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A Review of Biological Activity of Thai Turmeric and and Pandan Leaves and its Implications to Human Health

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Abstract
Thai Traditional Medicine is now becoming of great importance in the country where it uses its natural herbs and plants in the production of useful medicinal outputs. In Thailand, common herbs and spices are not only used in its famous Thai cuisine dishes but also now being refined to production of useful products such as soap, capsule, mouthwash, balm, hemorrhoid remedy and aroma therapy spray. Some of the herbs and plants that have been used in manufacturing these are based on turmeric (Curcuma longa) and Pandanus (Pandanus odoratissimus). This paper reviews the biological properties and compounds present in these plants responsible for its effectivity and efficiency as medicines. Based on its anti-inflammatory properties, turmeric (Curcuma longa) has high potentialities of relieving digestive symptoms and diseases. On the other hand, Pandanus (Pandanus odoratissimus) contain the unique compound known as eugenol which assists in curing oral inflammation and acts as breath freshener.

Keywords: Curcuma longa, Pandanus odoratissimus, anti-inflammatory, Traditional Medicine

Introduction
Thailand is one of the Southeast Asian countries known for its long history of using medicinal plants that can offer considerable pharmaceutical potentials. It was found out that this region owes a vast bio-diversity of its natural flora and holds a great opportunity on discovery of novel biologically-active compounds (Lee and Houghton, 2005). This has led to development of new studies on application of these helpful plants in diagnosis and medicine. Thai Traditional Medicine or TTM is the name entitled to Kingdom of Thailand’s own system of applying traditional medicine in diagnosis, therapy, treatment or prevention of diseases. This also involves the preparation and production of Thai traditional medicines from important herbal plants that has contributed in the business for many ways. Thai people began to use herbal medicine for treatment of various symptoms and diseases and health promotion since Sukhotai period (Integration of Thai Traditional Medicine, nd.).

From generation to generation, Thai traditional medicine has been focusing on many factors that contribute in improving a person’s overall health. Health professionals aid in dissemination of new information and most cost-effective treatment options using herbal medicine in Thailand. Studying this can help in expanding access to relevant and affordable treatment options. This is somehow related to some areas in Thailand that cannot meet an expense of paying local medicine. Traditional medicine presents a promising opportunity to connect the gap between those in need and the available service. Being available in the surrounding physical environment, the local community may prepare these herbal plants for treatment in several ways such as tea, tincture or filtrate. Being inexpensive, it can be performed with minimal training with multiple benefits granted to individuals (Howe et al., 2004).
The healing properties of various plants and herbs have been recognized by humans and are widely utilized for smart consumption. Specific botanical species may act as analgesics, antimicrobials, anti-inflammatory agents, immune stimulants, anti-diarrheal, digestive aids and fertility regulators (Plotkin, 2000).

Application and use of these herbal plants in human day-to-day activities can be administered in various forms and preparations. Depending on their purpose, majority of plant-based materials are now used as decoction or tea that has been prepared through prolonged boiling and soaking of the harder plant parts such as branches, twigs, bark, roots or the entire plant part (Halberstein, 2005). In Thailand, processing these plants has refined to production of useful products and manufacturing which are based on turmeric (*Curcuma longa*) and Pandanus (*Pandanus odoratissimus*).

Turmeric (*Curcuma longa*) is popularly used as a spice in Thai cooking especially when it’s fresh due to its mild and does not have a sharp bite. Its loud color—deeply orange imparts a bright yellow appearance when added to food. Its delicate flavor is extensively being loved by the southern region of Thailand and extensively used in curries, soups, stir-fried dishes, fried foods, snacks and desserts. But through ages, it has been sought as a medicinal herb due to its stimulant and tonic properties, anti-inflammatory and anti-diarrheal properties (Loha-unchit, 1995). Flowers of Pandanus (*Pandanus odoratissimus*) are commonly used in Southeast Asia as part of perfumes. In Ayurvedic tradition, this plant releases essential oils extracted from its highly scented species (Rhind, 2014) and is very useful in treating headaches, earaches and rheumatic pains. Since ancient times, this plant was also used for flavoring foods and as an ideal breath freshener (Gurmeet and Amrita, 2015).

Based on the growing popularity of using medicinal herbs and plants in Thai traditional medicine and products, this paper is aimed at reviewing the biological properties and activities of Thai herbal plants namely, *Curcuma longa* and *Pandanus odoratissimus*. Their potential uses and applications will also be discussed highlighting the main bioactive compounds found on each plant.

**Turmeric (*Curcuma longa* L.)**

*Curcuma longa*, a perennial herb and member of the Zingiberaceae (ginger) family, grows to a height of three to five feet and is cultivated extensively in Asia, India, China, and other countries with a tropical climate. India is the world’s largest producer of turmeric in the world with 93.7% of the total world’s production and is cultivated in 150,000 hectares in India. The highest diversity of this plant is concentrated in India and Thailand with at least 40 species in each area, followed by Myanmar, Bangladesh, Indonesia and Vietnam (Velayudhan et al., 2012). It has oblong, pointed leaves and funnel-shaped yellow flowers (Kumar, 2011).

Turmeric is an essential spice all over the world with distinguished human use. It is popular in rice-eating people of Southeast Asia and Indo-China as condiment and spice (Velayudhan et al., 2012). It adds color and flavoring. This rhizome adds color, flavor and taste to various dishes. Commonly, it has been also used as a natural dye in the weaving industry and is now replaced with synthetic dyes. Aside from this, turmeric is now being used medicinally as boiled, cleaned, and dried, yielding a yellow powder (Kumar, 2011).

Turmeric is a commonly used pigment, spice and nutraceutical in foods due to its intense yellowish color, unique flavor profile and biological activities (Prasad et al., 2014). Curcumin is the major bioactive component in turmeric and it consists of three related
lipophilic molecules that have a number of phenolic groups and conjugated double bonds (Heger et al., 2014). Curcumin, a polyphenol, is an active principle of the perennial herb *Curcuma longa* (commonly referred to as turmeric). The major curcuminoids present in turmeric are demethoxycurcumin, bisdemethoxycurcumin, cyclocurcumin (Kiuchi et al., 1993). On the other hand, commercial curcumin contains the major components namely curcumin I (~77%), curcumin II (~17%) and curcumin III (~3%) (Ravindran, 2006).

Curcumin has unique potentialities of relieving symptoms of the extremely common gastric disorder known as irritable bowel syndrome (IBS). This condition is characterized by abdominal pain, alterations in bowel habits and stool, frequency, and poor quality of life and appears to be causally associated with antibiotic use and inflammatory infection. Curcumin's anti-inflammatory properties and therapeutic benefits have been demonstrated for a variety of gastrointestinal conditions, including dyspepsia, *Helicobacter pylori* infection, peptic ulcer, irritable bowel syndrome, Crohn's disease and ulcerative colitis (Jurenka, 2009). Peptic ulcer diagnosed patients who have taken the drug 5 times daily an hour before meals at 4:00 pm and before bedtime for 12 weeks have shown significant absence of the disease symptoms at a minimum of 4 weeks (Prucksunand et al., 2001). In randomized pilot studies, respondents were asked to consume the tablets of turmeric extracts daily for 8 weeks and the IBS symptoms have improved significantly after treatment (Bundy et al., 2004).

Research shows curcumin is a highly pleiotropic molecule capable of interacting with numerous molecular targets involved in inflammation. Curcumin modulates the inflammatory response by down-regulating the activity of cyclooxygenase-2 (COX-2), lipoxygenase, and inducible nitric oxide synthase (iNOS) enzymes, inhibits the production of the inflammatory cytokines tumor necrosis factor-alpha (TNF-α), interleukin (IL) -1, -2, -6, -8 and -12, monocyte chemoattractant protein (MCP), and migration inhibitory protein; and down-regulates mitogen-activated and Janus kinases (Goel et al., 2008).

Curcumin significantly improves survival and colonic morphology, dampens local cytokine and chemokine production and reduces mucosal neutrophil infiltration. Curcumin modulates inflammation by downregulating genes involved in oxidative stress and fibrogenesis pathways (Ali et al., 2012). Curcumin has also shown to act as an interferon-γ-signaling inhibitor in colonocytes. The intestinal epithelium, an essential component of the gut innate defense mechanisms, is profoundly affected by interferon-γ, which can disrupt the epithelial barrier function, prevent epithelial cell migration and wound healing, as well as prime epithelial cells to express major histocompatibility complex class II molecules and to serve as nonprofessional antigen-presenting cells (Midura-Kiela, 2012).

### Table 1. Bioactive compounds of Thai Herbs and Spices

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<th>Bioactive Compound</th>
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<td><em>Curcuma longa</em></td>
<td>• Curcumin with major curcuminoids such as demethoxycurcumin, bisdemethoxycurcumin, cyclocurcumin</td>
<td>Kiuchi et al., 1993</td>
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Pandanus odoratissimus

- Terpinen-4-ol and α-terpineol, benzyl benzoate, viridine and germacrene B and minor constituents such as β-caryophyllene, β-gurjunene, leden and geraniol
- Pyridine alkaloids, pandamarilactone-1 (C₁₈H₂₃NO₄), pandamarilactone-3₁ (C₁₉H₂₅NO₄), pandamarilactone-3₂ (C₁₈H₂₁NO₃) and 2-acetyl-1-pyroloidine

Raina et al., 2003

The Wealth of India, 2001

Pandanus (Pandanus odoratissimus)

Pandanus odoratissimus Lam is an Indian Ayurvedic plant belonging to the family of Pandanaceae which contains about 600 species (Kirtikar et al., 1991) distributed mainly in subtropical and tropical regions. The plant is commonly known as 'Kewda' in Hindi, 'Umbrella tree' in English and 'Kaethakee' in Sanskrit. Typically, it is commonly distributed in India over coastal districts and in Thailand, this specie has been known as seashore screwpine. Mainly, this plant grows in forest habitat or near sea shores (Englberger, 2003). The most suitable level for its growth is at sea level of 66 feet while it can still grow at an elevation of 1970 feet (Raina et al., 2004). This plant is also being praised for growing quickly and withstanding strong winds and droughty salty sprays. It is an ideal material used for living fences, coastal windbreaks and is planted for soil stabilization and an ornamental plant (Chemspider.com, 2015).

