Percent**
1	This visit was very poor, and I will not come again	20	3.6	40	7
2	This visit was good, and I don't know I may come again	70	12.7	140	24.6
3	This visit was so great, and I will come again	460	83.6	390	68.4
	Total	**550**	**100**	**570**	**100**

As of the study finding indicated that most of the UK-AUS tourists have valuable experience on Thailand destination as a right place for the vacation. Thus, UK-AUS tourist groups tend to visit Thailand in the next two years and may have a highly opportunities become customer target and loyal customer.

Table 4.44: UK-AUS Tourist Suggest Thailand as Vacation Destination

	Nationality	**UK**		**AUS**	
No.	**Tourist Perception**	**Frequency**	**Percent**	**Frequency**	**Percent**
1	Not likely	20	3.6	30	5.3
2	Likely	160	29.1	160	28.1
3	Definitely	370	67.3	380	66.7
	Total	**550**	**100**	**570**	**100**

British respondents (96.4%) and Australian respondents (94.8%) will be definitely and likely suggest Thailand as a vacation destination to their friend and family. A few of respondents (3.6%) in British group and (5.3%) in Australian group will be not likely suggest Thailand to their friend or relative as a vacation destination to visit (refer to Table 4.44: UK-AUS Tourist Suggest Thailand as Vacation Destination).

In conclusion, all groups of the respondents (UK-AUS) tourists have a great travel experience. The results show that over 90% of respondents will be likely and definitely recommend Thailand to their friend and relative as a vacation destination (refer to Table 4.44). Thus, this would be generated positive word-of-month by recommend and suggest Thailand country as a destination for holiday to their friend and relative.

4.4 Qualitative Research on Thailand Destination Image

This part of research finding was collected via qualitative methodology such as focus group study and interview methodology with 20 cases from British and Australian tourists visiting Thailand via Suvarnabhumi International Airport and Bangkok downtown areas during December 2017. The semi-interview structure was used as the research instrument, the interview language is English, since British and Australian tourists using English as their mother tongue, see more methodology detail in Table 4.45: Qualitative Data Collecting Method (Focus Group UK-AUS).

The main objective of qualitative research study is to support the quantitative finding on British and Australian tourist's perception and understanding the concept of *'Amazing Thailand'* and *'Discover Thainess'* in general. In particular, Bangkok brand power image will be identified via the perspective of UK-AUS tourists in negative and positive aspects. The research design, research methodology and research finding will be presenting in the following section below;

4.4.1 Objectives of Qualitative Research

There are two qualitative objectives are as following;

1. To examine the concept of *Amazing Thailand'* and *'Discover Thainess'* via the understanding of British and Australian (UK-AUS) tourists.
2. To identified *'Bangkok brand power image'* via the perspective of British and Australian (UK-AUS) tourists.

4.4.2 Qualitative Research Design

The objective of this study intend to clarify the understanding concept of Thailand marking campaign on *'Amazing Thailand'* and *'Discover Thainess'*. In particular, the study attempts to investigate and identity the essential of five characteristic of Bangkok city image via the perspective of British and Australian (UK-AUS) tourists. Semi-interview method was developed from five attractive characteristics that are the admiration of the world from Tokyo Brand Power (refer to Figure 4.9: Bangkok Brand Power Image).

In addition to enhance the awareness on Thailand tourism marketing campaign '*Amazing Thailand: Discover Thainess*" via British and Australian tourists perception. The result of the study will be given an idea for rebranding Thailand tourism marketing campaign in particular target group. In addition, the expected outcome of the study is to improve the attractiveness of Bangkok as the capital city of Thailand and to boost up its international competitiveness and increase the number of foreign visitors particularly British and Australian visitors to Thailand destination.

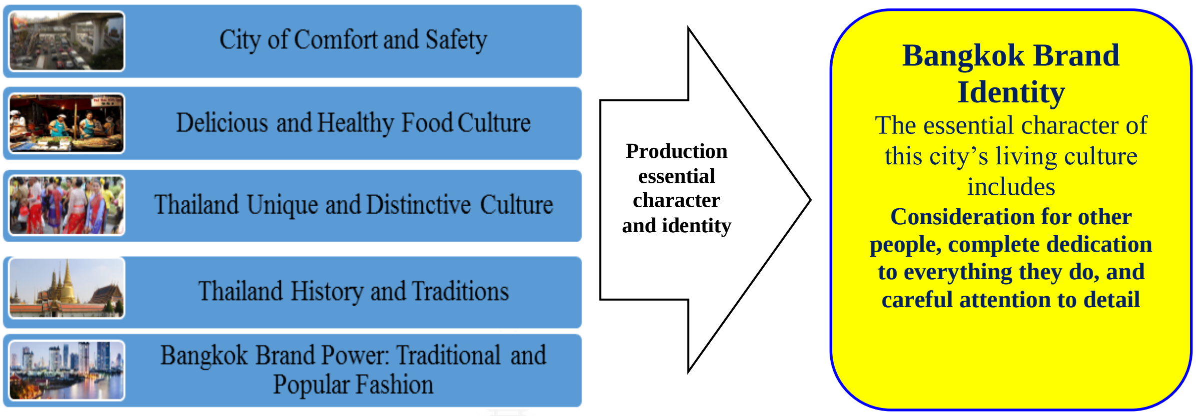


Figure 4.9: Bangkok Brand Power Image
Sources: Five attractive characteristics that are the admiration of the world adapted from Tokyo Brand Power: The Mori Memorial Foundation

4.4.3 Qualitative Research Methodology

The qualitative research methodology of the study are classified in such following strategies.

4.4.3.1 Focus Group Study

To answer the research questions *'what are the awareness of Amazing Thailand: Discover Thainess via the perspective of British and South Australian tourists?'* and *'what are the Bangkok brand power via the perspective of British and South Australian tourists?'* The focus group study was used to interpret Thailand brand power image by using semi-interview structure. This is because focus group interview possessed the capacity ideas to emerge from the group discussion than individuals alone don't possess (Krueger, 2015).

4.4.3.2 Semi-Structure Interview Development

This study use semi-interview structure adapted from the Mori Memorial Foundation (MMF) represented the concept of Tokyo brand power classified into five attractive characteristics that are the admiration of the world. There are five sections was designed for to investigate and collecting the interview data such as (1) city of comfort and safety; (2) delicious and healthy food culture; (3) Thailand unique and distinctive culture (4) Thailand history and traditions and (5) Bangkok brand power: Traditional and popular fashion. In addition, open-end-questions were asked for 30 tourists cases about their awareness perception on *'Amazing Thailand: Discover Thainess'*.

4.4.3.3 Sample Group Study

This study making an interview of two difference sample groups are as British and Australian tourists separately. Twenty tourists from both countries were identified as the target group of the study. The data collected during December 2017 at Suvarnabhumi International Airport, Bangkok as exhibited in the following Table 4.45 below;

Table 4.45: Qualitative Data Collecting Method (Focus Group UK-AUS)

No.	Country	Interview cases	Instrument	Place of Collecting Data	Language of Interview	Period for collecting data
1	British (UK) 	12	Semi-interview	Suvarnabhumi International Airport Bangkok	English Language	Dec 2017
2	Australian (AUS) 	8	Semi-interview	Suvarnabhumi International Airport Bangkok	English Language	Dec 2017
	Total	20				

4.4.3.4 Beginning the Focus Group Discussion

Starting the focus group discussion the moderator (interviewer) introduced the overall of the topic and objective of the study. The moderator asked the respondents to given useful information about your perception on Thailand brand image. Beginning with open end questions by asked the respondent *'what are the awareness perception on Amazing Thailand: Discover Thailand?'* British and Australian tourists can giving their idea based on their perception and experience.

The next step, interviewer will ask their past experience regarding to *"what do you like"* and *"what you don't like"* about Thailand in general and Bangkok city in particular. The moderator will moderate all the respondents by inform them to awareness that negative information are very important than positive. *"There are no wrong answers please feel free to share your idea and please remind that we are interesting in negative comments rather than positive"*. The negative comments are helpful that might be enhancing Bangkok image. By using focus group interview enable the researcher access to valuable insights Bangkok brand power image investigation (Wadeechaoen, Lertnaisat, Sattavorn, Roungtheera & Lertpiromsuk, 2017; Wadeecharoen & Lertnaisat, 2015).

The use of negative data will be make an improvement for Thailand tourism environment and factors are concerned. The focus group discussion enable the researcher to access the information both in positive and negative aspects (Krueger, 2002). By using group discussion and interview methods can help the research to gain a deeper understanding of specific issues by discover the actual problem relate to statement of the study (Dabphet, Scott & Ruhanen, 2012). The results of the study will be classified into five parts as in the following section.

4.5 Qualitative Research Finding

The focus group discussion method was used to collecting the data given by British and Australian tourists whose have been to Thailand for minimum 1-2 times time (repeat visitors) and also at first time visited. There are 12 sample from British group comprise with 7 male and 5 female, age ranged between 31-40 years old. In Australian group 8 sample divided by 2 female and 5 male, age ranged between 21-30 years old. The total of 20 target sample cases were given the information regarding to Bangkok image both negative and positive aspects as will be discussion in the following;

4.5.1 UK-AUS Tourists Awareness *'Amazing Thailand: Discover Thainess'*

In British and Australian group, most of them defined Thailand status as the wonderful place and the land of freedom and relax (refer to Table 4.40: UK-AUS Tourist Understand the Status of Thailand). As of the interview data of twelve British tourist's awareness perception about *'Amazing Thailand'* as the *'dream destination'* due to beautiful beaches and Thai culture diversity. This is make Thailand destination more relaxing in the way of local people slow life. *''Thailand is the land of freedom'* with the smiling of Thai people make Thailand become a wonderful place and hospitality like stay at home. British tourists have earn new valuable experience from traveling in Thailand such can defined as *'diversity, stunning and unexpected'*. British tourists have an impressive experience memory with Thailand beautiful scenery such as beautiful beach, spectacular island, and exotic wildlife. In overall

Thailand country natural resources and scenery, thus, they defined the concept definition of amazing Thailand as *'the tropical paradise of ASEAN and ASIA'*. Similarly, 'the beautiful sand sea sun of ASIA' also applied with Thailand concept, see more detail in Table: 4.46 below;

Table 4.46: UK-AUS Tourists Awareness Perception about *'Amazing Thailand'*

No.	**British Tourists (UK)**	**No.**	**Australian (AUS)**
1	- Thai island scenery - Beautiful beaches and blue seas	1	- Cool country with amazing place - Beautiful beaches - Fun bars/nightclub - Exciting nightlife streets
2	- Unique country - unexpected, stunning, spectacular Thailand		- Thailand is the perfect holiday destination for relax. - Thailand has a lot beautiful place to attractive tourists.
3	- Thailand is a very amazing place to travel	3	- ***"Unexpected experience'*** - ***"Adventurous and wonderful tropical country"***
4	- A dream destination for people around the world. - ***"Diversity culture & beautiful scenery'***	4	- ***"Beautiful beach"***
5	- ***'The land of tourist dream'*** - The long historical and unique and very nice people.	5	- ***"A historical highlight & advantage activities"***
6	- Diversion of culture and nature - Best tropical beaches and island - A lot of world heritage site.	6	- ***"Pretty impressive"***
7	- Spectacular island and exotic wildlife - ***"The dream destination"***	7	- ***"The beauty tropical of Thailand"***
8	- ***"The dream destination"*** - ***"Thailand the land of freedom"***	8	- ***"Paradise on earth"***
9	- ***"Thailand the land of freedom"***		
10	- **"The tropical paradise of ASEAN"** - Unique culture and traveling places - Very beautiful scenery		
11	- ***"The tropical paradise of ASIA"***		
12	- ***"The beautiful sand sea sun of ASIA"***		

In Australian group, eight of the Australian respondents given the awareness perception about *'Amazing Thailand'* as *'the beauty tropical of Thailand', 'pretty impressive country'* and *'beautiful beach'*. Hence, they agree that Thailand is the perfect destination for holiday and relax. The Australian tourists are prefer to do an adventure activities with unexpected experience. They view Thailand as the cool and amazing country which presented by beautiful beach, fun and excited nightlife streets. Thus, Thailand as a *'paradise on earth'* is not far from true via Australian tourist awareness perception (refer to Table 4.46: UK-AUS Tourists Awareness Perception about *'Amazing Thailand'*)

'Discovery Thainess' via the understanding of UK-AUS tourists mainly refer to Thai massage/spa, scuba diving and Thai culture tour (refer to Table 4.47: UK-AUS Tourist Concept of *'Discovery Thainess'*). As of the interview of twelve British tourists has awareness perception about *'Discovery Thainess'* as *'the rich culture diversity'* and *'magnificent, heritage, advantages and culture diversity'*. Due to diversity of Thai culture such from north, south, northeast and also central region presenting the variety of cultural festival. This make British tourist awareness of Thai rich culture, stunning and unexpected experience from Thai way of life.

Table 4.47: UK-AUS Tourists Awareness Perception about *'Discovery Thainess'*

No.	**British Tourists (UK)**	**No.**	**Australian (AUS)**
1	- Much more relaxing in the way of Thai people life. - Beautiful beaches and cultural diversity	1	- The rich culture country and the friendly people.
2	- Thai conservative, friendly and kindness	2	- Culture diversity
3	- ***"Smile as much as possible"***	3	- Sensational and remarkable
4	- ***"Diversity, Stunning & unexpected"***	4	- ***"Thai hospitality and good friend"***
5	- *'Traditional, easy-going and tropical'*	5	- ***'Fantastic traditional culture'***
6	- ***Heritage, adventurous and spectacular***	6	- ***"Buddhism country and cultural history land"***
7	- ***"Magnificent, heritage, advantages and culture diversity"***	7	- ***"Thai spiritual culture"*** - ***"Thai homestay"***
8	- ***'The rich of culture diversity'***	8	- ***"Thai spiritual and Thai local diary life"***
9	- ***'culture diversity'***		
10	- ***"Tropical and historical of Thailand"***		
11	- ***"Thai hospitality"***		
12	- ***"Thai Traditional culture"***		

British tourist perceive the impressive of Thai people as the '*nice and friendly smiling',* that make them feel comfortable with Thai hospitality. Thainess seem like Thai traditional culture and make them relax in this country (see more detail in Table 4.47: UK-AUS Tourists Awareness Perception about *'Discovery Thainess'*).

Australian tourists awareness perception about *'Thainess'* as *'the Thai hospitality and good friend'*, due to Thai rich culture and friendly people make them trust to Thailand destination. '*Thai spiritual and Thai local diary life'* become an attractiveness that Australian tourists needs to earn a new experience from Thai homestay. Thus, *'Thainess'* campaign still effectiveness strategy to attractive UK-AUS tourists come Thailand as their *'paradise on earth'*.