This dioecious shrub is densely branched with copious aerial roots with. Its leaves are caudate acuminate, glaucous green, 90-150 cm long, curvaceous margin with ascending spinules (toothed) spadices, axillaries, terminal, simple, branched, clothed with leafy spathes. Flowers are small crowded on a catkin like spadix and its branches (Chatterjee and Pakrashi, 2001). The male inflorescence of kewda is valued for the fragrant smell emitted by the tender white spathes covering the flowers. The oil from Kewda flowers has relatively high solubility in water (0.2%) hence great care must be taken to control the rate of distillation in order to isolate it. It is estimated that about 35 million flowers (~3500 tons) are processed annually to produce fragrance and flavour materials worth 400 million rupees (Anonymous, 1996). The peculiar sweet fragrant smell of kewda flowers is considered mainly due to the presence of a major constituent, 2-phenyl ethyl methyl ether (Anonymous, 1966).

As per Ayurveda, it is useful in treating headaches, earaches and rheumatic pains. It is also commonly used as breath freshener (Chemspider.com, 2015), breath sweetener, preservative in rice made foods and flavoring foods since ancient time (Anonymous, 1966). This has been mentioned as a plant that restores health, strength and over all well-being of an individual (Chemspider.com, 2015). Pandanus odoratissimus has helpful biological properties such as anti-viral, anti-allergy, anti-platelet, anti-inflammatory, antioxidant and antitumor. It has been known for curing oral inflammation which may be related to the expression of inflammatory cytokines including IL-1β, a key mediator of various immunological and inflammatory phenomena. IL-1β can stimulate the expression of II-6 and prostaglandin E2 (PGE2) from human gingival fibroblasts (Kida et al., 2005). In a study conducted by Londonkar et al. (2010), the anti-inflammatory activity of Pandanus odoratissimus was investigated by carrageenan-induced acute and formalin-induced chronic paw edema models in rats. The plant
extract showed significant anti-inflammatory activity peaked at 3 hours causing an inhibition for increased models. The mechanism of action of *Pandanus odoratissimus* is associated with the inhibition of histamine, serotonin and prostaglandins synthesis where chemical constituents were extracted using methanolic extracts of plant (Londonkar et al., 2010).

Due to its fragrant smell and aroma, this plant has made contributions in the production of mouthwash, breath freshener and breath sweetener products. It was found out that the natural oils coming from the flowers of *Pandanus odoratissimus* contain terpinen-4-ol and α-terpineol to an extent of 18.6% and 8.3%, respectively. Other components recorded were significant amounts of benzyl benzoate (11.0%), viridine (8.8%) and germacrene B (8.3%). The minor constituents such as β-caryophyllene, β-gurjunen, leden and geraniol were 12-18 times more in natural oil than market oil whereas geranyl acetate, eugenol, myrcene, α-thujene, vanillin, geranial and γ-muurolene were 5-8 times more in the natural oil (Raina et al., 2003).

This plant is also considered for containing potential sources of bioactive compounds which acts as a natural antioxidant. It has a high antioxidant potential as observed in both DPPH scavenging assay and reducing capacity (Asikumar et al., 2009). Root extracts of this plant have a high positive correlation with phenolics and flavonoid contents. Methanolic extracts from its leaves have been reported by possessing moderate activity of antioxidant enzymes such as lipid peroxidase, catalase, superoxide dismutase and glutathione (Londonkar and Kamble, 2011). The leaves contain the pyridine alkaloids, pandamarilactone-1(C_{18}H_{23}NO_{4}), pandamarilactone-31(C_{19}H_{25}NO_{4}), pandamarilactone-32(C_{18}H_{21}NO_{3}). The aroma compound 2-acetyl-1-pyrollidine has been identified from the volatile oil of the leaf (The Wealth of India, 2001).

**Conclusion**

This review had shown the medicinal properties and benefits of turmeric (*Curcuma longa*) and Pandanus (*Pandanus odoratissimus*) contributed in Thai Traditional Medicine. Bioactive compounds of these plants have high potentialities in treating variety of diseases. This has extended the purpose and uses of these herbal plants not only as food stuff but also as a medicine. With further research and investigation, there will be more extensive applications that can be done to use them for production while taking care of human health.

**References**


Eugenol. Available from: http://www.chemspider.com/Chemical-


Awareness and Implementation of Green Practices in the Meetings-, Incentives- Conventions- and Exhibitions- (MICE) Industry: The Case of Phuket, Thailand

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Abstract

This study aims at investigating the gap between green practices awareness and implementation in the Meetings-, Incentives-, Conferences- and Exhibitions (MICE) industry in the case study of Phuket (Thailand) as a business tourism destination. Globally, the Tourism and Events industries are both growing. Studies show that they can have negative impacts on the environment. In this context, an increasing number of green practices guidelines are developed from public, private and public-private organizations to help the MICE industry stakeholders minimizing negative impacts on the environment. In Thailand, a public organization, the Thailand Convention and Exhibition Bureau (TCEB), was funded in 2004 with two main missions: (1) increasing MICE revenue and (2) enhancing long-term global competitiveness and capabilities via supporting the Thailand MICE industry to follow international standards such as those recommended by the International Standardization Organization (ISO).

Phuket being one of the most popular destinations in Thailand, the purpose of this research was then to appraise green practices awareness and implementation among organizations stakeholders in the MICE industry at Phuket. 15 face-to-face interviews were conducted to collect qualitative data from August to October 2017. Two populations were identified between the 13 organizations the respondents work for: (1) Destination Management Companies (DMCs), Event Management Companies (EMCs), Professional Conference Organizers (PCOs) and (2) Hotels and Resorts. The results reveal that Phuket MICE stakeholders are aware of and implement green practices, but a gap exists due several reasons such as respecting the clients’ enquiries for a best experience in this service-oriented industry.

Keywords: Green practices, MICE industry, Phuket, Business tourism destination, Sustainability

Introduction

Events can be a powerful motivational tool for both organizers and tourists, and figure prominently in the development and marketing plans of most destinations (Smagina, 2017). The roles and impacts of planned events within tourism are well documented, and are of increasing importance for destination competitiveness. Yet it was only a few decades ago that ‘event tourism’ became established in both the tourism industry and in the research community, so that subsequent growth of this sector can only be described as spectacular (Getz, 2008). The international tourism demand remained healthy in 2016 regardless of the various challenges. According to the latest UNWTO World Tourism Barometer (World Tourism Organization UNWTO, 2017), international tourist arrivals and influxes increased by 3.9% to reach a total of 1,235 million. Around 46 million more international travelers (overnight visitors) were
estimated last year compared to 2015. Thailand knows a global growth of tourism since 2007. According to the World Tourism and Travel Council (2017): the direct contribution of Travel & Tourism to GDP was THB1,292.5bn (USD36.7bn), 9.2% of total GDP in 2016 and is forecast to rise by 9.3% in 2017, and to rise by 6.7% pa, from 2017-2027, to THB2,708.0bn (USD76.9bn), 14.3% of total GDP in 2027: The Thai Ministry of Sports and Tourism statistics show a growth +8.66% from international arrivals from 2016 and 2017. Regarding business tourism cities ranking worldwide, Bangkok, capital of Thailand, was ranked from number 16 in 2015 to number 12 of world in 2016, with number of meetings reaching 121, marking the city’s highest volume performance since 2012 according to the International Congress and Convention Association (ICCA - International Congress and Convention Association - Home’, 2017).

Nevertheless, Events and Tourism industries can have negative environmental impacts on the destination. In a changing world where sustainability becomes a serious objective for societies, including Thailand, it is observed that industrial green practices appear to be an emerging concept in today’s scenario as global warming and social responsibility concerns are growing. International standards of environmental management are also emerging. Strategies in organizations are considering these issues. This study tries to focus on the degree of awareness and implementation of green practices in Phuket MICE Industry.

Objectives
1. To assess the level of awareness of green practices among Phuket MICE stakeholders
2. To identify the actual green practices that the Phuket MICE stakeholders are implementing
3. To highlight any obstacles encountered to implement green practices
4. To compare differences between awareness and implementation of green practices in Phuket MICE industry

Literature Review
The term ‘MICE’ is the acronym for Meetings, Incentives, Conventions (or Conferences), Exhibitions (Du Plessis & Saayman, 2017; Marquer & Santos, 2016; Sandy Sou & McCartney, 2015; Vaid, Kesharwani & Kumar Dubey, 2017). The ‘meeting’ is an event which brings together several attendees in the same location for conferring or carrying out one activity (Fenich, 2005). The participants attend educational sessions, socialize, participate in discussions, or attend other events. The meeting can be unplanned and happening for one purpose, or can be organized on a set pattern (i.e. annual meeting). ‘Incentive’ refers to an event as part of an agenda and given to its attendees as a reward for a prior performance, scheduled by an organization for employees (’IAPCO: The International Association of Professional Congress Organisers’, 2017). ‘Incentive travel’ (or trip) is the same concept, but involves a travel (Fenich, 2005). A ‘convention’ is an event where a group of members meets to accomplish a specific and common goal, which differs from a ‘meeting’ (Chon & Maier, 2010). The objective can be social, civil, economic, or politic. ‘Exhibitions’ are events which can have two purposes (Fenich, 2005): to build and maintain a network with other businesses (business-to-business) by visiting exhibits or in the objective to develop public relationships, sales, marketing buy displaying products or promotional material. In the hospitality industry, international exhibitions are larger and called ‘expositions’ (Chon & Maier, 2010).
The MICE industry is part of two major industries. First, by definition, it is part of the Events industry. Berridge (2011) presents the event genre of event management other than the MICE events and explains that MICE events can be organized in conjunction with many events genres such as: business and corporate events; cause related and fund-raising events; entertainment and leisure activities; festivals; government and civic events; marketing events; sports events. The author adds that the MICE attendees can usually also experience a large range of activities planned around the initial event they participate. These are part of a program set up by the organizer and are usually related to leisure and social activities (gala dinners, team-building activities, tours, or parties). MICE events can be held for domestic as well as international visitors, and both markets are growing (Marais et al., 2017). Thus, as the events involve traveling, the MICE industry is also linked with the Hospitality and Tourism industry. The MICE industry is part of Business Tourism (niche of Hospitality and Tourism) and Service-Oriented (Smagina, 2017). The MICE travelers are differentiated from other tourists for two main reasons (Chon & Maier, 2010). On the one hand, they are traveling in groups, so their size (number of participants, stay duration, number of events scheduled and needs) involves a booking of accommodation and other facilities such as venues. The organizer or suppliers must reserve space in advance and negotiate packages which sometimes include other activities. On the other hand, the groups have a specific function. Indeed, the business tourists travel for defined purposes such as decisions making or networking, and follow a defined schedule. The MICE industry, niche of two growing industries, is also linked with other sectors such as business, trade or finance. The organizations of such events and trips are good for the organizers, but are also an important revenue for the host destination (Smagina, 2017). The stakeholders in the MICE Industry are various. In one destination and other than the supplier side, the types of employers can be: corporate travel agencies; event organizers, both professional congress organizers (PCOs) or event management companies (EMCs); hotels and resorts; destination management companies (DMCs); incentive houses; transportation businesses; convention and visitor bureaus (CVBs) and trade associations; convention and exhibition centers (Chon & Maier, 2010).

Tourism and Events can both have negative impacts on the environment (Moise & Macovei, 2014; Kim, Hlee & Joun, 2016). For minimizing MICE negative impacts on the environment, a growing number of resources are developed to help the organizers planning and managing ‘green’ events and related activities (DeSilets & Dickerson, 2008). These resources are usually guidelines which can be used as a tool by all stakeholders involved in MICE to have green practices. These guidelines are elaborated from different organizations type and size: non-governmental organizations, associations, or governments. The issues addressed concern the whole process of the MICE planning and management. In Thailand, the Thailand Convention and Exhibition Bureau also provides online guidelines for green meetings.

For the United Nations Environment Program (UNEP) and the International Organization for Standardization (ISO), the purpose of implementing green practices is to maximize the positive impacts and minimize the potential negative ones while planning and delivering MICE events (United Nations Environment Programme, 2012; ISO, 2012). The benefits suggested by these organizations are environmental improvements, best business practices including resources use reduction and costs cut, social benefits for the local community, and reputational advantage. In Thailand, the TCEB promotes MICE green
practices implementation as an objective of guiding the country to become ‘greener’, as well as become a leader in the Asian region. The particularity of Thailand is that the concept of sustainability strategy is based on the self-sufficiency philosophy of the late King Bhumibol Adulyadej (TCEB, 2015). The most common themes raised in the guidelines are: policies implementation; communication (internal and external); event material and products; suppliers and partners, water and energy efficiency; waste management. ‘Green practices’, in the MICE industry, refer to policies, procedures or acts done by the events’ suppliers to minimize negative environmental impacts. The MICE green practices, suggested by the different guidelines, are an integral part of the planning, management, and operations of the events. For example, when providing drinking water to the attendees to eliminate polluting single-use of plastic bottles, it is better to use water pitchers and reusable or compostable cups instead (DeSilets & Dickerson, 2008). Green practices can then be simple changes as well.

Research Methods

In order to evaluate the awareness and implementation of green practices for Phuket as a business tourism destination, a qualitative survey covering thirteen face-to-face structured interviews of fifteen respondents was conducted between August and October 2017 in Phuket. To obtain inputs from different areas involved in the organization and operation of MICE, interviews were conducted with two groups of stakeholders from different kinds of organizations: (1) Destination Management Companies (DMCs), Event Management Companies (EMCs), Professional Conference Organizers (PCOs) and (2) hotels and resorts with MICE services. The thirteen organizations were selected by searching on different websites listing the Phuket MICE stakeholders such as the Thailand Convention and Exhibition Bureau (TCEB) or the Thailand Incentive and Convention Association (TICA). To guarantee accurate information and choose the most suitable persons answering the interview questions, purposive sampling was applied. Thus, four criteria were set: (1) Industry: The respondents currently work for organizations who organize or operate for MICE events and activities; (2) Location: The organizations have a physical address in Phuket and organize MICE events and activities in Phuket; (3) Relevance of answers: The respondents have sufficient experience and knowledge on organizing or operating MICE events and activities to answer the interview questions, meaning that they have managerial positions; (4) Cross-cultural limitation: The respondents can understand and speak English.

The DMCs, EMCs and PCOs were contacted by direct telephonic communication as the list of these organizations with a MICE service in Phuket is limited (around fifteen). For the hotels and resorts with MICE services and facilities, which are much more numerous, emails were sent in a first time asking for interviews requests. Then, for both groups, the organizations who accepted to be interviewed chose the date, time, and place of the meeting according to their availability. In total, thirteen face-to-face interviews were conducted including seven DMCs, EMCs, PCOs and six hotels and resorts. They took place for the most at the respondent workplace (ten) and some were done in cafes (three). For most of the interviews, one person was answering the questions (eleven) but for two interviews, two persons were present and responded. The interviews were all recorded with the respondents’ permission and lasted between thirty minutes to one hour. Data saturation was reached at this point, as similar answers were received from multiple respondents.
The interview questions were designed according to existing guidelines for green practices in MICE events and activities. Thus, they were divided into one introductive part and three main sections to reach the research objectives. Based on the responses, follow-up questions were formulated when necessary. The introductive part consisted in general ‘warm-up’ questions about (1) the respondents’ information: position, gender, nationality, age, professional and educational backgrounds and (2) the organizations’ positioning: date of creation, type of MICE events, facilities, and organizational process for MICE. The first set of corpus questions concerned awareness of green practices: definition of green practices, perception of the implementation in the MICE industry, organization commitment, training, and external communication on green practices (clients and attendees). The second set was about the actual implementation of green practices: organization certification, material and products provided to the attendees, origin of material and products, suppliers selection, water and energy efficiency, and waste management. The third and last set of questions focused on the challenges of implementing green practices with two main points: the problems faced by the organizations to implement green practices, and the solutions to overcome them.

To analyze the data, the interviews oral content was first transcribed. Then, inductive coding of themes was done from the data obtained with underjudge reliability. Four sections were designed following the four sets of interview questions, except that the solutions given by the respondents to implement green practices were moved from the last section (challenges of green practices implementation) to the second one (awareness of green practices). In each section, categories and subcategories were organized, arranged and filed from the coding units. The tables gathering the data are structured in four columns:
1. Subcategory;
2. Percentage in Group 1;
3. Percentage in Group 2;
4. Percentage in the whole sample.

The results are presented in the next section, with quotations to support the tables numbers.