4.5.2 UK-AUS Tourists Perspective via Bangkok Brand Power Image

Bangkok brand power image can be classified into five aspects such as the following section below;

4.5.2.1 City of Comfort and Safety

British tourists have an attitude and felling about Bangkok as the city of comfortable and safety in the positive aspects such as facilities and infrastructure in Bangkok are well organized. Despite, infrastructure outside Bangkok and in skirt area are less developed. In overall Thailand facilities and infrastructure are higher as compare to neighboring country like Cambodia, Vietnam, Myanmar and Lao (CLMV), the medical service in Bangkok is very famous and recognize. Bangkok shopping centers are available at everywhere even on the street side you can do shopping. The commodities price are offers at cheap price, hotel and tourism place are safe and secure. Thai police look after international tourist's security and safety. Thus, in summary Bangkok city is comfortable and safe place.

Bangkok negative image are such as public transportation is unorganized and ineffective, air pollution, traffic problem, taxi drive so fast and unsafe that always make an accident happen. Even taxi drivers don't want to open the meter that they supposed to do. Pickpocket in shopping center make tourists scary to go to crowed shopping place, ***'crowded stress and traffic jam become a characteristic of Thailand capital atmosphere'.***

Pollution, safety and decadent environment problems in Bangkok may reflected Thailand destination image. The beggars in tourism place and crowded slum in Bangkok are destroyed Thailand images and tourist confidence. Some of tourist places in Bangkok like Khao-san and Nana Street seem to be at risk, unsafe and secure. There is sanitary problem such as garbage and toilets are unclean and insufficient that may affect Bangkok city image.

Table 4.48: City of Comfort and Safety

British (UK)				Australian (AUS)	
No.	**Negative Images**	**Positive Images**	**No.**	**Negative Images**	**Positive Images**
1	Thai people life standard seem to inequality	Bangkok Infrastructure is comfortable Despite outside BKK are less developed	1	In the big city like BKK very crowded Drugs party	Thailand is variety destination from locally standard up to luxurious level Lot of thing to do in BKK Thailand
2	Some place in BKK transportation system unorganized, Air pollution Traffic problem Public transportation system **ineffective**	Varity of shopping center at a fair price and unique.	2	Sex trafficking Tourist scams (Taxi) Taxi don't want open the meter Not display the communities price	Safe place and secure Good security at hotel and tourism place
3	Screaming/pickpocket The gap between people are so wide between poor and rich BKK capital very crowded	In holistic Thailand is safe Tourists police are available	3	Traffic congestion People was driving too fast and lack of responsibility. Public transportation are needed to be managed	Tourist information and facilities are available Map can take every tourist points
4	The direction is not clear and unorganized	Tourist information and facilities are available	4	Unsanitary problem Tourist scamming/pickpocket	Travel direction guide and label are well organized
5	Sanitary problem A lot of slum in BKK A lot of beggars in BKK	Medical service in Bangkok is very famous and recognize	5	There are less rubbish bin than a big city should have Undrinkable water	
6	Sex trafficking Criminality and deception		6		
7	Tourist scams (Taxi) Taxi don't want open the meter		7		

Australian tourists have an attitude and felling on Bangkok city and safety in the positive aspects such as Thailand is variety destination from locally standard up to luxuries level. Tourist information and facilities are available at tourist's points.

Travel direction guide and label are well organized. The hotel nearby center Bangkok is safe and clean, thus, Bangkok is a safe place for tourists even on day and at night.

Bangkok negative image are such as traffic congestion and air pollution in Bangkok city seems like to be Thailand major problem and reflect Thailand image that never improve since first time I came here for very long time ago. Bangkok city atmosphere is crowed with pollution, cross-road in Bangkok are very difficult, dangerous and unsafe. Addicts come to Thailand for Drugs, unavailable of sanitary and toilets in Bangkok skirt area. Thai taxi driving is horrendous and they don't care how the passenger fell about security. A lot of places in Bangkok are decadent and very dirty that need to improve (see more detail in Table 4.48: City of Comfort and Safety).

4.5.2.2 Delicious and Healthy Food Culture

The attitude of British tourists about delicious and healthy food culture found that ***"food along road side is attractive whereby we have not seen in our country",*** *he said, the British tourist.* Thai foods are amazing test and cheap price. The street foods are not well sanitary standard but acceptable and popular in among British tourists. Thus, the overall Thai foods are very delicious and healthy.

Similarly, Australian tourists said that ***"we love Thai food",*** *because the taste is amazing, delicious and healthy.* There are so many types of Thai restaurants, from lowest up to highest standard are available in Bangkok. Thai fruits are very unique and its look is so amazing like durian and rambutan. Thai food culture by 24 hours service in convenience store and restaurants in Bangkok make Australian tourists more favorable to find their favorite meal at any time. Thus, the overall Thai food is healthy, low calories and tasty (see more detail in Table 4.49: Delicious and healthy food culture).

Table 4.49: Delicious and healthy food culture

British (UK)				Australian (AUS)	
No.	**Negative Images**	**Positive Images**	**No.**	**Negative Images**	**Positive Images**
1	Food along the road side is not sanitary	Food along road side is attractive cheap and delicious	1	Food along the road side is not sanitary but acceptable	We love Thai food
2	Not display the price.	Thai food is amazing test and cheap price	2	Not display the actual price.	There are so many types of Thai restaurants, from lowest up to highest standard.
3	Despite food is very cheap but the bad thing is food sanitary problem cause to diarrhea.	Food is nice look, delicious, and cheap even it not well sanitary but acceptable.	3	24 hour food culture service at convenience store and restaurants	Thai fruit is very unique and so amazing like durian and rambutan
4		Thai fruit is very strange and funny but the test is amazing like durian and rambutan	4		Thai food is very delicious, healthy, low calories and testy

4.5.2.3 Thailand Unique and Distinctive Culture

British tourists have an impressive felling on Thailand unique and distinctive culture in positive aspects such as people are friendly and helpful, multicultural and traditional performance in Thailand differently from regional like fingernail dance (*Fawn Lep*) in north and shadow play in south. Thailand natural resource like beaches, islands and national parks are very beautiful. Thai people are very friendly, kindness and always giving smile that is ***'charming of Thailand'.*** In negative aspects Thai society poor-middle-rich gap are highly different. As of this point make me feel that ***"Thai people life standard are inequality",*** *he said, the British tourist.*

Australian tourists perceived that Thai people are very kind, gently, polite, sincere and very helpful with warmest hospitality. Thai culture are respectful to foreign visitors, from my experience *"they don't know how to communicate in English but they are effort by using picture to guide me a direction", that make an impressive, she said, Australian tourist.* Thai massage and spa is very popular and become the thing must try. Thus, both British and Australian tourists are agree that

Thailand is rich and vibrant cultures destination (refer to Table 4.50: Thailand Unique and distinctive culture)

Table 4.50: Thailand Unique and distinctive culture

British (UK)				Australian (AUS)	
No.	**Negative Images**	**Positive Images**	**No.**	**Negative Images**	**Positive Images**
1	Poor-middle-rich of Thai people gap is highly.	Amazing scenery nice beaches, beautiful temple and exciting activities	1	There are totally different between urban and countryside	Tropical country Relax and beautiful Amazing beaches and islands
2	Thai people life standard seem to inequality	People are gentle, polite, friendly and helpful with a good hospitality	2		Happiness people
3		Thai massage and spa is very popular and the thing must try.	3		Thai massage and spa is very popular and the thing must try.
4		Rich and vibrant cultures Thai local culture is unseen in everywhere.	4		Multicultural and traditional performance in Thailand differently from regional like Fon Leb dance in north and shadow play in south.
5		Thai smile with warmest hospitality that is *'charming of Thailand'*.	5		

4.5.2.4 Thailand History and Traditions

British tourists feel that Thailand historical is very interesting, particular Thai traditional house and Thai way of life are simple but very attractiveness. A lot of spectacular temples in Thailand attractive a large number of tourists. Australian tourists felt that Thailand history and traditional are varieties such as beautiful temples, sightseeing by elephant riding, shopping in the old town street, Charoen Krung , Pra Athit Road, Cho Phaya river side and all around Bangkok. Thus, Bangkok is one of Thailand history and traditions place via British and Australian tourists perspectives (refer to Table 4.51: Thailand History and Traditional).

Table 4.51: Thailand History and Traditional

British (UK)				Australian (AUS)	
No.	**Negative Images**	**Positive Images**	**No.**	**Negative Images**	**Positive Images**
1		Thailand historical very interesting	1		Thailand is variety, lot of beautiful place and sightseeing
2		Thai traditional house is attractive	2		Shopping in the old town street
3		Thai traditional life is attractive	3		sightseeing by elephant riding
4		A lot of Spectacular temple in Thailand to visit.	4		Charoen Krung old town, an old town architecture Pra Athit Road
5		Old Town sightseeing by elephant riding in Chiang Mai	5		Golden temple, BKK scenery via panorama viewpoint
6		Cho Phaya river scenery	6		Cho Phaya river scenery

4.5.2.5 Bangkok Brand Power: Traditional and Popular Fashion

Bangkok one of British tourists *'dreaming destination'*, whereby east and west are meet become *'a combination of traditional and modern city'*, she said, the British tourist. Bangkok well known as the traditional and has popular fashion city. A lot of famous shopping centers, a popular weekend market *'Chatuchak'* in Thailand so become *'a paradise of shopping'*.

Bangkok city is called the *"Venice of the East"* because the Chao Phraya River, which runs through the city, is connected by several canals. The special sightseeing attractive program in Bangkok is Chao Phraya cruise. Dinning at Biyok Sky Bar is must thing to do, the foods is so amazing and panorama sightseeing of Bangkok city that is very romantic for a couple honeymoon, *she said, the British tourist.* Despite, Bangkok is a famous city in the world and crowded like London but we always find out the peaceful place for relax that make me *'love Bangkok'*.

In Bangkok city can be travel for 24 hours, it could be defined as *'night trip paradise', he said, Australian tourist.* Australian tourists view Bangkok as *'busy, hectic and colorful city'*. Bangkok is a city of delicious street food and also the center of ASEAN economic trading, that make Bangkok city fast moving developed. Traditional and modern architecture are get along in Bangkok town that make tourists excited. Thus, Bangkok is the modern city and variety on day and night, this is the reason why we always come to Thailand, *he said, Australian tourist* (see more detail in Table 4.52).

Table 4.52: Bangkok Brand Power: Traditional and Popular Fashion

British (UK)				Australian (AUS)	
No.	**Negative Images**	**Positive Images**	**No.**	**Negative Images**	**Positive Images**
1	*Big and Crowded like London*	***Grand Palace*** is the most impressive place in Bangkok.	1	Some of shopping center didn't display the price of commodity and ask for extra price as compare to local.	***Busy….Hectic and Colorful***
2	Shopping center, traffic chaos and crazy nightlife	**Cho Phraya river cruises Biyok Sky Bar**	2	Hotel and shopper make a different price between Thai and foreigner	Bangkok is the big colorful city.
3	***Hustle…Bustle & Busy*** - I felt I needed to be alert there as it was so big and busy.	*Beautiful temples; temple tour* ***'Venice of the east'***	3		Trading center Spectacular temple Nice river and fancy night lift
4	Chaos! That was it.	Various sightseeing and shopping malls like *JJ Market*	4		*'night trip paradise'*.
5		**Chatuchak market** is very famous, lot of cool stuffs and street foods are very tasty Platinum shopping mall is very modern	5		***"City of Japanese Car"*** ***"Beautiful temple & crazy night"***
6		***'The city of multicultural'***	6		***"A city of delicious street food & the center of ASEAN economical trade"***
7		***'Paradise of shopping'***	7		***"Chaos and Beauty"***
8		***"A combination of traditional and modern city"***	8		***"City for fun "***
9		*The contemporary of modern and old city.*	9		***"Culture diversity & fancy nightlife"***
10		Multicultural and friendly locals.	10		

CHAPTER 5

DISCUSSION AND CONCLUSION

Tourism has been seen as catalyst of international economic prosperity due to its contribution to national income and employment generation. As well as it integrates and preserves natural resources with the cultural environment, to enrich social and cultural living of people along with increase national revenue. Accordingly, to enhance national income and local people employment, Thailand tourism industry should be promoted via marketing promotion and campaigns message *'Amazing Thailand Discover Thainess'* via international tourists' perception and recognition both inside and outside Thailand.

To recall Thailand's reputation image and confidence, this study is reached of international tourists' perception regarding to operational activities and environmental factors, by using questionnaire tools. Quantitative technique analyses is applied and examine objectives relating to factors influencing international tourists' perception and confidence. The study result is expected to contribute to all tourism stakeholders such as business man, tourist agency, tourist advisor, Tourism Authority of Thailand (TAT), employee in tourism industry, staff hotel and overall Thailand economy.

In this section, we will discussion the finding results according to research objectives are as following;

5.1 UK-AUS Tourists Growth Status in Thailand

British and Australian (UK-AUS) tourists contributing to Thailand tourism industry in term of foreign exchange receipts. UK and AUS are ranked in the top 4th and 8th lists of global biggest tourist's expenditure (refer to Table 1.6: International tourism expenditure in 2015 and 2016). In 2017, the receipts from British tourist worth 76,619.29 million baht, an increase of 1.38% while the number of the number of tourists has slightly decline to (-0.98%). Similarly to Australian tourism has increase in term of number and receipts worth 65,117.97 million baht, an increase of 5.05% from year 2016 (refer to Table 5.1).