Results

From the 15 respondents from the 13 organizations, a small majority is less than 36 years old (Table 1), 40% are between 36 and 50 years old and only 7% (1 person) is between 51 and 65 years old. The respondents are thus quite young considering their managerial positions. Regarding the gender, 67% are males and 33% are females, which is representative of the Hospitality and Tourism industry with high-level positions (Nickson, 2013), where women are most represented in low-level positions. Only 20% of the interviewees are non-Thai, which shows that some foreigners are stakeholders in the MICE industry and take part of the organizations decision-making. The respondents have mostly studied in undergraduate and postgraduate programs (87%). Different paths can lead to managerial positions in the Events and Tourism industries. As for the dates of creation of the different organizations (Table 2), all of them were founded less than 20 years ago. This information related to the development of these types of businesses in Phuket is well in line with the global growth of the Tourism industry in Thailand (WTTC, 2017).
Table 1: Respondents' information

<table>
<thead>
<tr>
<th>(Sub)category</th>
<th>Group 1 (%)</th>
<th>Group 2 (%)</th>
<th>Sample (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-35</td>
<td>50.0</td>
<td>57.1</td>
<td>53.0</td>
</tr>
<tr>
<td>36-50</td>
<td>37.5</td>
<td>42.9</td>
<td>40.0</td>
</tr>
<tr>
<td>51-65</td>
<td>12.5</td>
<td>0</td>
<td>7.0</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>12.5</td>
<td>57.1</td>
<td>33.0</td>
</tr>
<tr>
<td>Male</td>
<td>87.5</td>
<td>42.9</td>
<td>67.0</td>
</tr>
<tr>
<td><strong>Nationality</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thai</td>
<td>75.0</td>
<td>85.7</td>
<td>80.0</td>
</tr>
<tr>
<td>Non-Thai</td>
<td>25.0</td>
<td>14.3</td>
<td>20.0</td>
</tr>
<tr>
<td><strong>Highest Level of Education</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor</td>
<td>75.0</td>
<td>57.1</td>
<td>67.0</td>
</tr>
<tr>
<td>Master</td>
<td>12.5</td>
<td>28.6</td>
<td>20.0</td>
</tr>
<tr>
<td>Other</td>
<td>12.5</td>
<td>14.3</td>
<td>13.0</td>
</tr>
</tbody>
</table>

Table 2: Organizations' inception

<table>
<thead>
<tr>
<th>(Sub)category</th>
<th>Group 1 (%)</th>
<th>Group 2 (%)</th>
<th>Sample (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year of Creation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1998-2002</td>
<td>28.6</td>
<td>0.0</td>
<td>15.0</td>
</tr>
<tr>
<td>2003-2007</td>
<td>28.6</td>
<td>33.3</td>
<td>31.0</td>
</tr>
<tr>
<td>2008-2012</td>
<td>43.0</td>
<td>16.7</td>
<td>31.0</td>
</tr>
<tr>
<td>Since 2013</td>
<td>0.0</td>
<td>50.0</td>
<td>23.0</td>
</tr>
</tbody>
</table>

Regarding awareness of green practices in MICE industry, all respondents had a clear definition of green practices in the MICE industry (Table 3) and 61.5% recognized that the organizations they work for are responsible and act to reduce negative environmental impacts. About internal communication to the employees, 92% testify that their staff is explicitly requested to follow green practices, through specific training or by drawing their attention on the importance of reducing environmental footprint. It is interesting to notice that the way to communicate is significantly different depending on the groups. It appears that small companies like DMCs, EMCs, PCOs use informal communication and large Hotels and Resorts prefer going through a specific training. One DCM respondent said: ‘We don’t provide much training
about green practices to our staff. But we tell our staff to save energy, and to recycle, at least for the paper. We try to maximize not using the paper. Another from a hotel answered: ‘When we do orientation for the new employees, we have normally full 2 days training, but we add one day for green orientation. We give them knowledge about Green Globe, Green Hotel and what we do in our hotel, what are the practices that we organize in every department in the hotel, so they will know why the department asks them to do this. It’s a policy in the hotel. But we do it for the environment. every year, we set at least two classes, from trainers, two programs for green implementation programs and sustainability programs to train the employees here to get more knowledge about the environment and updates. The green implementation program is not for new employees only, it is for everybody who works here, at least two times per year.’

The size of the organizations might be an explanation of this difference: the DMCs, EMCs and PCOs count no more than 50 staff, whereas hotels and resorts count at least 100 people. Nevertheless, even if the way of informing is different, the willingness from both types of organizations remains the same. For the external communication, 92.3% said they advertise their green practices, but differences can be observed depending on stakeholders. It appears that the clients are the ones the most solicited, especially for the group 1 (83.3%). Regarding the solutions to implement green practices in MICE, all interviewees had some ideas, which is a very positive result. Different suggestions were made. One respondent, director of an EMC, thinks: ‘Overall, they have to be as a city, you know Phuket, they have to contribute themselves to join as a team or as a unity all over the cities.’ Another interviewee working for a hotel had different solutions: ‘If they want to do it green practice, one thing is that we have to change the mindset of the customer also. […] Should be setup like this from the school, not just, when they have work. They should know that if you use the full setup, what is happening after that, where the plastic bottle goes, where the water goes, where the paper goes. Because nobody thinks of this. Not much practice from the school even I studied for the last 10 years, it is not just focused on this.’ Other solutions were to involve the clients with pricing: two hotel and resorts managers said that for using more electricity, the clients should pay more, or offer promotions to the guests whose wish is to go ‘greener’. Some interviewees recognized a lack of information, and that they do not know where to find it. The solutions suggested from the sample concerned: industry association and leadership, education, information, communication, and development of facilities. It seems that a large majority of the stakeholders, including the staff, is aware of green practices.
Concerning the actual implementation of green practices (Table 3), 46.2% have specific standards and rules and 30.8% have green certifications or are in the process of having one. This represents a minority of the sample. One EMC respondent justified saying that for a small company, it was not worth it because it involves too much time and costs. The same respondent showed that he already implemented many green practices. It claims that the organizations who have green practices are not all aiming being recognized by any standard. The most significant topics about green practices implementation concern electricity saving (100%), waste reduction (92.3%) and choice of local products (76.9%). Most of the respondents mentioned about cost saving while implementing green practices (76.9%), suggesting that green practices implementation in Phuket can reduce costs. One EMC Assistant Even Director said: ‘Actually, we don’t promote, I mean in my company, the green events. But in the practical way, if something is linked to the green events or sustainable, that will do a cost saving. For our events, we use the online registration, application for the attendees, so we don’t print any paper, which can be costly.’ It appears also that choosing local products and material, a part of being cheaper, are also chosen to give the attendees a special local experience, especially concerning the food and beverage. These results show that most of the organizations concretely apply green practices.
<table>
<thead>
<tr>
<th>(Sub)category</th>
<th>Group 1 (%)</th>
<th>Group 2 (%)</th>
<th>Sample (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standards and rules</strong></td>
<td>14.3</td>
<td>83.3</td>
<td>46.2</td>
</tr>
<tr>
<td>Certification</td>
<td>14.3</td>
<td>50.0</td>
<td>30.8</td>
</tr>
<tr>
<td>Green Policies</td>
<td>0.0</td>
<td>33.3</td>
<td>15.0</td>
</tr>
<tr>
<td><strong>Green or social activities</strong></td>
<td>57.1</td>
<td>16.7</td>
<td>38.5</td>
</tr>
<tr>
<td><strong>Choice of products</strong></td>
<td>85.7</td>
<td>100.0</td>
<td>92.3</td>
</tr>
<tr>
<td>Certified or ‘greener’ products</td>
<td>42.9</td>
<td>33.3</td>
<td>38.5</td>
</tr>
<tr>
<td>Local products</td>
<td>57.1</td>
<td>100.0</td>
<td>76.9</td>
</tr>
<tr>
<td><strong>Choice of Suppliers/Partners</strong></td>
<td>100.0</td>
<td>83.3</td>
<td>92.3</td>
</tr>
<tr>
<td>Green</td>
<td>57.1</td>
<td>16.7</td>
<td>38.5</td>
</tr>
<tr>
<td>Local</td>
<td>42.9</td>
<td>50.0</td>
<td>46.2</td>
</tr>
<tr>
<td>Network</td>
<td>57.1</td>
<td>0.0</td>
<td>30.8</td>
</tr>
<tr>
<td>Pricing</td>
<td>71.4</td>
<td>0.0</td>
<td>38.5</td>
</tr>
<tr>
<td>Quality of services and products</td>
<td>71.4</td>
<td>0.0</td>
<td>38.5</td>
</tr>
<tr>
<td>Safety</td>
<td>14.3</td>
<td>0.0</td>
<td>7.7</td>
</tr>
<tr>
<td><strong>Transportation</strong></td>
<td>42.9</td>
<td>66.7</td>
<td>53.8</td>
</tr>
<tr>
<td><strong>Electricity Saving</strong></td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Air-Conditioner</td>
<td>85.7</td>
<td>83.3</td>
<td>84.6</td>
</tr>
<tr>
<td>Lighting</td>
<td>85.7</td>
<td>100.0</td>
<td>92.3</td>
</tr>
<tr>
<td>Other</td>
<td>42.9</td>
<td>16.7</td>
<td>30.8</td>
</tr>
<tr>
<td><strong>Water Saving</strong></td>
<td>0.0</td>
<td>33.3</td>
<td>15.4</td>
</tr>
<tr>
<td><strong>Clearing and Cleaning</strong></td>
<td>71.4</td>
<td>33.3</td>
<td>53.8</td>
</tr>
<tr>
<td><strong>Waste Reduction</strong></td>
<td>85.7</td>
<td>100.0</td>
<td>92.3</td>
</tr>
<tr>
<td>Digital technology use</td>
<td>71.4</td>
<td>33.3</td>
<td>53.8</td>
</tr>
<tr>
<td>Donation/Sales of products</td>
<td>14.3</td>
<td>33.3</td>
<td>23.1</td>
</tr>
<tr>
<td>General waste reduction</td>
<td>28.6</td>
<td>33.3</td>
<td>30.8</td>
</tr>
<tr>
<td>Recycling System</td>
<td>85.7</td>
<td>100.0</td>
<td>92.3</td>
</tr>
<tr>
<td>Reuse of products</td>
<td>71.4</td>
<td>83.3</td>
<td>76.9</td>
</tr>
<tr>
<td><strong>Costs saving</strong></td>
<td>85.7</td>
<td>66.7</td>
<td>76.9</td>
</tr>
</tbody>
</table>
The results of obstacles faced to implement green practices in MICE events and activities are organized from the highest to the lowest mentioned ones (Table 4). They show that seven main obstacles are encountered, starting by the respect of the clients’ enquiries and decisions being the most important (92.3%). Thus, the quality of service and customer satisfaction seem to be the drive of the industry. One respondent of the first group said: ‘It has to be, everything has to be in line with the goals and objectives of our clients. So, it’s hard to say from our side: we try to save the costs that we can save, we try to save the energy that we can save.’ Another explained: ‘As I told you, we don’t involve to much in the green practices because our clients when they make a decision they most focus on the costing, and facilities of the hotel, and the budget for this one.’ An interviewee working for a hotel with convention center added: ‘That is difficult to say because in the Industry of tourism, we have to follow what request customers. Then many times customers do not request for green. They are requesting for enjoying.’ These testimonies indicate that the MICE industry, being service-oriented, is still mainly focused on the clients’ satisfaction (basically budgeting and enjoyment). They also show the lack of awareness from clients (69.2%) as well as of partners (30.8%). Other obstacles were mentioned: difficulties to communicate (53.8%), necessity to import products (53.8%), costs (38.5%), difficulties to follow standards (30.8%) and lack of information (23.1%). It is interesting to note some inconsistency from some interviewees about costs, as, claiming this point as an obstacle, they recognized nevertheless that green practices implementation could save costs. One EMC manager mentioned: ‘Most of the time the cost will be too high as well to go green on some points, like the decorations because it’s costly and the big companies have to manage their budget.’ Another very interesting point was revealed by one hotel manager: ‘Because if they pay more, it is not the correct way, right. If they want to do the green practices, we have to regenerate to the green package. The green package price should be lower than the full package. If you want the full setup, okay, but if they want to have the green standard, you go to get a drink in the back of the meeting room, a pencil over there... if we do talk to the customers: Sir, Madam, we have green practices in this event, so could you please get the drink in the back... and the question which comes back is why? I paid more.’ It shows that sometimes green packages are more expensive than standard ones, but the service is of poorer quality. The respondent did not explain why the green package was more expensive, but he might be talking about abusive green marketing. From the client’s side, it can be understandable that paying a higher price for a green package compared to a traditional one and having a less quality of service can seem unjustified. In summary, it seems that all stakeholders recognize difficulties in their implementation of green practices for several different reasons.