Table 5.1: International Tourist Arrivals and Receipts January-December 2017-2018

Country of Nationality	Number		%Change	Country of Nationality	Receipts		%Change
	2017P	2016	2017/16		2017P	2016	2017/16
East Asia	23,642,669	21,593,285	+9.49	East Asia	998,832.50	882,192.10	+13.22
ASEAN	*9,119,941*	*8,585,251*	*+6.23*	*ASEAN*	*269,971.95*	*248,725.39*	*+8.54*
Brunei	14,249	14,023	+1.61	Brunei	686.03	671.51	+2.16
Cambodia	854,431	674,975	+26.59	Cambodia	26,521.90	21,195.14	+25.13
Indonesia	574,764	534,797	+7.47	Indonesia	17,539.89	16,124.90	+8.78
Laos	1,612,647	1,388,020	+16.18	Laos	41,928.33	36,735.93	+14.13
Malaysia	3,354,800	3,494,890	-4.01	Malaysia	87,132.21	88,612.70	-1.67
Myanmar	365,590	341,626	+7.01	Myanmar	15,645.90	14,098.82	+10.97
Philippines	380,886	339,150	+12.31	Philippines	14,606.43	12,462.24	+17.21
Singapore	1,028,077	967,550	+6.26	Singapore	36,268.75	33,144.00	+9.43
Vietnam	934,497	830,220	+12.56	Vietnam	29,642.51	25,680.15	+15.43
China	9,805,753	8,757,646	+11.97	China	524,451.03	452,990.55	+15.78
Hong Kong	820,894	751,264	+9.27	Hong Kong	33,712.93	30,406.58	+10.87
Japan	1,544,328	1,439,510	+7.28	Japan	67,512.49	61,560.12	+9.67
Korea	1,709,070	1,464,200	+16.72	Korea	76,195.83	63,772.86	+19.48
Taiwan	572,964	522,273	+9.71	Taiwan	23,898.62	21,559.70	+10.85
Others	69,719	73,141	-4.68	Others	3,089.65	3,176.90	-2.75
Europe	6,511,195	6,174,957	+5.45	Europe	480,776.31	442,745.99	+8.59
Austria	104,732	100,373	+4.34	Austria	7,985.34	7,496.42	+6.52
Belgium	112,214	111,013	+1.08	Belgium	7,634.65	7,434.87	+2.69
Denmark	161,855	165,581	-2.25	Denmark	14,286.88	14,356.02	-0.48
Finland	140,439	134,238	+4.62	Finland	11,579.24	10,777.12	+7.44
France	739,853	738,878	+0.13	France	51,492.13	49,992.91	+3.00
Germany	849,283	837,885	+1.36	Germany	56,346.23	53,961.90	+4.42
Italy	264,429	265,597	-0.44	Italy	17,342.90	16,996.34	+2.04
Netherlands	222,077	235,762	-5.80	Netherlands	16,516.92	17,217.18	-4.07
Norway	127,826	131,039	-2.45	Norway	10,622.05	10,560.18	+0.59
Russia	1,346,219	1,090,083	+23.50	Russia	105,051.19	81,602.73	+28.73
Spain	179,477	168,900	+6.26	Spain	11,316.18	10,381.74	+9.00
Sweden	323,669	332,895	-2.77	Sweden	26,797.27	26,800.95	-0.01
Switzerland	209,434	209,057	+0.18	Switzerland	16,106.72	15,618.33	+3.13
United Kingdom	**994,468**	**1,004,345**	**-0.98**	**United Kingdom**	**76,619.29**	**75,578.87**	**+1.38**
East Europe	479,546	409,723	+17.04	East Europe	32,498.03	27,076.31	+20.02
South Asia	1,770,166	1,523,555	+16.19	South Asia	79,289.47	66,020.69	+20.10
Oceania	938,687	910,901	+3.05	Oceania	73,569.75	69,868.25	+5.30
Australia	**817,091**	**796,370**	**+2.60**	**Australia**	**65,117.97**	**61,987.58**	**+5.05**
New Zealand	117,893	111,595	+5.64	New Zealand	8,211.32	7,690.84	+6.77
Others	3,703	2,936	+26.12	Others	240.46	189.83	+26.67
Middle East	789,847	747,219	+5.70	Middle East	61,871.54	57,145.62	+8.27
Grand Total	35,381,210	32,529,588	+8.77	Grand Total	1,824,042.35	1,633,497.55	+11.66

Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, last updated on 11 Jan 2018

Such the number of British and Australian tourist trend to increase from year to year (refer to Figure 5.2: International Tourist Arrivals by Major EU Countries Jan-Dec 2016-2017). Similarity to the number of tourist's expansion from Europe and Oceania regional move up about 5% and 3%, respectively (refer to Figure 5.1: International Tourist Arrivals by Reginal Jan-Dec 2016-2017).

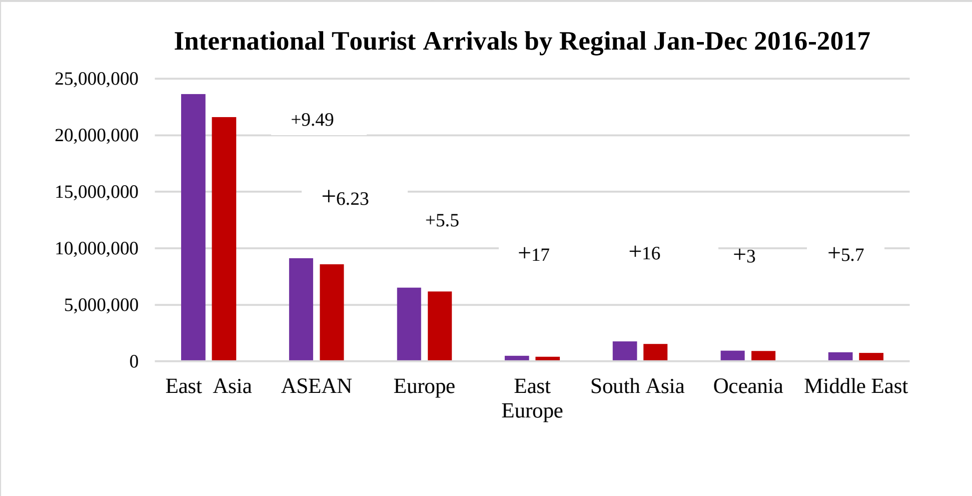


Figure 5.1: International Tourist Arrivals by Reginal Jan-Dec 2016-2017

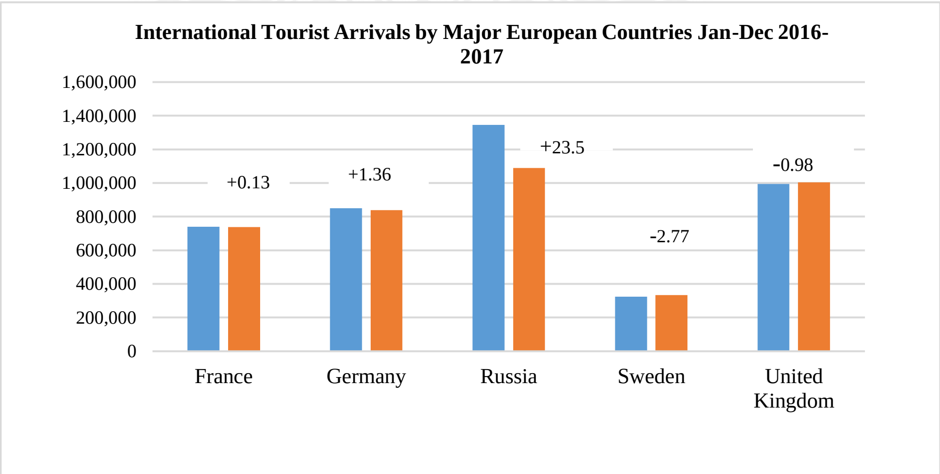


Figure 5.2: International Tourist Arrivals by Major EU Countries Jan-Dec 2016-2017

Australian and New Zealand are the major international tourist's arrivals from Oceania region. In 2017, tourists from Oceania region has increase up to 3.05% from 2016, this is mainly contribute by New Zealand tourists 5.64% and follow by Australian tourists 2.60% (refer to Figure 5.3: International Tourist Arrivals by Oceania Countries Jan-Dec 2016-2017).

Figure 5.3: International Tourist Arrivals by Oceania Countries Jan-Dec 2016-2017

In 2017, Thailand international tourism receipts from East Asia lead by China, Japan and South Korea has growth up to 13.22% from previous year. The next following by Europe region, an increase of 8.59% from year 2016 which mainly cause by Russia which heavy increase up to 28.73% worth 105,051 million baht in 2017. In other Europe are as Germany, France and United Kingdom has increase 4.42%, 3% and 1.38% respectively (refer to Figure 5.5: International Tourist Receipts Classified by Major EU Countries Jan-Dec 2016-2017).

ASEAN region comprise with nine nations (Brunei, Cambodia, Indonesia, Laos Malaysia, Myanmar, Philippines, Singapore and Vietnam) has changed 8.54% worth 269,971 million baht in 2017. South Asia leads by India has largely changed up to 20% worth 79,289 million baht in 2017. Oceania region leads by Australia has changed 5% worth 65,117 million baht in 2017. Middle East region has changed 11.66% worth 61,871 million baht in 2017 (refer to Figure 5.4: International Tourist Receipts Classified by Reginal Jan-Dec 2016-2017). Thus, in 2017 the total number of Thailand international tourists receipts worth 1.8 Trillion bath, an increase of 11.66% from previous year (refer to Table 5.1: International Tourist Arrivals and Receipts January-December 2017-2018).

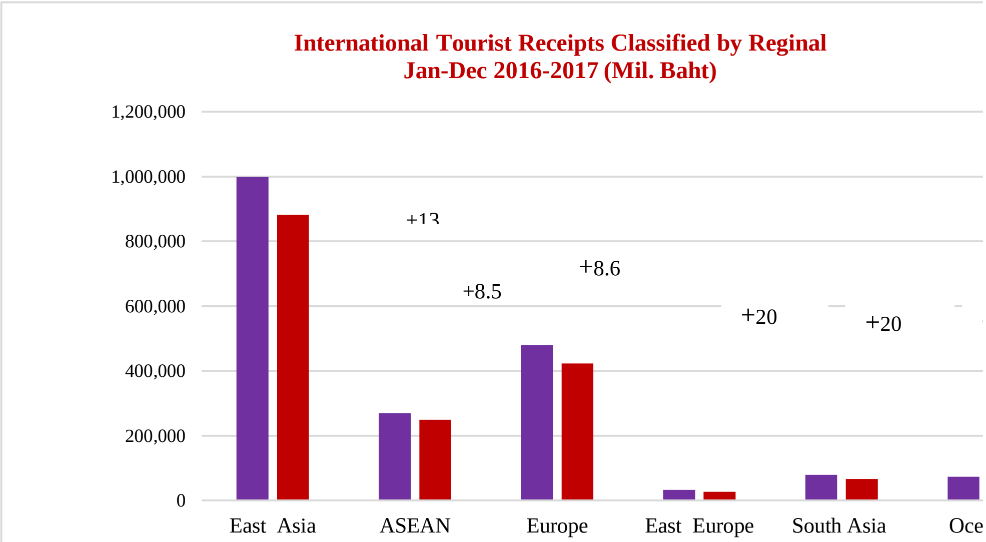


Figure 5.4: International Tourist Receipts Classified by Reginal Jan-Dec 2016-2017

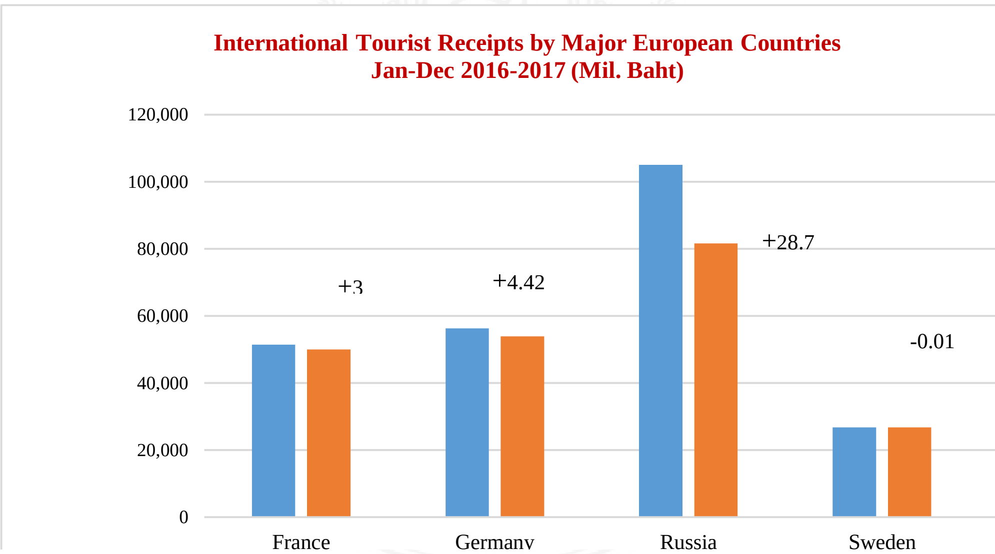


Figure 5.5: International Tourist Receipts Classified by Major EU Jan-Dec 2016-2017

The study was collected data during the last quarter of year 2017. During Oct-Dec 2017, the number of international tourist arrivals are largely changed 21% in Oct, 23% in Nov and 15% in Dec, respectively, as compared to the same period of year 2016. Similarly, the term of international tourist receipts has change 24% worth 142,636 million baht in Oct, 25% worth 159,499 million baht in Nov and 21% worth

191,844 million baht in Dec, respectively, as compared to the same period of previous year 2016. The see in detail of international tourists arrivals to Thailand during the last quarter of year 2017 (Oct-Dec) will be presenting in Table 5.2, Table 5.3 and Table 5.4 in the following section below;

Table 5.2: International Tourist Arrivals and **Receipts Oct 2016-2017**

Country of Nationality	Number		%Change	Country of Nationality	Receipts		%Change
	2017P	2016	2017/16		2017P	2016	2017/16
East Asia	1,845,045	1,426,045	+29.38	East Asia	80,652.91	56,787.60	+42.03
ASEAN	*695,985*	*660,121*	*+5.43*	*ASEAN*	*20,758.24*	*18,994.60*	*+9.28*
Europe	477,632	448,503	+6.49	Europe	34,946.92	32,490.29	+7.56
France	54,311	52,449	+3.55	France	3,853.22	3,684.27	+4.59
Germany	72,677	69,398	+4.72	Germany	4,880.18	4,613.86	+5.77
Russia	105,571	90,919	+16.12	Russia	8,070.07	6,881.23	+17.28
Sweden	17,855	17,194	+3.84	Sweden	1,449.27	1,381.80	+4.88
United Kingdom	**75,339**	**73,979**	**+1.84**	**United Kingdom**	**5,724.71**	**5,565.71**	**+2.86**
East Europe	29,625	26,736	+10.81	East Europe	1,912.94	1,709.30	+11.91
Oceania	81,946	78,625	+4.22	Oceania	6,570.99	6,157.25	+6.72
Australia	**71,110**	**69,362**	**+2.52**	**Australia**	**5,755.89**	**5,477.46**	**+5.08**
New Zealand	10,598	9,055	+17.04	New Zealand	796.82	664.20	+19.97
Middle East	52,504	60,859	-13.73	Middle East	4,310.78	4,921.76	-12.41
Grand Total	2,723,971	2,252,775	+20.92	Grand Total	142,639.83	114,676.78	+24.38

Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, last updated on 14 Jan 2018

In Oct 2017, international tourist receipts from East Asia leads by China has largely change up to 42%, following by ASEAN 9% and Europe 8%. The tourism receipts from UK increase to 3% and Australia 5% (refer to Figure 5.6).

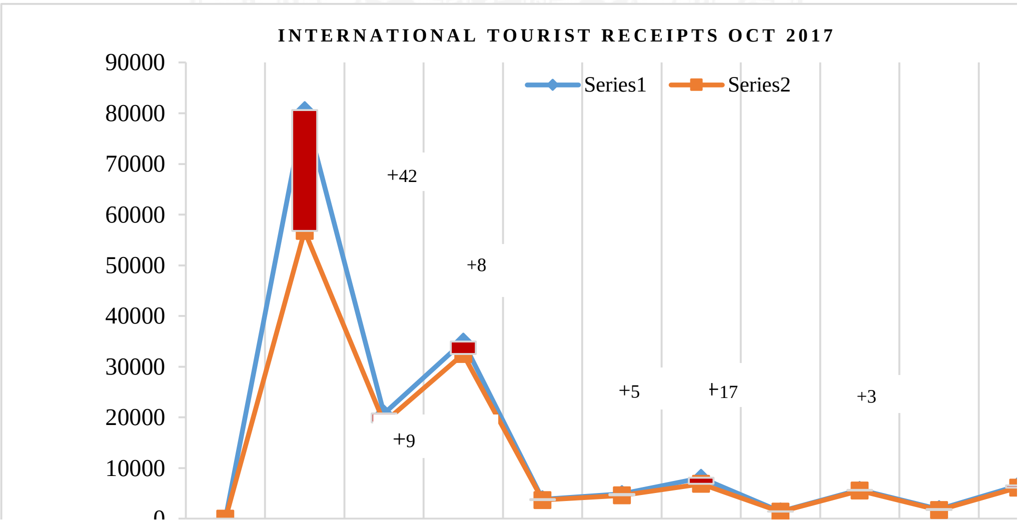


Figure 5.6: International Tourist Receipts by Major Countries (Oct 2016-2017)

The number of international tourist arrivals to Thailand in Nov 2017 majority come from East Asia leads by China which largely changed to 34% as compared to Nov 2016. UK and Australia has little changed 1% and 2%, respectively (refer to Table 5.3).

Table 5.3: International Tourist Arrivals and **Receipts Nov 2016-2017**

Country of Nationality	**Number**		**%Change 2017/16**	**Country of Nationality**	**Receipts**		**%Change 2017/16**
	2017P	**2016**			**2017P**	**2016**	
East Asia	1,935,816	1,445,853	+33.89	East Asia	82,826.35	56,894.05	+45.58
ASEAN	*742,514*	*696,072*	*+6.67*	*ASEAN*	*21,918.07*	*20,065.99*	*+9.23*
Europe	652,711	608,922	+7.19	Europe	48,001.29	44,260.60	+8.45
France	63,252	65,071	-2.80	France	4,487.56	4,570.90	-1.82
Germany	86,740	86,658	+0.09	Germany	5,824.50	5,761.38	+1.10
Russia	163,334	132,615	+23.16	Russia	12,485.62	10,037.00	+24.40
Sweden	28,045	30,001	-6.52	Sweden	2,276.38	2,411.03	-5.58
United Kingdom	**87,799**	**86,887**	**+1.05**	**United Kingdom**	**6,671.50**	**6,536.83**	**+2.06**
East Europe	56,556	48,330	+17.02	East Europe	3,724.96	3,089.85	+20.55
Oceania	70,846	69,724	+1.61	Oceania	5,600.85	5,455.84	+2.66
Australia	**61,976**	**60,688**	**+2.12**	**Australia**	**4,943.14**	**4,792.48**	**+3.14**
New Zealand	8,513	8,691	-2.05	New Zealand	630.69	637.50	-1.07
Middle East	50,876	50,910	-0.07	Middle East	4,077.72	4,013.92	+1.59
Grand Total	3,020,863	2,452,457	+23.18	Grand Total	159,498.79	127,784.96	+24.82

Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, last updated on 14 Jan 2018

In Nov 2017, the number of international tourist receipts from East Asia leads by China has largely change up to 46%, following by ASEAN 9% and Europe 8%. The tourism receipts from UK increase to 2% and Australia 3% (refer to Figure 5.10).

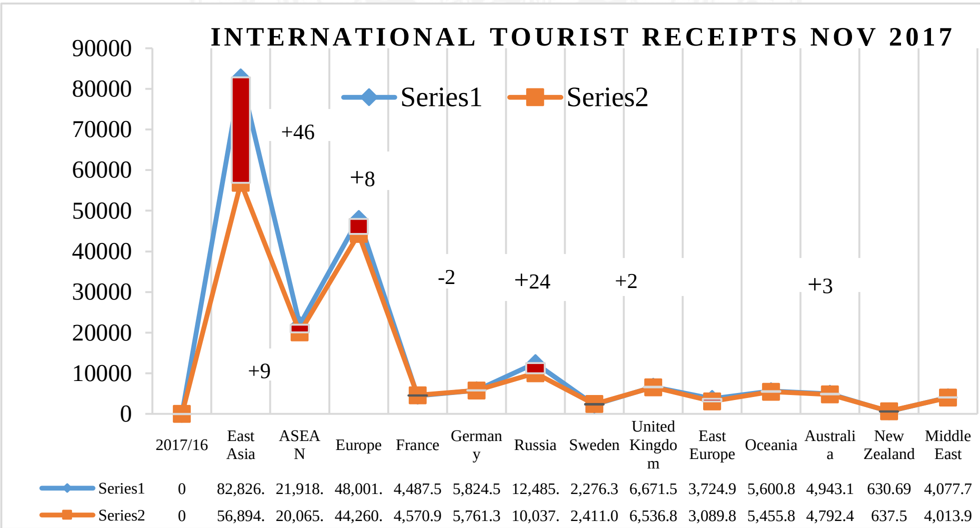


Figure 5.7: International Tourist Receipts by Major Countries (Nov 2016-2017)

The number of international tourist arrivals to Thailand in Dec 2017 majority come from East Asia leads by China changed to 22% as compared to Dec 2016. The tourists from UK has decline (-5%) while Australian has increase 2%, respectively (refer to Table 5.4).

Table 5.4: International Tourist Arrivals and **Receipts December 2016-2017**

Country of Nationality	Number		%Change	Country of Nationality	Receipts		%Change
	2017P	2016	2017/16		2017P	2016	2017/16
East Asia	2,181,686	1,791,135	+21.80	East Asia	93,183.51	69,383.93	+34.30
ASEAN	*929,119*	*878,072*	*+5.81*	*ASEAN*	*27,614.55*	*24,946.15*	*+10.70*
Europe	824,078	778,993	+5.79	Europe	62,958.95	56,655.47	+11.13
France	72,347	76,988	-6.03	France	5,287.31	5,359.76	-1.35
Germany	94,325	93,442	+0.94	Germany	6,524.46	6,156.97	+5.97
Russia	197,208	161,835	+21.86	Russia	15,528.76	12,139.25	+27.92
Sweden	64,616	63,813	+1.26	Sweden	5,402.67	5,082.58	+6.30
United Kingdom	**107,892**	**113,122**	**-4.62**	**United Kingdom**	**8,445.04**	**8,434.65**	**+0.12**
East Europe	68,077	59,431	+14.55	East Europe	4,528.16	3,765.67	+20.25
Oceania	88,094	85,680	+2.82	Oceania	7,029.39	6,644.60	+5.79
Australia	**76,386**	**74,629**	**+2.35**	**Australia**	**6,152.78**	**5,840.80**	**+5.34**
New Zealand	11,317	10,779	+4.99	New Zealand	846.72	783.60	+8.06
Middle East	61,054	62,447	-2.23	Middle East	4,972.39	4,878.73	+1.92
Grand Total	3,535,594	3,060,736	+15.51	Grand Total	191,844.75	158,505.50	+21.03

Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, last updated on 14 Jan 2018

International tourist receipts from East Asia has largely change up to 46%, ASEAN 9% and Europe 8%, UK 2% and Australia 3% (refer to Figure 5.8).

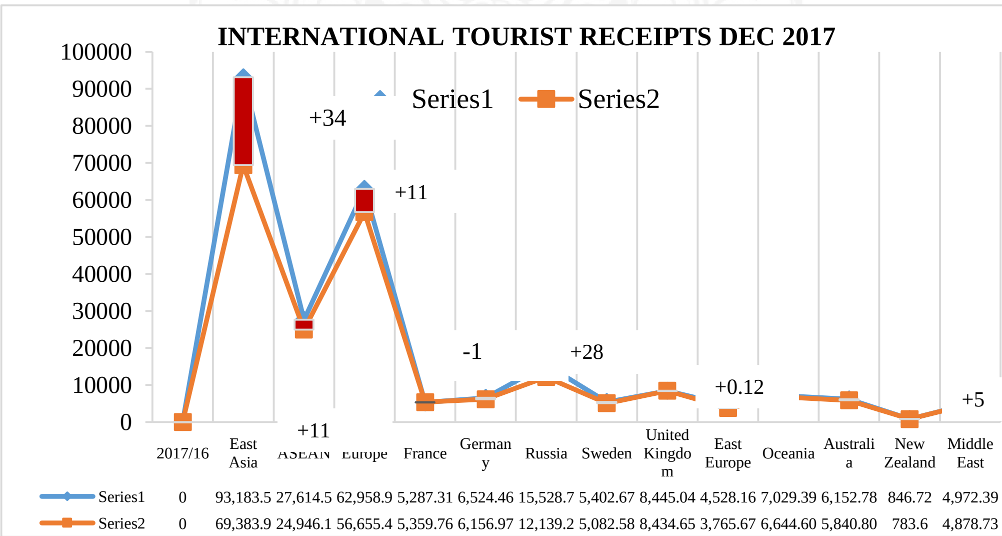


Figure 5.8: International Tourist Receipts by Major Countries (Dec 2016-2017)

The trend of British and Australian tourist arrivals growth Oct-Dec 2017

In summary, the number of British tourists has change 2% in Oct, 1% in Nov before decline to (-5%) in Dec 2017 as compared to last year 2016. In Australian the number of tourists arrivals are continues to increase 3% in Oct, 2% in Nov and 2% in Dec, respectively. As comparing between the number of British and Australian tourists as well, the number of Australian tourist arrivals are consistency during the last quarter of year 2017. In Dec 2017, the British tourist's arrivals has drop down to (-5%), which normal the number of tourists should be increase as compare to most of the countries by year ending whereby most of tourists come to celebrate charismas and new year. The detail exhibited in Table 5.5 and Figure 5.9.

Table 5.5: International Tourist Arrivals **Oct- Nov–Dec 2016-2017**

Country of Nationality	October		% 17/16	November		% 17/16	December		% 17/16
	2017^P	2016		2017^P	2016		2017^P	2016	
East Asia	1,845,045	1,426,045	+29.38	1,935,816	1,445,853	+33.89	2,181,686	1,791,135	+21.80
ASEAN	*695,985*	*660,121*	*+5.43*	*742,514*	*696,072*	*+6.67*	*929,119*	*878,072*	*+5.81*
Europe	477,632	448,503	+6.49	652,711	608,922	+7.19	824,078	778,993	+5.79
France	54,311	52,449	+3.55	63,252	65,071	-2.80	72,347	76,988	-6.03
Germany	72,677	69,398	+4.72	86,740	86,658	+0.09	94,325	93,442	+0.94
Russia	105,571	90,919	+16.12	163,334	132,615	+23.16	197,208	161,835	+21.86
Sweden	17,855	17,194	+3.84	28,045	30,001	-6.52	64,616	63,813	+1.26
United Kingdom	**75,339**	**73,979**	**+1.84**	**87,799**	**86,887**	**+1.05**	**107,892**	**113,122**	**-4.62**
East Europe	29,625	26,736	+10.81	56,556	48,330	+17.02	68,077	59,431	+14.55
Oceania	81,946	78,625	+4.22	70,846	69,724	+1.61	88,094	85,680	+2.82
Australia	**71,110**	**69,362**	**+2.52**	**61,976**	**60,688**	**+2.12**	**76,386**	**74,629**	**+2.35**
New Zealand	10,598	9,055	+17.04	8,513	8,691	-2.05	11,317	10,779	+4.99
Middle East	52,504	60,859	-13.73	50,876	50,910	-0.07	61,054	62,447	-2.23
Grand Total	2,723,971	2,252,775	+20.92	3,020,863	2,452,457	+23.18	3,535,594	3,060,736	+15.51

Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, Jan 2018

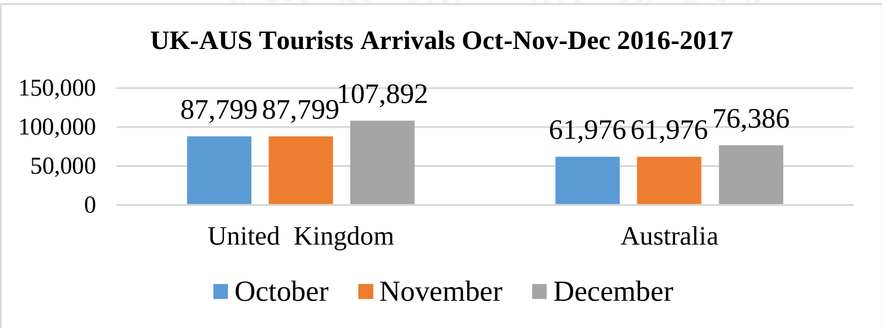


Figure 5.9: UK & AUS Tourist Arrivals (Oct –Nov 2017)

The trend of British and Australian receipts growth Oct-Dec 2017

In summary, British tourist receipts changed 3% in Oct, 2% in Nov before decline to 0.12 in Dec 2017 as compared to last year 2016. In Australian the tourist receipts increase 5% in Oct, 3% in Nov and 5% in Dec, respectively. As comparing between the British and Australian tourist receipts as well, Australian tourist receipts trend to increase during the last quarter of year 2017. By the end of Dec 2017, the British tourist receipts has drop down less than 1%, which normally expected to increase as compare to most of the countries receipts to Thailand whereby most of tourists come to celebrate charismas and new year. The detail exhibited in Table 5.6 and Figure 5.10.