### Table 5: Obstacles of implementing green practices

<table>
<thead>
<tr>
<th>Subcategory</th>
<th>Group 1 (%)</th>
<th>Group 2 (%)</th>
<th>Sample (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clients enquiries</td>
<td>100.0</td>
<td>83.3</td>
<td>92.3</td>
</tr>
<tr>
<td>External lack of awareness</td>
<td>100.0</td>
<td>50.0</td>
<td>76.9</td>
</tr>
<tr>
<td>Clients/Guests</td>
<td>85.7</td>
<td>50.0</td>
<td>69.2</td>
</tr>
<tr>
<td>Suppliers/partners</td>
<td>57.1</td>
<td>0.0</td>
<td>30.8</td>
</tr>
</tbody>
</table>
Table 5: Obstacles of implementing green practices (Cont.)

<table>
<thead>
<tr>
<th>(Sub)category</th>
<th>Group 1 (%)</th>
<th>Group 2 (%)</th>
<th>Sample (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Difficulties to communicate</td>
<td>57.1</td>
<td>50.0</td>
<td>53.8</td>
</tr>
<tr>
<td>Need for imported products</td>
<td>42.9</td>
<td>66.7</td>
<td>53.8</td>
</tr>
<tr>
<td>Costs</td>
<td>42.9</td>
<td>33.3</td>
<td>38.5</td>
</tr>
<tr>
<td>Difficulties to follow standards</td>
<td>28.6</td>
<td>33.3</td>
<td>30.8</td>
</tr>
<tr>
<td>Lack of information</td>
<td>28.6</td>
<td>16.7</td>
<td>23.1</td>
</tr>
</tbody>
</table>

Conclusion and Discussion

The results of this survey show that the Phuket MICE stakeholders are aware of and implement green practices. Awareness is shown by the communication done by the organizations, both internal and external, and their commitment. The practices implemented, which allow costs saving, concern mainly electricity saving (particularly lighting), waste reduction (especially recycling system) and choice of local products. From the two groups studied, both in charge of organizing and operating MICE events and activities, despite their willingness of going ‘greener’, some difficulties are encountered to implement green practices, which creates a gap between awareness and implementation of green practices. It appears that this service-oriented industry offers a specific experience in function of the clients’ enquiries. Thus, it must organize, manage and operate MICE events and activities accordingly to the requests, even if some green practices are set aside. Even some problems are handled, the respondents seem to have ideas of how to face those challenges. Tools exist helping the stakeholders to ‘go greener’, such as guidelines from recognized international or national organizations, but it seems that they are not known by the ones the most concerned. However, the overall results are positive in Phuket.

Recommendations

1. One recommendation would be to organize discussions to exchange experiences, via meetings for example, between the local stakeholders, both private and public, for a better common industry understanding.

2. Another recommendation would be to suggest these organizations to join or create a local association to promote Phuket as a tourism destination side by side, while acting for both social and environmental issues.

References


ISO (2012). Sustainable events with ISO 20121


Chedi Hoi Temple, the Religious Tourism Destination of Pathum Thani Province

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Abstract

The study had 3 purposes: 1. to study Chedi Hoi temple in Buddhism activities to be promoted as Buddhism center of Pathum Thani province; 2. to study Chedi Hoi temple in spiritual activities to be promoted as spiritual center of Pathum Thani province; 3. to study the needs all Thai visitors that visited Chedi Hoi temple to promote the temple as a religious tourism destination.

Researcher used two methods; the first one was qualitative method by interviewing; the groups of people which were: 1) the abbot, 10 Buddhist monks, 5 nuns and 10 staffs who worked in the temple; 2) the owners of food and beverage shop, souvenirs shop, fishes and turtles' food shop and herbal medicine shop in Chedi Hoi temple Bor-Ngoen sub-district, Ladlumkaew district, Pathum Thani province; and 3) the officer in the Cultural Office of Pathum Thani, the officer in the Tourism and Sport Office, Pathum Thani, Head of Bor-Ngoen Sub-District Administration Office and his consultant. The second method was quantitative technique by using questionnaires to 310 sampling which were Thai tourists; people who living in the community nearby; the statistical analysis in frequency distribution, average, percentage and standard deviation; hypothesis testing by (SPSS) one sample t-test also used.

As a result, the researcher found as the following:

1. Tourists and people come to visit Chedi Hoi constructed by ancient oyster shells dug up from the ground, its construction was the unique Mon style of art. Moreover, there were 2 Buddha images made in late Ayudhaya period style and Khmer influenced style of art which are very impressive.

2. There was diversity of religious tourism activities: especially Buddhism activities; and ritual activities in the temple which became mainly target of the temple.

3. All local people who live nearby the temple and tourists from all regions of Thailand came to the temple according to religious and ritual ceremonies reasons.

The temple therefore became very famous and popular among all Thai people and their purposes to come to Chedi Hoi temple were to do their religious and ritual ceremonies which made them morally and encourage their morale. And one sample t-test represented visitors' purposes was religious ceremonies in high level (X̅ = 4.20) and visitors' activities were creed ceremonies (incantation) in high level (X̅ = 3.89).

Keyword: Religious ceremony, Ritual ceremonies and Religious Tourism

Introduction

Tourism is an important role of country's economic and social development because tourism can make country income up to some billion Baht. The trend of tourism in future also point out that the number of tourists will be increased. International tourism can bring more income to the country and can fix state deficit payment because of state deficit. Domestic tourism stimulates the production investment and services to the employment and distributes
income to all regions in every career. United Nations World Tourism Organization UNWTO predicted that in 2020 A.D the number of international tourists will be more than 1,600 million and the total income will be more than 100 trillion Baht.

There is diversity of tourism resources which are beautiful unique Thai culture and Thainess attracts many foreigners visit Thailand. The income of the country become more extension until 1982 A.D become number 1 ever since. (Boonlert Chittangwattana, 2005, 25)

Nowadays, tourism can be divided into 2 types according to sustainable tourism (Boonlert Chittangwattana, 2005, 12-14) as the following: Social Cultural Tourism and Ecotourism.

Pathum Thani province is connected to Bangkok and there are many tourism attractions, however, there still fewer visitors for 3 reasons: 1. there is no big capacity tourism resource 2. The distance between Bangkok to Pathum Thani province is in short distance and 3. There is little motivation to attract tourists to come.