Table 5.6: International **Receipts Oct- Nov–Dec 2016-2017**

Country of Nationality	**October**		**%**	**November**		**%**	**December**		**%**
	2017^{P}	**2016**	17/16	**2017^{P}**	**2016**	17/16	**2017^{P}**	**2016**	17/16
East Asia	80,652.91	56,787.60	+42.03	82,826.35	56,894.05	+45.58	93,183.51	69,383.93	+34.30
ASEAN	*20,758.24*	*18,994.60*	*+9.28*	*21,918.07*	*20,065.99*	*+9.23*	*27,614.55*	*24,946.15*	*+10.70*
Europe	34,946.92	32,490.29	+7.56	48,001.29	44,260.60	+8.45	62,958.95	56,655.47	+11.13
France	3,853.22	3,684.27	+4.59	4,487.56	4,570.90	-1.82	5,287.31	5,359.76	-1.35
Germany	4,880.18	4,613.86	+5.77	5,824.50	5,761.38	+1.10	6,524.46	6,156.97	+5.97
Russia	8,070.07	6,881.23	+17.28	12,485.62	10,037.00	+24.40	15,528.76	12,139.25	+27.92
Sweden	1,449.27	1,381.80	+4.88	2,276.38	2,411.03	-5.58	5,402.67	5,082.58	+6.30
United Kingdom	**5,724.71**	**5,565.71**	**+2.86**	**6,671.50**	**6,536.83**	**+2.06**	**8,445.04**	**8,434.65**	**+0.12**
East Europe	1,912.94	1,709.30	+11.91	3,724.96	3,089.85	+20.55	4,528.16	3,765.67	+20.25
Oceania	6,570.99	6,157.25	+6.72	5,600.85	5,455.84	+2.66	7,029.39	6,644.60	+5.79
Australia	**5,755.89**	**5,477.46**	**+5.08**	**4,943.14**	**4,792.48**	**+3.14**	**6,152.78**	**5,840.80**	**+5.34**
New Zealand	796.82	664.20	+19.97	630.69	637.50	-1.07	846.72	783.60	+8.06
Middle East	4,310.78	4,921.76	-12.41	4,077.72	4,013.92	+1.59	4,972.39	4,878.73	+1.92
Grand Total	142,639.83	114,676.78	+24.38	159,498.79	127,784.96	+24.82	191,844.75	158,505.50	+21.03

Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, Jan 2018

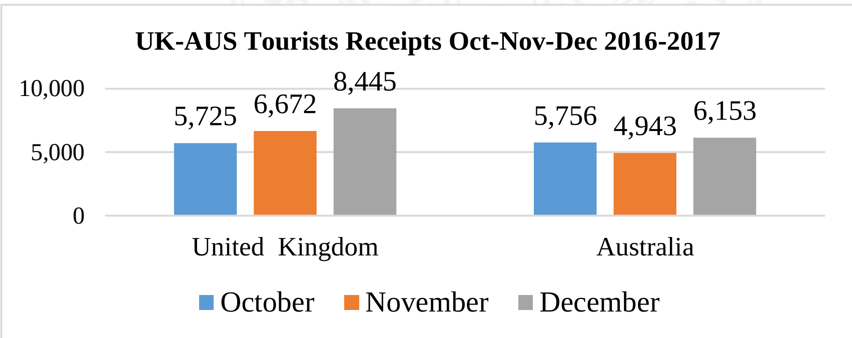


Figure 5.10: UK & AUS Tourist Receipts (Oct –Nov 2017)

In the last quarter of year 2017 (Oct-Nov-Dec), the number of international tourists arrivals reach to 3.5 million tourists in Dec, as increase of 15% as compared to previous year (refer to Figure 5.11).

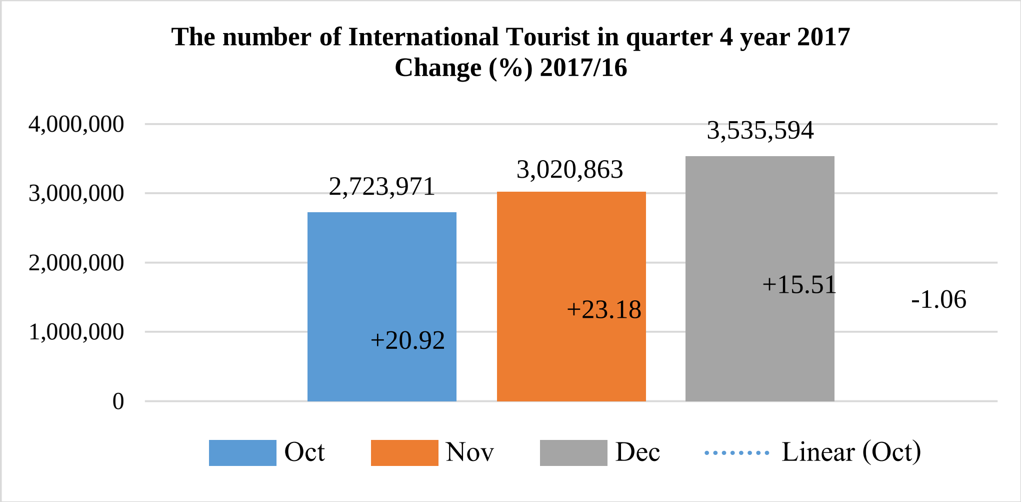


Figure 5.11: The number of International Tourist in quarter 4 year 2017
Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, Thailand, last updated on 10 Jan 2018

Comparing the number of international tourists arrival between 2015, 2016 and 2016. Tourists from China is the top national contributing to Thailand tourism industry both in term of number and receipts. The trend of Chicness tourists has no sign to decline as it's reach nearly 10 million people in 2017 (refer to Figure 5.12: Comparing the number of major Thai market tourists in 2015-2017).

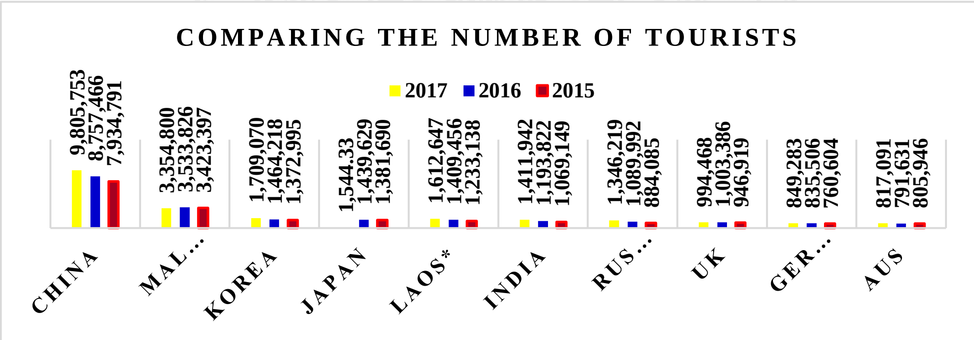


Figure 5.12: Comparing the number of major Thai market tourists in 2015-2017

UK and AUS tourists are ranked in the top 10 Thailand tourism market from 2015, 2016 and 2017. Despite, the number of tourists from these countries are not much as compare with China and Malaysia. Despite, there are an opportunities for these market to growth as much as like Russia sample. The trend of tourist's arrivals from UK and AUS exhibited in Figure 5.13: Comparing the number of major Thai market tourists in 2015-2017 and their receipts are exhibited in Figure 5.14: Thailand Received Income from International Tourist.

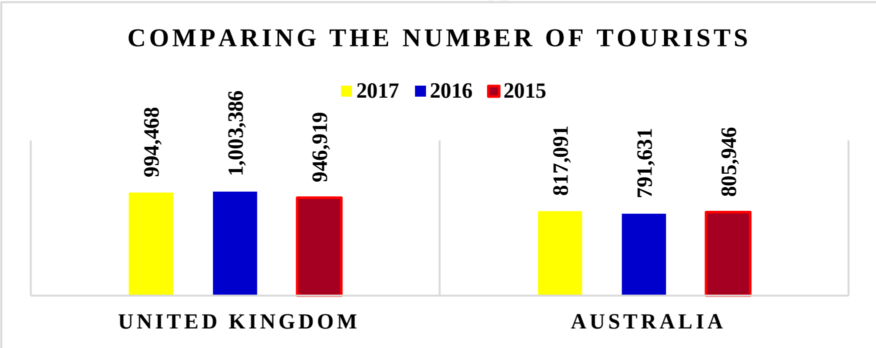


Figure 5.13: Comparing the number of major Thai market tourists in 2015-2017
Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, Thailand, last updated on 10 Jan 2018

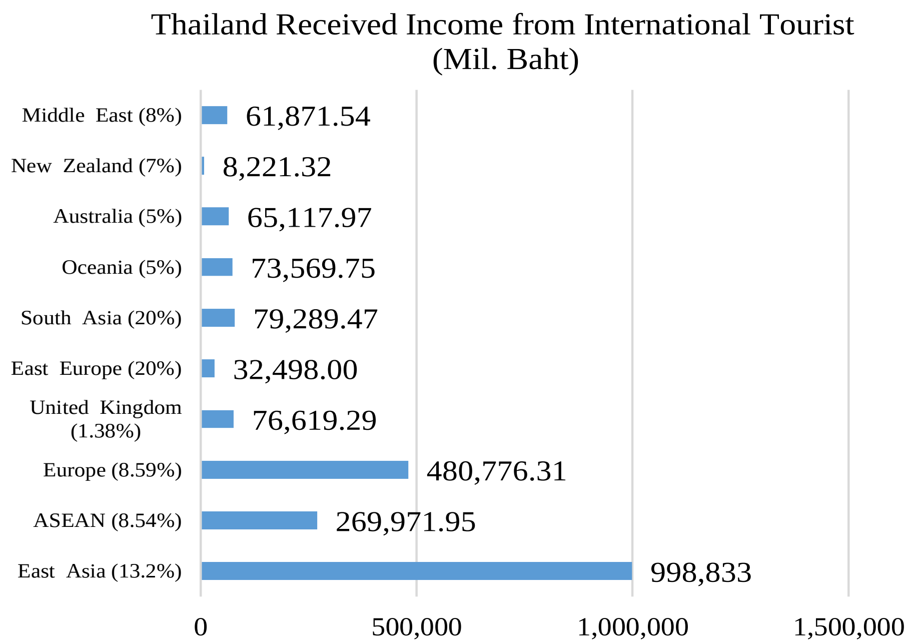
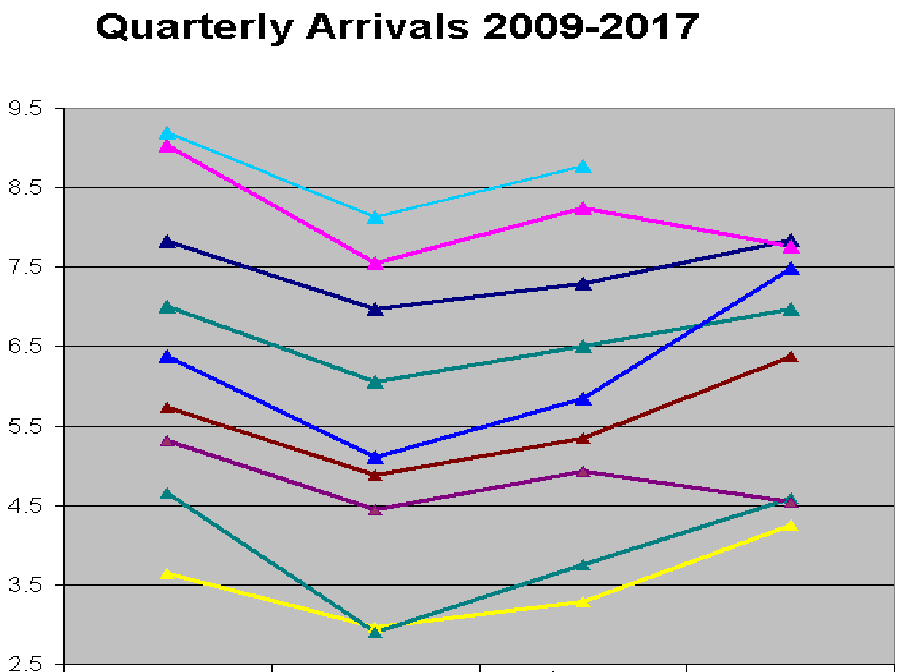


Figure 5.14: Thailand Received Income from International Tourist (Mil. Baht)
Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, Thailand, last updated on 10 Jan 2017

Thailand tourism has received income from international tourists mainly come from East Asia (China, South Korea Japan etc.) worth 998,833 million baht in 2017, an increase to 13% from 2016. UK and Australian contributing to Thailand tourism income approximately 76,619 and 65,117 million baht (refer to Figure 5.14: Thailand Received Income from International Tourist).

In conclusion, the number of international tourist and income are based on the East Asia market whereby China is the 1st of Thailand visitor (refer to Table 5.1: International Tourist Arrivals and Receipts January–December 2016-2017). Japan and Korea market consider in a top rank tourists from East Asia and have trend to increase from year to year, averagely 4-7%. In term of foreign income to Thailand tourism market, China still in 1st player in Thailand tourism while worth 524,451 million baht while UK and AUS was in the last of top 10th list (refer to Figure 5.14: Thailand Received Income from International Tourist).

Generally, the number of international tourist arrivals trend to increase year by year, the quarterly arrivals has changed about 3% up to 10% in the first quarter of 2009 to 2017 (refer to Figure 5.15). As of the data in Figure 5.15 show that international tourist arrivals to Thailand massive during first and fourth quarter of the year. International tourist from UK has decline to 994,468 people in 2017, a little decrease of 1% from previous year 2016. Despite, the receipts from UK tourist still increase about 1% as compared to last year. The tourist from AUS has increase about 3% while the receipts increase up to 5% as compared to year 2016. As of this gap enable for future research to investigate *'how to increase tourists income and added expenditure from these countries'*. The contribution of this study will be contributing to Thailand tourism stability.



	Jan-Mar	Apr-June	July-Sept	Oct-Dec
2009	3.64	2.96	3.29	4.26
2010	4.66	2.9	3.76	4.59
2011	5.31	4.44	4.93	4.54
2012	5.74	4.88	5.35	6.38
2013	7.01	6.06	6.5	6.975
2014	6.38	5.1	5.85	7.49
2015	7.83	6.98	7.29	7.836
2016	9.04	7.55	8.25	7.769
2017	9.195	8.13	8.78	

Figure 5.15: International Tourist Quarterly Arrivals 2009-2017
Source: Immigration Bureau, Royal Thai Police
Ministry of Tourism and Sport, Thailand, last updated on 10 Jan 2017

5.2 UK-AUS Tourists Demographic and Behavior in Thailand

British and Australian (UK-AUS) tourists demographic refer to age majority ranged between 21-30 years (52%) in UK group and 21-30 years in AUS group. Most of the British tourist's status are single (53.8%) and married (46.2%). The majority status of Australian tourists are single (72%) which higher as compare to British. The majority of UK-AUS groups are male tourist which approximately 63.1% in UK and 58% in AUS groups. Thus, Thailand country seem to be favored destination for *'male tourist'* from these countries. Since, most of the tourists are repeating visitors where by 49% of British tourists come to Thailand before 1-2 time and 43.9% in Australian group.

The education level of British tourists are undergraduate (57.5%) and postgraduate degree (56%) in Australian tourists. The majority of British tourist's occupation are employee (60.5%) while (31.6%) of Australian tourists are students and also another (31.6%) are employees (refer to Table 4.33: Demography of UK-AUS Tourist Respondents).