**Table 1:** Comparative number, average stay and income of Thai visitors, tourists and excursionists between 2014 and 2015

<table>
<thead>
<tr>
<th></th>
<th>January to December</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2014</td>
<td>2015</td>
<td>Δ (%)</td>
<td></td>
</tr>
<tr>
<td><strong>Visitors</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thais</td>
<td>1,117,845</td>
<td>1,277,729</td>
<td>+14.0</td>
<td></td>
</tr>
<tr>
<td><strong>Tourists</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thais</td>
<td>391,062</td>
<td>435,392</td>
<td>+11.0</td>
<td></td>
</tr>
<tr>
<td><strong>Excursionists</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thais</td>
<td>726,783</td>
<td>8423,37</td>
<td>+16.0</td>
<td></td>
</tr>
<tr>
<td><strong>Average stay (day)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thais</td>
<td>2.09</td>
<td>0.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Income (Million Baht)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thais</td>
<td>1,422</td>
<td>1,659</td>
<td>+17.0</td>
<td></td>
</tr>
</tbody>
</table>


Most of Thai tourists visited Pathum Thani province is traveling from Bangkok. Their purposes to visit Pathum Thani province was for leisure, the motivation Thai citizens because of many interesting places and the distance to travel. There are many temples in Pathum Thani province like other all provinces in Thailand because Buddhist temples were places where Buddhist monks had to do religion activities and heart-center of all Thai Buddhist people. The origin of Thai arts such as music, custom, classical dance, rituals, believes come from temples since the old day until nowadays. Among temples in Pathum Thani, Chedi Hoi temple was outstanding one and became the destination chosen by all Thai visitors and tourists for their Buddhism and ritual ceremonies (http://www.binarynow.com July 10, 2015).
Table 2: Important tourism resources in Pathum Thani Province

<table>
<thead>
<tr>
<th>Natural Tourism</th>
<th>Historical/Cultural Tourism</th>
<th>Recreation/General Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Phai Lom Temple</td>
<td>1. The Supreme Artist Hall</td>
<td>1. Dream World Amusement Park</td>
</tr>
<tr>
<td>3. Pathum Thani Old City Hall</td>
<td>3. Tai Market</td>
<td>3. Science Center for Education</td>
</tr>
</tbody>
</table>

Source: Tourism Development Department Ministry of Tourism and Sports 2015 (Central Part) http://www.binarynow.com

Chedi Hoi temple covered the area of 45.2 acres (113 Rais) located at 73 Moo 4, Bor-Ngoen sub-district, Ladlumkaew district, Pathum Thani province. There were many tourism attractions in the temple, the most revered and unique of the temple is Chedi or Stupa constructed from million year's oyster shells in Mon style of art. At the present day, the abbot order to take it down and the new one with 59 meters high will be replaced. Not only the Stupa but there are many interesting objects to see such as the principal Buddha image name “Phra Buddha Naruemit Rattana Chana Mara” imitated from the original one in Na Phrameru temple, Ayudhaya province and the other Buddha image name “Luangpor Buddha Mongkol Nimit” in Khmer influenced style also. There were also many places and activities worth to see and to participate in the temple such as merit making, offering to Buddhist monks, praying, listening to Buddhist monks chanting, meditation, especially creed ritual ceremonies. Researcher studied all these details which became the religion tourism destination of Pathum Thani province.

Objectives
1. to study Chedi Hoi temple in Buddhism activities to be promoted as Buddhism center of Pathum Thani province
2. to study Chedi Hoi temple in spiritual activities to be promoted as spiritual center of Pathum Thani province
3. to study the needs all Thai visitors that visited Chedi Hoi temple to promote the temple as a religious tourism destination

Literature review
Researcher used 4 main concepts as the following: Tourism concept; Cultural concept; Cultural Tourism concept; and Temple as a tourist attraction.

In tourism concept, tourism defined temporary movement people from one place and usual life to another place for doing activities with convenience and comfort provided to serve that need (Mason, 2008: 5) and tourism aims holiday-mass popular individuals, cultural and religion, education, sport and recreation, historical and special interests, hobbies, visiting friends and relatives, business, and conference and congress. (Boonlert Chittangwattana, 2005, 12) In Chedi Hoi temple, travelers, tourists or excursionists can come to do many types of activities.
Culture is the beliefs, customs, arts, etc., of a particular society, group, place, or time; a particular society that has its own beliefs, ways of life, art, etc.; a way of thinking, behaving, or working that exists in a place or organization (such as a business). (Online http://www.merriam-webster.com/dictionary/culture accessed 25 Aug. 13) According to the definition, temple is a tangible; religion ceremonies are intangible simultaneously, when people come to the temple they come to see the beauty of art and architecture and also do their religious ceremonies or something else. Cultural tourism is history and culture study method through travel which emphasize in developing wisdom, creativity, environmental and cultural respect (Chanwit Kasetsiri, 1997: 1-10). The European Association of Tourism and Leisure Education defined cultural tourism; the traveling of people to cultural attraction which they cannot find or see in their usual life, this kind of traveling is education and experience seeking for self-satisfaction and fulfillment. This type of tourism composes of archaeological evidences and museum, architecture art, handicrafts, traditions and customs, music, literature, believes, culture. In Chedi Hoi temple, there is diversity of cultural attractions to draw attention to people to come.

Temple is religious place to do religious ceremonies which the area composes of permanent building for paying respect and religious activities. (Fine Art Department, 1996: 5) Thai temples are the place where in the old day, people come to study and listening to the chanting, therefore, temples are the place where all arts, architecture, artifacts and so on are very well preserved and nowadays become important places and worth to see. Chedi Hoi temple is ordinary temple but there are plenty of art, architecture and many others to see and also for studying.

Chedi Hoi temple is the complete place to become religion tourism resource of Pathum Thani province.

**Research Methods**

Researcher used 2 methods for the research as the flowing:

1. Qualitative method: researcher used interviews to be the study tools by purposive sampling technique to the groups of people which were: 1) the abbot, 10 Buddhist monks, 5 nuns and 10 staffs who worked in the temple; 2) the owners of food and beverage shop, souvenirs shop, fishes and turtles' food shop and herbal medicine shop in Chedi Hoi temple Bor-Ngoen sub-district, Ladlumkaew district, Pathum Thani province 3) the officer in the Cultural Office of Pathum Thani, the officer in the Tourism and Sport Office, Pathum Thani, Head of Bor-Ngoen Sub-District Administration Office and his consultant.

   Researcher used triangulation for data validation by 1) Surveying the area to compare data obtain from government officers and local people 2) Observation without participating to collect data and 3) Data collection in different time such as week day, week end and holidays etc.

2. Quantitative method: researcher used questionnaires to be a study tools by accidental sampling technique to 2 sampling groups: 1) Thai tourists for 310 persons who came to visit Chedi Hoi temple during December, 2014 to November, 2015 and 2) 304 inhabitants who came to the temple during December, 2014 to November, 2015 the study tools are in frequency distribution, average, percentage and standard deviation; hypothesis testing by (SPSS). One sample t-test is also used. population in local area who came to do their activities in Chedi Hoi temple Bor-Ngoen sub-district, Ladlumkaew district, Pathum Thani province.
Researcher consulted the advisor to examine the questionnaire for validity and used pre-test of 30 tourists sampling for reliability to get Cronbach’s Alpha coefficient as shown in table 3 and table 4 below:

### Table 3: Case Processing Summary

<table>
<thead>
<tr>
<th>Cases</th>
<th>Valid</th>
<th>Excluded</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>30</td>
<td>0</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

### Table 4: Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach’s Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.906</td>
<td>17</td>
</tr>
</tbody>
</table>

From table 4 depicts Cronbach’s Alpha coefficient of 0.906 more than 0.7 which is acceptable, therefore the questionnaire is reliability.

Researcher searched the number of Thai tourists comes to visit Pathum Thani province in 2015 (http://service.nso.go.th/nso/web/statseries/statseries23.html) and get the number of Thai tourists which are 960 people in total shown in table 5 and used Taro Yamane sample size for precision of 95% to be 286 samples, researcher therefore used the number of 310 Thai tourists to be sampling.

### Table 5: Number of Thai tourists visit to Chedi Hoi temple in 2015

<table>
<thead>
<tr>
<th>Thai Visitors</th>
<th>Excursionists</th>
<th>Tourists</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>661</td>
<td>299</td>
<td>960</td>
</tr>
</tbody>
</table>

**Source:** http://www.tourism.go.th/2015/PHATHUMTHANI.pdf

Researcher searched the number of people lived in Bor-Nguen Sub-district, Lalumkaew District, Pathum Thani province form website: http://pathumthani.kapook.com and get the number of people lived in communities are 6,057 people divided to be 267 new born babies to 6 years old of age; 18 pregnancy women; 1,339 women 35 years old of age up; 747 elderly people; 232 elderly chronic people; 15 self-insufficient elderly people; and 79 disable people shown in table 6 and get the information from head of Bor-Nguen sub-district that the number of local visiting to the temple should be approximately 1,000 – 1,500 people and used Taro Yamane sample size for precision of 95% to be 286 samples, researcher therefore used the number of 304 local people to be sampling.

### Table 6: Number of people lived in Bor-Nguen Sub-district

<table>
<thead>
<tr>
<th>New born babies-6 years</th>
<th>Pregnancy women</th>
<th>Women 35 years</th>
<th>Elderly people</th>
<th>Elderly chronic people</th>
<th>Self-insufficient elderly people</th>
<th>Disable people</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>267</td>
<td>18</td>
<td>1,339</td>
<td>747</td>
<td>232</td>
<td>15</td>
<td>79</td>
<td>6,057</td>
</tr>
</tbody>
</table>

**Source:** http://pathumthani.kapook.com
Results
Researcher found the results according to the interview 3 main groups of people as the following:

The abbot, 10 Buddhist monks, 5 nuns and officers in the temple can be summarized that the temple is the heart center of Buddhist people. Most of people came to the temple for making merit, giving the offerings to the monks and novices and do their religious activities more that came to do other activities. They thought everyone in the temple already provided everything to the people, it is not quite necessary to do anything else once people still come to the temple.

The shop owners were mostly happy to do their business in the temple, there were many Buddhist people and tourists came to the temple daily and many more during the weekends and holidays. They did not pay too much for the rent fee and make profit moderately.