Most of Australian tourist's income averagely 10,001-15,000 $USD per month (40.4%), while British tourist's income 5,001-10,000 $USD per month (31%). Most of British tourists come to Thailand for travel (96.4%) and (77.2%), respectively.

The majority of British tourists visited Thailand before 1-2 times (49%) and (44%) in Australian tourists, respectively. Most of UK-AUS tourists know about Thailand tourism from friend and family (27%) and (33%), respectively. The average duration for Australian tourists stay in Thailand between 5-7 days (45.6%), 8-10 days (35%) and over than 2 weeks (16%), respectively. The majority of British tourists stay in Thailand 8-10 days (50.4%) follow by 2 weeks (25.4%) and 5-7 days (24%), respectively.

UK-AUS tourists are prefer to stay in hotel and guest house during travel in Thailand (63.6%) and (56.1%), stay in the resident of friend and relative (16.4%) and (21%). Most of tourists arranged their trip to Thailand by seeking information and managed their booking via internet (67%) for UK group and (79%) for AUS groups. Generally, British tourists travel to Thailand with family (46%) and (30%) in Australian tourist. About 24% of British and 23% of Australian tourists travel with group tour/friend or colleagues.

Generally, about 39% of British tourists spending budget 1,001-1,500 $USD during their trip in Thailand, following by 2,001-2,500 $USD (29.5%), 1,501-2,000 $USD (17.6%), and more than 2,501 $USD (11.5%). About 35% of Australian tourists spending budget 1,501-2,000 $USD, following by 1,001-1,500 $USD (30%), 2,001-2,500 $USD (21%) and more than 2,501 $USD (10.5%), respectively (refer to Table 4.34: General Information of UK-AUS Tourist Respondents).

In generally, British and Australian (UK-AUS) tourists are the repeat visitor come to Thailand about 1-2 times (49%) in UK group and (44%) in AUS group. They arrange their trip via internet booking (67%) in UK group and (79%) in AUS group. Most of British tourists are traveling with family whereby (26%) of them come to Thailand for honey and wedding. Australian tourists travel alone (47.4%) whereby (32%) of the respondents come to Thailand for shopping and entertainment, following by spa and wellness (31%), MICE, (20%), medical tourism (15%) while very few of them travel to Thailand for honeymoon (2%), see more detail in Table 4.37: UK-AUS Tourism Types.

As of these data indicated that British tourists choose Thailand for their honeymoon destination while Australian tourists are more interesting on shopping and entertainment. Thus, the duration of stay in UK group is longer (8-10 days) as compare with AUS group (5-7 days). British tourists stay longer than 2 week approximately (25.4%), while Australian group (16%) stay longer 2 weeks. Despite, in term of tourist spending, Australian tourists are the higher purchase power as compare to British (refer to Table 34: General Information of UK-AUS Tourist Respondents). Similarly to the Department of Tourism, Ministry of Tourism and Sport data report on Aug, (2016) show that Australia is the biggest spending per capital in Thailand, approximately 6,000 baht/day while UK spending per capital is 4,295 baht/day. Averagely, Australian tourists spending about 28% over as compare to British tourists while the duration is shorter.

In contrast, UNWTO Tourism Highlights reported that UK is the 4th international tourism expenditure in 2016 worthy 64 \$billion and Australian is the 8th worthy 27 \$billion. A largely difference in term of tourism expenditure between UK and AUS (refer to Table 1.6: International Tourism Expenditure in 2015-2016). Despite, in Thailand British tourists capital spending is less than Australian while the duration of stay are longer up to 10 days and over 2 weeks. The data also indicated that British honeymoon tourists have stay longer than other tourism types and their spending are more than other tourism types (see more detail in Table 5.7: Tourism Types and British Tourists Budget).

Table 5.7 show types of tourism and the budget spending of British tourists in Thailand. The data show that 26% of respondents come to Thailand for honeymoon trip, these respondents occupations are employee (58%) and business owner (37%), as exhibited in Table 5.8: Tourism Types and British Tourists Occupation.

Table 5.7: Tourism Types and British Tourists Budget

Budget	Tourism Types					Total
	Medical Tourism	Spa and Wellness	MICE	Shopping & Entertainment	Honeymoon & Wedding	
< 1,000 USD	1	3	0	8	0	12
1,000-1,500 USD	27	70	11	84	24	216
1,500-2,000 USD	1	29	0	37	30	97
2,000-2,500 USD	14	39	24	24	61	162
> 2,500 USD	7	13	9	6	28	63
Total	50	154	44	159	143	550

Chi-Square Tests x^2 = 112; Sig .000***

In UK group, the data indicate that types of tourism such as medical tourism, spa and wellness, MICE, shopping and entertainment, honeymoon and wedding are concerned on tourists budget spending (x^2 = 112; Sig .000***). Similarly, these tourism types are also concerned on tourists' occupation (x^2 = 110.529; Sig .000***) (refer to Table 5.7 and Table 5.8).

Table 5.8: Tourism Types and British Tourists Occupation

Budget	Tourism Types					Total
	Medical Tourism	Spa and Wellness	MICE	Shopping & Entertainment	Honeymoon & Wedding	
Employee	32	82	34	102	83	333
Business Owner	15	32	2	18	53	120
Student	2	18	8	39	0	67
Other	1	22	0	0	7	30
Total	50	154	44	159	143	550

Chi-Square Tests x^2 = 110.529; Sig .000***

Table 5.9 show types of tourism and the budget spending of Australian tourists in Thailand. The data show that 32% of respondents come to Thailand for shopping and entertainment, these respondents occupations are employee (31.6%), business owner (26.3%) and student (31.6), as exhibited in Table 5.9: Tourism Types and Australian Tourists Occupation.

In AUS group, the data indicate that types of tourism such as medical tourism, spa and wellness, MICE, shopping and entertainment, honeymoon and wedding are concerned on tourists budget spending (x^2 = 239.153; Sig .000***). Similarly, these tourism types are also concerned on tourists' occupation (x^2 = 340.143; Sig .000***) (refer to Table 5.9 and Table 5.10).

Table 5.9: Tourism Types and Australian Tourists Budget

Budget	Tourism Types					Total
	Medical Tourism	Spa and Wellness	MICE	Shopping & Entertainment	Honeymoon & Wedding	
< 1,000 USD	0	3	2	15	0	20
1,000-1,500 USD	3	60	29	78	0	170
1,500-2,000 USD	27	82	23	68	0	200
2,000-2,500 USD	34	32	37	17	0	120
> 2,500 USD	21	0	24	5	10	60
Total	85	177	115	183	10	570

Chi-Square Tests x^2 = 239.153; Sig .000***

The data also indicated that 32% of Australian tourists are more interesting on shopping and entertainment while medical tourism and MICE are relatively higher budget spending as compare to other types (refer to Table 5.9).

Moreover, 31.6% of Australian respondents are student in postgraduate degree whereby they come to Thailand for MICE, shopping and entertainment. Thus, the budget spending is higher and also the duration of stay is longer as compare to other tourism types (refer to Table 5.10).

Table 5.10: Tourism Types and Australian Tourists Occupation

Budget	Tourism Types					Total
	Medical Tourism	Spa and Wellness	MICE	Shopping & Entertainment	Honeymoon & Wedding	
Employee	31	70	30	49	0	180
Business Owner	52	36	7	45	10	150
Student	2	12	77	89	0	180
Other	0	59	1	0	0	60
Total	85	177	115	183	10	570

Chi-Square Tests x^2 = 340.143; Sig .000***

As of these tourists' behaviors, Thailand tourists marketing strategy should be focus on particular tourism types. Such as UK tourists market should be more concerned and promote on ***'honeymoon & wedding market'*** via online and offline media. Since, the data prove that majority of British respondents know about Thailand from travel guide/trip advisor (29%), following by CNN News and advertisement (28.7%), while only (4%) know Thailand from Thailand Authority of Tourism (TAT).

In AUS market, such respondents 31.6% are student and come to Thailand for entertainment and MICE. These students are postgraduate degree which rather high income and high purchasing power. Thailand tourists marketing strategy should be focus on ***'MICE market'*** and creating some activities to cover what student want and expected from Thailand. These strategy should be promote via media advertisement and travel/advisor whereby most of Australian tourists came to know Thailand from these sources. Thus, with all of these strategy should bring Thailand destination reach to target customer, quality tourists, generate national income with the high value added, respectively.

5.3 UK-AUS Tourists Perception on *'Amazing Thailand:Discover Thainess'*

A successful praise of Thailand country branding campaign was *'Amazing Thailand'*, this campaign was created just after economic crisis of 1997. With one word of *'Amazing'* enable to bring all diversity aspects of Thailand country. The government lunch campaign in 1998 together with croup discussion agencies such as Leo Burnett Company (American advertising executive), tour guides, restaurants and souvenir associations. After group discussion, the ideas come out with *'Amazing Thailand'*. After two months of discussion group, *'Amazing'* word cashing on all things Thailand tourism has to offer such as historical and cultural sites, fabulous, beautiful beaches and very friendly people. To promote this campaign in global market, Thai government allocated 37.9 Million USD in 1998-1999. *'Amazing Thailand'* was hardly promoted on shopping destination, tasty food, beaches, Thai spa and traditional massages. The effects of this campaign was extraordinary tourist arrivals went up from 7 Million to 10 Million in the next five years after the campaign has launched.

In 2003, the government launched the *'Unseen Thailand'* campaign, which was expanded to cover not only the culture, heritage sites, food, shopping and sightseeing beach, but also promote golfing tour, adventure, diving, wedding package and destination to shoot films. This brand was reaching maturity by reach to backpacking tourist to young urban professional who look for something difference. As the results of this campaign make Thailand country become cheap destination via international tourists perspective.

In 2015, Tourism Authority of Thailand (TAT) has embarked on a new campaign entitled *'Discover Thainess'* (TATnews.org. Tourism Authority of Thailand (TAT), 2015). TAT Governor Thawatchai Arunyik said the campaign will incorporate the *"twelve values"* that Thai junta leader and Prime Minister Prayut Chan-o-cha wants all Thais to practice (National News Bureau of Thailand, 13 February 2015). *'Discover Thainess'* campaign offer Thailand position as the luxury brand aimed at the rich professional desiring for leisure destination. *'Thainess'* being with intended to deepen the emotional value and tourist experience of immersing one's self with Thailand culture.

The Tourism Authority of Thailand has launched *'Discover Thainess'* campaign in 2015. After the campaign has launched, Thailand has more than 29 million international visitors at the end of the year 2015. In 2016, the number of tourists has reached over than 30 million visitors before arrival to 35 million tourists in 2017. This figure making a new history record from over past ten years in Thailand tourism (see more detail in Table 5.11: International Tourists in Thailand Annual statistics).

Table 5.11: International Tourists in Thailand Annual statistics

Year	Arrivals	% Change
2017	35,381,210	+8.57
2016	32,588,303	+8.91%
2015	29,881,091	+20.44%
2014	24,809,683	-6.54%
2013	26,546,725	+18.8%
2012	22,353,903	+15.98%
2011	19,230,470	+20.67%
2010	15,936,400	+12.63%
2009	14,149,841	−2.98%
2008	14,584,220	+0.83%
2007	14,464,228	+4.65%
2006	13,821,802	+20.01%
2005	11,516,936	−1.15%

Sources: Tourism Authority of Thailand, (2018) Despite, this study discover that UK and AUS groups are similarly understanding the concept of *'Amazing Thailand'* as several tourism attractiveness destination (60%) in British tourists and (45%) in Australian tourists (see more detail in Table 4.38: UK-AUS Tourists Understand Concept of *'Amazing Thailand'*). Bases on the data show that British tourists are more interesting on Thailand local culture, heritage and history, while Australian tourists are more interesting on Thailand happiness destination to be passed on international tourism visitors with the colorful activities.

UK and AUS tourists perceived about Thailand destination images differently. Such British tourists imaging Thailand as *'Relaxed Destination'* (58%), while Australian tourists visualizing Thailand destination as *'Amazing Country'* (68%). As of this data indicated that British tourists are likely to revisited Thailand for holiday relax destination while Australian tourists come to Thailand for learning a new experience with the colorful activities. Since, most of British tourists purpose to Thailand for honeymoon and wedding, spa and wellness. Thus, they expected Thailand as the relax destination for leisure with family. In Australian tourists, they come to Thailand for shopping and entertainment, MICE (Meeting, Incentive, Conference and Exhibition), these types of tourism are providing a variety of activities for value added. Thus, they expected Thailand as the variety and colorful destination whereby they can earn a new experience.

UK and AUS tourists have discover the term and meaning of *'Thainess'* in different perspectives up on their experiences. In UK group, Thai massage and spa, Thai culture tour, elephant riding, Thai art museums, Thai cooking and Thai classical dance become the most popular which is registered in their mind. In AUS group, *'scuba diving'* become one of the activities do not miss in Thailand (refer to Table 4.39: UK-AUS Tourists Understand Concept of *'Discovery Thainess'*). Thus, Thai culture can be advertise and sold for British tourists market as long as (26.4%) perceived that Thailand country's unique culture treasures (refer to Table 4.38: UK-AUS Tourist Understand Concept of *'Amazing Thailand'*).

Since most of Australian tourists are male (58%), single status (72%) and over 30% of them are postgraduate students. Tourists from AUS market are in a new generation (Gen Y) age ranged between 21-30 years (36.7%). They are travel to Thailand alone (47%) and travel with group and colleague (23%). No wonder, these tourists were seeking information and arrange their trip, self-booking via internet. Australian tourists is the young male tourists market that they like an adventure and colorful activities. Thus, Tourism Authority of Thailand (TAT) and travel agent should be promoting and advertising about adventure tourism to this market.

5.4 UK-AUS Tourists Destination Satisfaction and Destination Loyalty

This study aimed to examine the effects of place of tourist attraction, infrastructure, promotion and marketing and Thailand destination image on British and Australian tourist's destination satisfaction. In addition it also examined the relationship between destination satisfaction and destination loyalty.

The finding shows that place of tourist attractions, promotion and marketing, Thailand destination have positively related to destination satisfaction for two groups (British and Australian). Infrastructure has positively related to destination satisfaction in UK group while has no relationship effect in AUS group. Accommodation and food, hygiene and sanitation have no significant relationship with destination satisfaction for UK and AUS groups (refer to Table 4.41: Summary of Research Hypotheses Finding on UK-AUS Tourist Samples)

The finding of this study is equivocal from literature review, there are several factors to make tourist satisfied. Some factors may significant in some country while insignificant for some particular countries. Similarity support by the several past research (Suhartanto, Ruhadi & Triyuni, 2016; Rajaratnam, Nair, Sharif & Munikrishnan, 2015; Arasli & Baradarani, 2014; Chen, Lee, Chen & Huang, 2011; Zabkar, Brencic & Dmitrovic, 2010; Poon & Low, 2005; Chen & Gursoy, 2001; Kaynak, Bloom & Leibold, 1994).

However, since tourist satisfy with destination, it directly generated to destination loyalty. This fact couldn't be deny by the loyalty theory (San Martin, Collado, & Rodriguez del Bosque, 2013; Dimanche & Havitz, 1994; Backman & Crompton, 1991; Baloglu, 2001; Iwasaki & Havitz, 1998; Lee, Backman, & Backman, 1997; Mazanec, 2000; Pritchard & Howard, 1997; Selin, Howard, & Cable, 1988).

As the result of this study found that British and Australian tourists are all loyal with Thailand destination. As of the finding shows that 49% of British tourists and 44% of Australian respondents are the repeated visitors (1-2 times). The finding is similarly supported by department of tourism, Ministry of Tourism and Sport, (2016) record that (65%) of tourists from Europe and (71%) tourists from Oceana are repeated visitors.

Similarly, they are likely to revisited Thailand again in the next two year. The finding show that (58%) of respondents are likely and (38%) very likely to revisited Thailand for another vacation (refer to Table 4.42: UK-AUS Tourists Revisited Intention for another Vacation in Thailand). The tourist's perception about overall visiting Thailand found that *'this visit was so great, and I will come again'* (83.6%) in UK group and (68.4%) in AUS group (refer to Table 4.43: UK-AUS Tourists Overall Visiting Perception). This argument is support by several study (Suhartanto, Ruhadi and Triyuni, 2016; Rajaratnam, Nair, Sharif & Munikrishnan, 2015; Arasli and Baradarani, 2014; Chen, Lee, Chen & Huang, 2011; Zabkar, Brencic & Dmitrovic, 2010; Flavian, Martinez, & Polo, 2001).

Thus, the complement of these evident enable to generated positive word-of-month (WOM) by recommend Thailand for holiday destination to their friend and relative (96.4%) in UK group and (94.8%) in AUS group (refer to Table 4.44: UK-AUS Tourists Suggest Thailand as Vacation Destination).

5.5 ‘*Bangkok Brand Power Image’* via the Perspective of UK-AUS Tourists

Bangkok is one of Southeast Asia’s most exciting and dynamic cities. In 2017 World Tourism Organization rated Bangkok city in top 2rd most visited cities by international tourist arrivals, while Hong Kong is the 1st and London is 3rd (refer to Table 5.12: Most visited cities by international tourist arrivals).

Table 5.12: Most visited cities by international tourist arrivals

Rank	City	Country	International tourist arrivals 2017 (millions visitors)
1	Hong Kong	China	25.7
2	Bangkok	Thailand	23.3
3	London	United Kingdom	19.8
4	Singapore	Singapore	17.6
5	Macau	China	16.3
6	Dubai	United Arab Emirates	16
7	Paris	France	14.3
8	New York City	United States	13.1
9	Shenzhen	China	13
10	Kuala Lumpur	Malaysia	12.8
11	Rome	Italy	9.6
12	Tokyo	Japan	9.7
13	Taipei	Taiwan	9.3
14	Istanbul	Turkey	8.6
15	Guangzhou	China	9.1
16	Prague	Czech Republic	9.1
17	Mecca	Saudi Arabia	8.7
18	Miami	United States	8.1
19	Seoul	South Korea	7.7

Source: UNWTO Tourism Highlights, (2017)

Bangkok city offers British and Australian tourists wonderful mix of ancient and modern cultures. The reason *‘why Bangkok become the popular destination chosen by British and Australian tourists?’* This is because Thai traditional unique and distinguished culture, *“as of my experience Thai people very friendly, kindness and always giving smile that is charming of Thailand”, he said, British tourist.*

Thai people have very gently, polite, sincere and very helpful with warmest hospitality. Particularly, Thai culture are respectful to foreign visitors, as of the Australian tourist experience *"they don't know how to communicate in English but they are so much afford by using picture to guide me a direction", she said, Australian tourist.* Thus, British and Australian tourists are agree that Thailand is rich and vibrant cultures destination that is attractiveness international tourist's arrivals (refer to Table 4.50: Thailand Unique and Distinctive culture).

The Archaeological such as Golden Mountain temple and Grand Palace are arguably as the most popular sightseeing attractive international tourists to visit Bangkok city. Thailand history and traditional are variety such as beautiful temples, walk down to Charoen Krung Road, Pra Athid Road, Cho Phaya River side and shopping all around Bangkok (refer to Table 4.51: Thailand History and Traditional). This result is similarly supported by Montenegro, Costa, Rodrigues and Gomes, (2014) given the reason '*why Portugal was the destination chosen for tourists holidays?* The 32 % of respondent declare that Portugal is beautiful and specific country; 28 % attributed the reason to the unique cities, traditional history, people hospitality, unique culture and 4% attributed to architecture of places.

Bangkok has many wonderful restaurants and it is renowned in among British and Australian tourist about street food stalls that make a variety of testy dishes. *"A variety of food along the road side is attractive whereby we have not seen in our country", he said the British tourist.* Despite, street food is not well with sanitary but acceptable whereby most of the customers are concerned on test and price. A variety of street foods stalls are very preferable by British and Australian tourists, they called Bangkok the food capital of Asia. Undoubtedly, the best Bangkok product rate by British and Australian tourists is street food, Thai fruit, Thai traditional massage and spa, respectively. Similarity to Portuguese tourism products were food, wine and city breaks (Montenegro, Costa, Rodrigues and Gomes, 2014). Based on the results, food is the most important factor effecting on Singaporean, Malaysia and Laotian on Thailand destination satisfaction (Wadeecharoen, 2016). In additional, the research asked what the key Thai menu food should be promotes and communicate internationally. As of the finding show that Pad Thai is the top 1st Thai food menu voted by British and Australian following by Tom Yam shrimp and chicken green curry. Thus, Tourism Authority of Thailand (TAT) are promoted ***'Pad Thai'*** menu and communicate internationally via simple cooking video of Pad Thai. As of Dr. Yuthasak Supasorn, *TAT governor said,*

"This Pad Thai viral video marketing firms part of our Amazing Thailand Discover Amazing Stories initiative aimed at attracting travelers from around the world to explore the charms in everyday life of the Thai people that boast a mix of culture and traditions that epitomizes ***"Thainess"*** *and make the country stand out as offering unique experience to all visitors who visit Thailand".*

The Pad Thai viral video marketing has attracted over 1.5 million views within a few days after it was posted on the social media channels and has become a popular Thai menu through social media sharing (TAT News, 8 February, 2016). The Thai food is tasty, healthy and low calories, it's become a popular menu available in Thai restaurant and street food stalls in Bangkok. This city is unless of happiness by traditional culture and shopping. In every year many British and Australian tourists travel to Bangkok city to appreciate Thailand's special cultural traditional. There are a hundred Buddhist temples surround the city so it is usual to see monks wearing saffron-colored robes when they are out gathering morning alms. British tourists discover Thai way of life and impressive Thai culture, traditional, heritage.

An awareness of Thai culture will stimulate international tourists travel driven by the unique identities of multicultural communities across Thailand (The Government Public Relation Department, 2016). Thai trip will not be completely unless tourists have experienced Bangkok's vibrant nightlife. Bangkok is the 24 hour traveling city and could be defined as *'night trip paradise', he said, Australian tourists.* British tourists view Bangkok city like a *'Venice of the East'* due to Chao Phraya River runs through the city and also connected by several canals. The most attractiveness program in Bangkok is Chao Phraya cruise. Dinning at Biyok Sky Bar is the must thing to do in Bangkok, international buffet is so amazing complementary with panorama sightseeing of Bangkok city that is very romantic for couple honeymoon, *she said, the British tourist.* Bangkok is a famous city in the world and crowded like London but we always find out the peaceful place for relax that make me *'love Bangkok' she said, the British tourist.*

Bangkok city one of international tourist *'dreaming destination',* whereby east and west are meet become *'a combination of traditional and modern city', she said, the British tourist.* Bangkok renown as 'city of fashion' via Japanese and South Korean tourist's perspective, whereby the variety of shopping centers are all around the city (Wadeecharoen, Lertnaisat, Sattavorn, Roungtheera & Lertpiromsuk, 2017). The most famous and popular weekend market is *'Chatuchak'* for UK-AUS tourists group, thus, they named Bangkok as *'a paradise of shopping'* (refer to Table 4.52: Bangkok Brand Power: Traditional and Popular Fashion).

British and Australian tourists consider Bangkok is safe place and infrastructures are well organized as compare to outskirt areas. The pollution, safety and decadent environment problems may reflected Thailand destination image in general and Bangkok brand power image in particular (refer to Table 4.48: City of Comfort and Safety). Despite, some of tourism places are crowded due to variety of tourists may cause to crime, deception and pickpocket. However, British and Australian tourists are understanding Thailand situation and Bangkok environment. They know well about Thailand from tourism info and trip advisor where they should go and should not to avoid from the risk.

In summary, the public transportation system in Bangkok still insufficient and ineffective. Taxi driver do not act on the regulation such as using meter, drive carefully and safely reach to destination. Pollution and decadent environment is reflect to Bangkok brand power image and also influence to tourists destination satisfaction (Arasli & Baradarani, 2014). A lot of places and activities to do in Bangkok and the place to visits are over day and night. Thai people are very kind with warmest hospitality. Thai foods are amazing particularly street foods is attractive British and Australian tourists attention where unseen in their countries. Thus, the overall Thai foods are very delicious and healthy so ***"we love Thai foods"****, they said, British and Australian tourists.*

As of the important factors discussion above, British and Australian tourists respondents were agree to revisit Thailand for the next two years and will recommend Thailand for their friend and relative. This is because of they are impressive on Thailand travel experience whereby associated with using word of mouth among prospective tourists (Jalilvand & Samiei, 2010). Thus, making strong brand power image such as shopping, nightlife, transportation, scenery, fair, cities, cuisine, safe, climate, beach, accommodation, atmosphere and hospitality will be directly associate with willingness to visit on destination (Kim & Kerstetter, 2016).

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APPENDIX

สถาบันเทคโนโลยีไทย-ญี่ปุ่น
Thai-Nichi Institute of Technology
泰日工業大学
สร้างนักคิด ผลิตนักปฏิบัติ สร้างนักประดิษฐ์ ผลิตนักบริหาร

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บธ. 07-136-60

ฝ่ายการท่าอากาศยาน ทสภ.
เลขรับที่ 11008
วันที่ 9 ต.ค.60
ท.23

4 ตุลาคม 2560

รสภ.(ปภ.2)
รับ 4505
5 ต.ค.60
8.16

ท่าอากาศยานสุวรรณภูมิ
เลขรับ 27299
วันที่ 4 ต.ค.60
เวลา 14.07

เรื่อง ขออนุญาตเก็บข้อมูลวิจัยเชิงสำรวจ

เรียน ผู้ว่าการการท่าอากาศยานแห่งประเทศไทย

เอกสารแนบ แบบสอบถามโครงการวิจัย

ตามที่ศูนย์วิจัยและบริการธุรกิจ คณะบริหารธุรกิจ สถาบันเทคโนโลยีไทย-ญี่ปุ่น ได้ทำการสำรวจภาพลักษณ์การท่องเที่ยวไทย พุ่งเป้าตลาดหลัก 10 ประเทศ มีวัตถุประสงค์เพื่อเพิ่มรายได้ให้กับภาคอุตสาหกรรมการท่องเที่ยวของไทย กลุ่มเป้าหมายนักท่องเที่ยวชาวอังกฤษ ออสเตเลีย และนักท่องเที่ยวจากทวีปยุโรป ที่เดินทางเข้ามาประเทศไทยในช่วงไตรมาสสุดท้ายของปี 2560

ทอ.

ในการนี้ ทางสถาบันฯ จึงขอความอนุเคราะห์มายังหน่วยงานของท่าน เพื่อขออนุญาตให้ทีมงานของศูนย์วิจัยลงพื้นที่เก็บข้อมูลภาคสนามกับนักท่องเที่ยวกลุ่มดังกล่าวที่เดินทางเข้ามาประเทศไทยผ่านสนามบินสุวรรณภูมิ ระหว่างวันที่ 15 – 30 ตุลาคม 2560 โดยมีรายชื่อทีมงานดังต่อไปนี้

1. นางสาวณัฏฐิกา เอี่ยมพูฒ
2. นางสาวสุพิตา ไชยฤชา

ทั้งนี้ได้มอบหมายให้ ดร. วนิดา วาดีเจริญ หัวหน้าโครงการวิจัย เป็นผู้ประสานงานไปยังหน่วยงานของท่าน เพื่อขออนุญาตลงพื้นที่เก็บข้อมูลภาคสนามดังกล่าว

จึงเรียนมาเพื่อโปรดพิจารณา สถาบันเทคโนโลยีไทย-ญี่ปุ่น หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่าน และขอขอบพระคุณเป็นอย่างสูงมา ณ โอกาสนี้

ส่วนบริการอาคารผู้โดยสาร ฝทอ.
เลขรับที่ 3264
วันที่ 9 ต.ค. 2560
เวลา 10.18 น.

จึงเรียนมาเพื่อทราบ และโปรดพิจารณา

ขอแสดงความนับถือ

- ฝทอ.และ ฝรภ.ร่วมกันพิจารณา โดยให้ ฝทอ.เป็นเจ้าของเรื่อง

ผศ. รังสรรค์ เลิศในสัตย์
คณบดี คณะบริหารธุรกิจ
สถาบันเทคโนโลยีไทย-ญี่ปุ่น

รสภ.(ปภ.2) ปฏิบัติงานแทน
ผสภ.
6 ต.ค.60

ดร. วนิดา วาดีเจริญ
หัวหน้าโครงการวิจัย เบอร์โทรติดต่อ 086-770-1908
นางสาวรุจารินทร์ จิตต์แก้ว
ผู้ช่วยนักวิจัย ศูนย์วิจัยและบริการธุรกิจ
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- สนอ. ฝทอ.
พิจารณาร่วมกับ ฝรภ. ต่อไป

รสภ ปภ. 9 ต.ค. 60

(ลงชื่อ) พ.ต.ท. ปิติ ตรีกมลนนท์
ผอก.ฝทอ.
9 ต.ค.60

สำเนาคู่ฉบับ

ต่อ ทสภ.ที่ 27299/60
ฝทอ.ที่ 11008/60
สบอ.ที่ 3264/60

(สบอ.ฝทอ. โทร.29277)

เรื่อง ขออนุญาตเก็บข้อมูลวิจัยเชิงสำรวจ

เรียน ผอก.ฝทอ.