The government officers related to the temple thought that the temple became truly religion and creed ceremonies of Pathum Thani province: firstly, the abbot is very well known, famous and respect from all over Thai visitors to the temple; secondly, there is 59 meters oyster shell’s Chedi which became the outstanding landmark of Pathum Thani province; finally, there are many talismans in the temple where believers can come for ritual ceremonies for their good luck and prosperity.

The researcher found the results according to 3 objectives as the following:
1. to study Chedi Hoi temple in Buddhism activities to be promoted as Buddhism center of Pathum Thani province
2. to study Chedi Hoi temple in spiritual activities to be promoted as spiritual center of Pathum Thani province

Table 7. Number and percentage of visitors according to their purposes

<table>
<thead>
<tr>
<th>Purposes</th>
<th>Number of Visitors</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religious Ceremonies</td>
<td>196</td>
<td>63.23</td>
</tr>
<tr>
<td>Creed Ceremonies (Incantation)</td>
<td>86</td>
<td>27.74</td>
</tr>
<tr>
<td>Study nature</td>
<td>16</td>
<td>5.16</td>
</tr>
<tr>
<td>Study heritage wisbons</td>
<td>7</td>
<td>2.26</td>
</tr>
<tr>
<td>Health/Massage/Leisure</td>
<td>5</td>
<td>1.62</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>310</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

From table 7 displayed most of Thai visitors visited to the temple for religious ceremonies 196 visitors (63.23%) followed by creed ceremonies 86 visitors (27.74%).

Table 8. Number and percentage of visitors according to their activities

<table>
<thead>
<tr>
<th>Activities</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creed Activities (Incantation)</td>
<td>177</td>
<td>57.10</td>
</tr>
<tr>
<td>Leisure</td>
<td>68</td>
<td>21.94</td>
</tr>
<tr>
<td>Study the nature</td>
<td>25</td>
<td>8.06</td>
</tr>
<tr>
<td>Study Wisdom Heritage</td>
<td>21</td>
<td>6.77</td>
</tr>
<tr>
<td>Health Activity</td>
<td>18</td>
<td>5.81</td>
</tr>
<tr>
<td>Others</td>
<td>1</td>
<td>0.32</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>310</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
From table 8 displayed most of visitors visit the temple to do creed activities (incantation) ritual ceremonies 177 visitors (57.10%) which is make morale to people to live their lives.

3 to study the needs all Thai visitors that visited Chedi Hoi temple to promote the temple as a religious tourism destination

According to table 8 and 9 displayed Thai visitors came to Chedi Hoi temple for 2 main reasons: the firstly, for religious ceremonies; and secondly, for creed activities (incantation) activities. Chedi Hoi temple, therefore, is the place where most of Thai believers made to be religious tourism destination of Pathum Thani province.

Local people and most of Thai tourists visit temple for religious and creed activities for their morale and wish good fortune. There are many things in Chedi Hoi temple which people would like to see and do in the temple such as the remarkable 59 meters high oyster shell's Chedi, 2 beautiful Buddha images, religious ceremonies and creed ceremonies which can serve the need of people.

**Table 9** represented visitors’ purposes

<table>
<thead>
<tr>
<th>Details</th>
<th>Visitors’ Purposes levels</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Religious ceremonies</td>
<td>4.20 (S.D. = 0.82)</td>
<td>High</td>
</tr>
<tr>
<td>2. Creed ceremonies</td>
<td>3.89 (S.D. = 0.79)</td>
<td>High</td>
</tr>
<tr>
<td>3. Study nature</td>
<td>3.25 (S.D. = 0.78)</td>
<td>Medium</td>
</tr>
<tr>
<td>4. Study heritage wisdoms</td>
<td>3.09 (S.D. = 0.76)</td>
<td>Medium</td>
</tr>
<tr>
<td>5. Health/Massage/Leisure</td>
<td>3.02 (S.D. = 0.76)</td>
<td>Medium</td>
</tr>
</tbody>
</table>

From table 9 represented visitors’ purposes: the first was religious ceremonies in high level (X = 4.20); the second was creed ceremonies in high level (X = 3.89); the third was study nature in medium level (X = 3.25); the fourth was study heritage wisdoms in medium level (X = 3.09); and the last was health/massage/leisure in medium level (X = 3.02).

**Table 10** represented visitors’ activities

<table>
<thead>
<tr>
<th>Details</th>
<th>Visitors’ activities levels</th>
<th>X</th>
<th>S.D.</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creed activities (Incantation)</td>
<td></td>
<td>3.89</td>
<td>1.0</td>
<td>High</td>
</tr>
<tr>
<td>Leisure</td>
<td></td>
<td>3.37</td>
<td>0.91</td>
<td>Medium</td>
</tr>
<tr>
<td>Study the nature</td>
<td></td>
<td>3.21</td>
<td>0.79</td>
<td>Medium</td>
</tr>
<tr>
<td>Study heritage wisdoms</td>
<td></td>
<td>3.09</td>
<td>0.93</td>
<td>Medium</td>
</tr>
<tr>
<td>Health activities</td>
<td></td>
<td>3.08</td>
<td>0.82</td>
<td>Medium</td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td>2.05</td>
<td>0.78</td>
<td>Low</td>
</tr>
</tbody>
</table>
From table 10 represented visitors' activities: the first was creed ceremonies (incantation) in high level (\( \bar{X} = 3.89 \)); the second was leisure in medium level (\( \bar{X} = 3.37 \)); the third was study nature in medium level (\( \bar{X} = 3.21 \)); the fourth was study heritage wisdoms in medium level (\( \bar{X} = 3.09 \)); the fifth was health activities in medium level (\( \bar{X} = 3.08 \)); and the last was others in low level (\( \bar{X} = 2.05 \)).

**Conclusion and Discussion**

From the results of the research can conclude of the study as the following:

1. The remarkable 59 meters high oyster shells Chedi and 2 beautiful Buddha images and also the architecture of the temple can serve as the heart center of all Thai visitors.
2. In the temple, there are diversity of tourism activities such as Buddhism religious activities; creed activities which can be served as destination for all Thai Buddhist people and believers.
3. The people continue going to visit Chedi Hoi temple to dot their religious and creed activities and become religious tourism of Pathum Thani province.

Discussion can be as the following:

1. Discussion according to the first purpose
   Researcher found that most of visitors come to visit the temple to see the unique style of Chedi and Buddha images resembled from Ayudhaya and Khmer styles and also visit to indoor museum and outdoor boat museum displaying closed to the pond. They also come to the temple to calm their minds and making merit.
2. Discussion according to the second purpose
   Researcher found that most of people come to the temple to do their creed activities which mostly made morale and good fortune to people; therefore, the number of people will come to the temple increasingly.
3. Discussion according to the third purpose
   Researcher found that the temple can become truly religious tourism destination of Pathum Thani province.

**Suggestion**

1. The abbot's legacy should be inherited.
2. Meditation practice, commandments perception, merit making, give the offerings the Buddhist monks, wisdom and intellectual to the interested person with concentration management.
3. Recovering Mon cultural which almost disappear, in additional, it should be promote to the public.
4. The officials have good attitude to the tourism development in cultural travel and promptly welcome assist visitors. They are ready to assist and participate along with local people operation and management together.
5. Chedi Hoi temple can be truly religious tourism destination.

**Acknowledgements**

Researcher has to thank you to Mr. Seree Wangsepaajitr, former Dean of College of Tourism and Hospitality, Rangsit University, who support and provide very useful comments from beginning to the end. Thank you to Mr. Ittiphun Pattananupong, a lecturer at College of
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References


Community Participation in Homestay Business Management in Loei Province, Thailand

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Abstract

This research aims at studying community's participation in homestay business management for developing cultural tourism in Loei province, Thailand. The main purposes of the study are 1) to investigate the potential and readiness of the cultural tourism management and community participation in homestay business 2) to explore factors of problems and obstacles in the homestay management and 3) to propose guidelines to manage the homestay business for sustainability.

The results of this study showed that the management of homestay accommodation in Loei Province had the potentiality and the availability of a very good level in terms of facilities, attractions and it was easy to access the involvement of people in the community cooperation. They also cooperated and followed the criteria that people in the community set their standards collaborate with the department of tourism operation centre by government of Thailand in terms of services, facilities, cleanliness, security, as well as classified in their own accommodation and also their community. It's also good to accommodate both Thai and foreign tourists.

However, the researcher also found that there were some problems and need to be resolved; because the exactly time when the tourist's need to stay in homestay is only when the local hotel fully occupied when they have main local festival. Then some groups in community cannot handle the rules of homestay standard correctly such as standard of sanitation and cleanliness, bedding, this problem occurs only during the festival only and after the major festival passed the homestay business is rather sluggish. It appeared that, People in the community do not make homestay as a main income. It's just extra income in some seasons.

What matters here is how do people in the community will help each other to push the homestay business as a core business of the community as well as to be the main income and the other local tourism business will be followed.

Furthermore, to encourage people in the community to jointly develop homestay to be accepted by people in the community and to manage to be sustainable tourism.

These problems will lead to recommendations for appropriate local management and homestay management.

Introduction

Cultural and heritage tourism focuses on the characteristics of tourists who visit cultural and heritage destinations. It has become a major new area in the tourism industry because of people's inclination to seek adventure, traditional culture, history, archaeology and interaction with local people (Hollinshead, 1993). Tourists seek out adventures that could immerse them in a culture or a place (Thompson, 1998).