ตามที่ สถาบันเทคโนโลยีไทย-ญี่ปุ่น ได้มีหนังสือที่ บธ. 07-136-60 ลงวันที่ 4 ต.ค.60 ขอความอนุเคราะห์ให้ ทีมงานของศูนย์วิจัยและบริการธุรกิจ คณะบริหารธุรกิจ สถาบันเทคโนโลยีไทย-ญี่ปุ่น จำนวน 2 คน เข้ามาทำการศึกษาวิจัยเรื่อง “A Study of Factors influencing Tourist’s Perception based on the concept of Amazing Thailand: Discover Thainess” ดังรายละเอียดตามแนบ นั้น

สบอ.ฝทอ.ได้ประสานกับ ฝรภ. (น.ส.บุษปภัทร เพชรศรีช่วง) และผู้ประสานงาน (ดร.วนิดา วาดีเจริญ) แล้ว ขอเรียนให้ทราบดังนี้

1. การเก็บและรวบรวมข้อมูล ทีมงานของศูนย์วิจัยฯ จำนวน 2 คน จะเป็นผู้เข้ามาดำเนินการบริเวณพื้นที่นอกเขตห้าม ห้องโถงผู้โดยสารขาออก ชั้น 4 อาคารผู้โดยสาร ทสภ. ระหว่างวันที่ 18 – 31 ต.ค.60

2. สบอ.ฝทอ.พิจารณาและตรวจสอบตัวอย่างแบบสัมภาษณ์แล้ว เห็นว่าไม่มีข้อความที่ขัดต่อความสงบเรียบร้อยหรือศีลธรรมอันดีแต่อย่างใด และการเก็บรวบรวมข้อมูลของสถาบันฯ จะเป็นประโยชน์ต่อการพัฒนาอุตสาหกรรมการท่องเที่ยว และต่อการดำเนินกิจการของ ทอท. จึงเห็นควรให้การสนับสนุนตามที่สถาบันฯ ขอมาได้ โดยขอให้ทีมงานของศูนย์วิจัยฯ ที่จะเข้ามาดำเนินการติดต่อได้ที่ งปท.สบอ.ฝทอ.โทรศัพท์ 0 2132 9273 ในวันและเวลาทำการ เพื่ออำนวยความสะดวกให้ต่อไป และเห็นควรมีหนังสือตอบสถาบันฯ ตามร่างหนังสือที่แนบ พร้อมนี้ได้ขอสำเนาข้อมูลผลการสำรวจ จำนวน 1 ชุดให้ ทอท.หลังจากที่ดำเนินการเสร็จเรียบร้อยแล้ว

จึงเรียนมาเพื่อพิจารณาและดำเนินการให้ต่อไปด้วย

ศิริขออนุญาต ได้ตอกแบบฟอร์ม เรียบร้อย

ผอก.สบอ.ฝทอ.
11 ต.ค.60

ผจ.งปท.สบอ.ฝทอ.
6 ต.ค.60

เรียน ผสภ. (ผ่าน รสภ.(ปท.2))

เพื่อพิจารณา และขอให้ลงชื่อในหนังสือถึง สถาบันเทคโนโลยีไทย - ญี่ปุ่น ให้ต่อไป 02-1329454

และเห็นควรเสนอ ฝรภ. ทราบเพื่อดำเนินการต่อไป

พ.ต.ท.

ผอก.ฝทอ.
12 ต.ค.60

	ร่าง	11 ต.ค.60
	พิมพ์/ทาน	11 ต.ค.60
	ตรวจ	11 ต.ค.60

Dear Sir/Madame

A study of factors influencing tourist's perception based on the concept of ***"Amazing Thailand: Discover Thainess"*** is a survey research study for understanding how British and Austrian's tourists perceive Thailand destination image from various sources of information. We also wish to understand your need for making best service to our tourists.

Please answer all questions.

Thanks you very much for your kind cooperation

Center for Business Research and Service
Thai-Nichi Institute of Technology

Center for Business Research and Service (TNI-CBRS)

A Study of Factors influencing Tourist's Perception based on the concept of Amazing Thailand: Discover Thainess

Part 1: Personal Profile: Please indicate the most appropriate response.

1.1 Gender ☐ Male ☐ Female

1.2 Nationality ☐ British ☐ Austrian ☐ Other…………..(Please Identified)

1.3 Age (years) ☐ < 20 ☐ 21-30 ☐ 31-40
☐ 41-50 ☐ 51-60 ☐ >60

1.4 What is your marital status? ☐ Married ☐ Unmarried

1.5 What is your education?
☐ School ☐ Undergraduate ☐ Postgraduate ☐ Other……………… (please specific)

1.6 What is your annual income (USD)?
☐ < 5,000 USD ☐ 5,000-15,000 USD ☐ 15,000-25,000 USD ☐ >25,000 USD

1.7 What is your occupation?
☐ Employee ☐ Business Owner ☐ Student ☐ Other…………… (please specific)

1.8 What is the purpose for visiting Thailand?
☐ Travel ☐ Business Trip ☐ Visiting Relative
☐ Education ☐ Conference/ Exhibition ☐ Other please specific………………

1.9 How many time have u been visiting Thailand?
☐ First time ☐ ➢ 2 time ☐ > 5 time ☐ ➢ 10 time

Part 2: Trip to Thailand: Please indicate the most appropriate response.

2.1 How did you come to know about Thailand (Can choose >1)
☐ Media advertisement/News ☐ Friend/ Family ☐ Master card Worldwide
☐ Travel Guide/Web board ☐ Thailand Tourist Authority (TAT) ☐ twitter.com/ThailandFanClub
☐ Trip Advisor ☐ Other please specific…………………

2.2 What is your duration of stay in Thailand?
☐ < 1 day ☐ 2-4 days ☐ 5-7 days ☐ 8-10 Days ☐ More than 2 weeks

2.3 Where do you live during your stay in Thailand?
☐ Hotel/ Guess house ☐ Resident of Friend/Family ☐ Hostel ☐ Other please specific………..

2.4 How you arrange your trip to Thailand?
☐ I arrange my trip by collecting info and make my booking through internet.
☐ I brought package tour from travel agency (if yes; tick the answer below)
[ ] I brought from local agency. [ ] I brought from my country travel agency
☐ Other please specific………………………………………

2.5 How many members come with you to Thailand?
☐ I am travel alone
☐ I am travel with my family (specific the no …………..…..)
☐ I am travel with group tour/friend/colleague (specific the no………..…...)

2.6 What are the types of Thailand tourism you have been choose?
☐ Medical Tourism ☐ Spa and Wellness ☐ MICE
☐ Shopping and Entertainment ☐ Honeymoon and Wedding ☐ Sport

2.7 How much budgets you have spent to Thailand?
☐ Below < 1,000 USD ☐ 1,000 USD – 1,500 USD ☐ 1,500 USD – 2,000 USD
☐ 2,000 USD – 2,500 USD ☐ More than 2,500 USD ☐ Other specific………….... (USD)

Part 3: Tourist Confident and Destination Image

3.1 What is you perception about Thailand political situation

- ☐ Thailand situation is return to normal
- ☐ Thailand country is perceived to be unstable
- ☐ Thailand political stability leads to safety and security in country
- ☐ Thailand is greater sensitivity to be risk and/or exposure to global media information

3.2 Does Thailand country is the most desire destination in among ASEAN countries

☐ Yes it is ☐ No, it is…………………………………(Please identified the country)

3.3 After Thailand which countries in ASEAN do u want to visit? (Can choose >1)

☐ Brunei	☐ Cambodia	☐ Myanmar	☐ Philippines	☐ Vietnam
☐ Indonesia	☐ Laos	☐ Singapore	☐ Malaysia	☐ None of them

What is your perception about Thailand destination image? (Can choose >1)

3.4

☐ Thailand is Fun	☐ Thailand is Excited	☐ Amazing Thailand	☐ Organized Place
☐ Thai Hospitality	☐ Land of Smile	☐ Relaxed Destination	☐ Thainess

3.5 How do you understand concept of *'Amazing Thailand: Discover Thainess'* (Can choose >1)

- ☐ Thailand is unity country and needs to discovering
- ☐ Thailand tourism is creative tourism with refers to colorful activities.
- ☐ Thailand is ensure by several tourism attraction and several tourist destination.
- ☐ Thailand country's unique culture treasures.
- ☐ Thailand country is a land of happiness to be passed on to international visitors.

3.6 How many types of Thailand's tourism products you have purchased? (Can choose >1)

☐ Accommodation	☐ Food and Beverage	☐ Road passenger transport
☐ Gifts and Souvenirs	☐ Water passenger transport	☐ Culture service
☐ Railway passenger transport	☐ Transport equipment rental	☐ Air passenger transport
☐ Sports/recreational services	☐ Travel agencies	☐ Other tourism service

3.7 What are the Thai activities you have spent money on the product as in the '*Discovery Thainess' Campaign*? (Can choose more than one)

☐ Thai boxing	☐ Thai massage/Spa	☐ Thai cooking
☐ Thai classical dance	☐ Thai handmade product	☐ Scuba diving
☐ Elephant riding	☐ Museums	☐ Thai culture tour

3.8 What are the key destination in Thailand you desire to visit? (Can choose more than one)

☐ BKK	☐ Hua Hin	☐ Samui
☐ Kanchanaburi	☐ Petchaburi	☐ Koh Chang
☐ Songkhla (Hatyai)	☐ Krabi	☐ Chiang Mai
☐ Chonburi (Pattaya)	☐ Phuket	☐ Other………(specific)

3.9 Do you consider Thailand country as in which status below?

☐ Thailand Happiness Country	☐ Thailand is wonderful place
☐ Thailand is the land of smile	☐ Thailand is shopping paradise
☐ Thailand is culture diversity	☐ Thailand is the land of freedom

3.10 What is your perception about overall Thailand country?

- ☐ Choosing Thailand for holiday travel trip is ultimately right decision.
- ☐ Spending Thailand holiday trip is impressive and worth good value for money.
- ☐ Our Thailand holiday travel trip is ultimately wrong decision.
- ☐ Thailand holiday trip is quite difficult with several obstacle.
- ☐ Thailand is one of global destination should be visiting for once time

Part 4: The following statement relate to your opinion regarding various tourism-related features which may affect your perception in Thailand

Please show the extent by indicate your degree of agreement or disagreement which you think Thailand offers the features given in the statements.

1 = Very strongly disagree: 2 = Strongly disagree: 3 = Disagree:

4 = Equitable: 5 = Agree: 6 = Strongly agree: 7 = Very strongly agree

No.	**Statement**	**Scale Rating**						
	Monument and Place of Tourist Attraction	**1**	**2**	**3**	**4**	**5**	**6**	**7**
1	Historical monuments are well preserved in Thailand							
2	Leisure and recreational facilities are available at tourist's place in Thailand							
3	Information boards mentioning the history and importance of monuments/places are available at the monuments.							
4	Tour guides are easily available at the monuments of Thailand							
5	Tour guides are knowledgeable and friendly.							
	Infrastructure	**1**	**2**	**3**	**4**	**5**	**6**	**7**
6	ATMs and banks/money exchanges are easily available in Thailand							
7	Transport facility is good in Thailand							
8	Enough space for parking is available at the tourist place in Thailand							
9	Telecommunication facility is good in Thailand							
	Accommodation and Food	**1**	**2**	**3**	**4**	**5**	**6**	**7**
10	Hotel accommodation/place of stay is easily available in Thailand							
11	Room facility and services are excellent at the place of stay/hotel.							
12	Hotel staff is polite and courteous.							
13	Fee of accommodation is fair at Thailand							
14	Food and beverages offered at the place of stay/hotel are good taste.							
15	Food and beverages offered at the place of stay/hotel are hygienic.							
16	Food and beverages offered outside the place of stay/city's market and restaurants are good in taste.							
17	Food and beverages offered outside the place of stay/city's market and restaurants are hygienic.							
18	Price of food outside the place of stay is fair in Thailand							
	Hygiene and Sanitation	**1**	**2**	**3**	**4**	**5**	**6**	**7**
19	There is good sanitation and cleanliness in the streets of Thailand.							
20	There is sufficient cleanliness and hygiene at the place of stay/ hotel.							

21	Water is drinkable and hygienic in Thailand.							
22	Thailand is free from mosquitoes.							
No.	**Statement**	**Scale Rating**						
	Promotion and Marketing	**1**	**2**	**3**	**4**	**5**	**6**	**7**
23	Thailand is recognition internationally.							
24	Thailand is has been promote worldwide.							
25	Tourism in Thailand could promote through cooperation with the international tourism institutions							
26	Thailand could run promotion and marketing activities together with **ASEAN** countries at worldwide Holiday packages							
	Thailand Tourism Image	**1**	**2**	**3**	**4**	**5**	**6**	**7**
27	Safety problem problems are destroying the image of Thai tourism							
28	Military coup in May 2014 was destroying the image of Thai tourism							
29	Unsolved murder of two British backpackers in September, 2014 was destroying the image of Thai tourism							
30	Thailand is the great value for money destination							
31	Thailand tourism were welcome, friendly, amazing, happy and exciting							
32	The most important factor for tourists coming to Thailand is *'beautiful beaches'*							
33	The most important factor for tourists coming to Thailand is *'variety of spas'*							
34	The most important factor for tourists coming to Thailand is *'wellness clinics'*							

Part 5: Please rate the degree of satisfaction
(Actual satisfaction with travel experience)

5.1 How does Thailand in general, rate compared to what you expected?

- ☐ Much worse than I expected
- ☐ Worse than I expected
- ☐ As I expected
- ☐ Better than I expected
- ☐ Much better than I expected

5.2 Was this visit worth your time and effort?

- ☐ Definitely not worth it
- ☐ Not worth it
- ☐ Worth it
- ☐ Well worth it
- ☐ Definitely well worth it

5.3 Overall, how satisfied were you with your holiday in Thailand?

☐ Not at all satisfied
☐ Not satisfied
☐ Satisfied
☐ Very satisfied
☐ Very strongly satisfied

5.4 How would you rate Thailand as a vacation destination compared to other similar places in ASEAN?

☐ Much worse
☐ Worse
☐ Moderate
☐ Better
☐ Much better

Part 6: Please rate the degree of visitation and recommendation of your opinion towards Thailand destination

6.1 In the next two years, how likely is it that you will take another vacation to Thailand

☐ Not likely at all
☐ Unlikely
☐ Likely
☐ Very likely

6.2 Please describe your overall feeling about your visit?

☐ This visit was very poor, and I will not come again
☐ This visit was good, and I don't know I may come again
☐ This visit was so great, and I will come again

6.3 Will you suggest Thailand to your friends/relatives as a vacation destination to visit?

☐ Not likely
☐ Likely
☐ Definitely

amazing THAILAND