The tourism industry is very important to developing countries and can represent economic stability society and the country as well (CheerapanSuksringam et al., 2006). Thailand
is starting to focus on tourism for over 40 years with a vision that Tourism can be a major of economic sectors of the country and government planning policies are set up to promote tourism in Thailand. Since the economic crisis that occurred in 1997 when the government has tried to find the way to reestablish the stability of the country and the government has recognized that tourism is important to make money by bringing foreign currency into the well. It adds to the local work and income distribution. The government has tried to push policies to promote tourism in the country. They are strategically placed to stimulate the continuation in the travel market (Santichai Auajongprasit, 2006).

The government launched the Amazing Thailand campaign in 1998-1999 to support the growth of national parks. (Tourism Authority of Thailand, Online, 2548), which found that the strategy helps increase the number of tourists traveling to Thailand.

Currently ecotourism has been popular and begins to change the direction of travel on the path of education and cultural exchange with each other along with the natural attractions. Homestay has gained the popularity among the tourists. Travel in style of homestay was happened first in Europe. The first country who started this style of tourism was Austria and then other European countries began to follow by England, Germany and Iceland. In each country, there are different names according to the tradition and culture of each country such as bed & breakfast, farmhouse and guesthouse. However, no matter how unique it is called, the focus of such accommodation must be located in rural and hinterland communities with population density. So that visitors can touch and learn about the lifestyle of the host family and the community. This can be in the form of tourism homestays only (Macnulty, 2001).

Several tourists trust that the homestays contribute to characterize a unique living in a new culture. Visitors seek authentic experiences and architectures of the host culture. Homestays could provide the cultural experience and the sense of being at home. This allows them to perform more freely and feel comfortable and relaxed in a foreign culture. The search for realistic experience among travelers also increases the construction of cultural and heritage based tourism in order to provide a more authentic encounter for tourists.

Through homestays, these cultural qualities often provide accomplices - with such staged authenticity and acceptable satisfaction while hosts seek to offer tourists a genuine connection to the community. Residents’ desire tourists to visit their houses because travelers bring economic benefits to their community while they are still maintaining their traditional culture and heritage (Cole, 2007).

Homestay business in Thailand was initiated in 1960 by a group of students from rural development volunteer camp. They want to learn the ways of rural life and develop the rural areas.

Later in 1996, a group of businessmen and the tour operators proposed the idea to combine the adventure ecotourism with the homestay tourism so that visitors have the opportunity to live together with the local people in the same house and do activities together (Office of the tourist development, 2006). These tour visitors can do just as well as the daily lives of ordinary people, such as farming, planting, crafts, weaving, basketry, art and culture, which are different from the lives of tourists.

Therefore, the cultural and heritage attributes such as food, shopping places, and accommodations were built into villages in Thailand for homestays in order to attract travelers who searched for a mix of activities in an area.
Travelers frequently seek adventures that immerse them in the culture or a place and search for small groups and personalized services. Tourism investors can learn about tourist interests and help shape the presentation of cultural and heritage attributes as well as the growing number of homestays in Thailand. The homestay is a new concept in Thai tourism and it lacks studies providing the homestay information. Thus, this study was created in order to provide more information to homestay investors or local entrepreneurs. This study investigated community participation in homestays and how they develop their homestays.

Currently, the management of homestay does not have marketing management system. The Tourism Authority of Thailand would be a mentor to work with the community. Housing by a landlord to provide homestay accommodation as well as providing network services and property owners needs to learn and understand how to provide comfortable accommodations with quality and safety of life and property.

For this research, the study area was Loei Province because of it is potentialities in natural and cultural tourism and the area is generally characterized by fertile mountains and Loei province is also the target of tourists who are interested in Thai local lifestyle and Thai culture including natural attractions. Furthermore, the community will participate in providing accommodation to tourists who are interested in homestays. If the community participation has the proper management, it will be a model for the development of community participation in homestay business in other parts of Thailand.

Culture and heritage tourism trends have particular relevance for rural areas when they are accompanied by abundant natural resources. Traditional ways of earning on stocks provide the primary source of income. But, to stimulate rural economies, it has become unavoidable for rural regions to seek alternative uses for local resources (Liu, 2006). Cultural heritage tourism is an option for enhancing rural lifestyles and distributing income in the region. As a result, tourism has become the priority tool of rural orthodoxy (Augustyn, 1998).

Homestay programs play the main role in cultural tourism and are the fastest growing segments of the tourism market (Wang, 2007). The culture and heritage tourism that has been preserved in a location causes the local people’s everyday lives to infiltrate the everyday lives of travelers and thus, this makes a homestay more attractive. Because of this, homestay tourism is a rapidly growing niche market, utilized by an increasing number of domestic and international tourists. As an attraction, it also continues to grow due to word-of-mouth. Therefore, to expand this market, the desirable cultural and heritage attributes should be considered in order to raise the number of travelers and thus, increase the local resident income. In addition, operators need to regard which attributes influence tourist satisfaction and their destination choice in order to formulate the strategies that attract and better satisfy customers. Although several researchers have studied the cultural and heritage tourism, they did not provide homestay issues, especially homestays in Thailand. The homestay is a new concept of Thai tourism but it is expected to continue. In this regard, this study could be applied to investigate what factors would motivate tourists to choose homestays in northern of Thailand and to predict tourists’ overall satisfaction and expectation based on cultural and heritage attributes.

Objectives

1. To investigate the potential and readiness of the cultural tourism management and community participation in homestay business
2. To explore factors of problems and obstacles in homestay management
3. To propose guidelines to manage the homestay business to be sustainable

**Literature Review**

Community participation in repetition is complicated achieve for many reasons, including personal reason, self-reliance, significance, time and lack of tourism understanding (Cole, 2006). The concept of helping community to developing is a concept that give a chance to people solving their own problem and to give opportunities for people to analyze situation that they are in and to make them prompt if they would change. The process of developing will be depending on that communities they will make the main role in development, so they can be solving their problem and keep going on development by themselves. Of course, all of the development will be on their own community (Somsak Techae-rawan, 2006). Community-based Tourism (also known as “Host Management”) has expanded rapidly and also in the future, there is a tendency to grow as a network. The pattern of community management is expected to be a potential one-way tourism management by focusing on community participation processes in management and support the conservation of natural resources including tourism resources in itself. At the same time, it’s will be benefits of local community economy as well. Also, if look at the market, then it turns out that the market of tourism by the community is also a niche and often used the word “Community-Based Tourism” or “Ecotourism” or “Conservation tourism” and similar names. Has been used as a media advertising to promote the image of tourism. On the contrary, it affects the environment, society and culture local tradition (Sinth Salobon, 2016).

Homestay has been described by Beerli & Martin (2004) as the economic activity and accommodation system used in the tourism sector. In particular, homestay is popular amongst the tourist and visitors who aim at interacting with local social system, lifestyle, people and culture. Consequently, the main components of homestay program include entertainment, accommodation, education, food, hospitality and enrichment. Hence, homestay includes living in a place and has been acknowledged to be one of the products of tourism that is accommodation oriented. The enhancing, promotion, and improving of homestay ensure that cultural diversity amongst local residents is incorporated thus attracting the tourists and international visitors.

Consequently, the aim of this chapter is to present the theoretical framework and review existing literature on homestay. This helps in understanding the motivation of tourists and the attributes that affect their satisfaction with heritage and cultural destinations. In addition, the concept of homestay in Thailand is reviewed including the role of the government in development of homestay as a form of tourism in Thailand. Besides, this chapter reviews the literature on the satisfaction of tourists with heritage and cultural destinations. Another important section in the literature review is the discussion of heritage and cultural tourism as well as the explanation of how tourists are motivated. The first major section concerns the history of homestay in Thailand as follows.

Tourism is an essential industry in Thailand since it largely contributes to the growth of the economy of Thailand. In the opinion of Lynch & MacWhannell (2000), tourism earns Thailand the highest income from foreign exchange compared to the other sectors. Recently, it has been reported by Barbara, Bryant & Claes (2005) that global tourism patterns are slowly
changing as other forms of tourism become more popular. Therefore, the tourism industry in Thailand adjusted itself to make use of these new opportunities that present due to the changes in tourism pattern by embracing homestay as a unique form of business venture. Thailand has unique traditional and cultural practices and natural resources which make it have a high potential as regards building up tourists’ activities around natural adventures and experiencing of local culture and tradition. This enables cultural exchange to occur and due to the unique and attractive way of life, international visitors can be attracted thus provide economic benefits to local residents and empower the need for environmental consciousness.

In this regard, the government of Thailand has promoted homestay development continuously in various destination of tourists throughout Thailand. Nevertheless, there is a common problem that homestay service normally faces and this mainly relates to unreliable service and service failure thus leading to unsustainable of homestay profitability. Hence the role of government in promoting homestay is crucial as this enables the service quality to be improved and hence meeting of the expectations of the international visitors regarding homestay in Thailand.

According to the reports by Cole (2007), homestay entrepreneurs must understand the preferences and behaviors of their customers in order to be in a better position to satisfy them and meet their expectations. In addition, having this knowledge can help in improving the competitiveness of Thailand tourism market in general. On their part, Enright & Newton (2004) indicated that homestay accommodation incorporates specific cultural relations like interaction with local people in their private homes and associating with host family. Consequently, the relations of homestay which relate a home can be thus differentiated from other accommodation types. Heung & Cheng (2000) attests that in homestay, the private home boundaries are opened hence accessible by the public space unlike in other accommodation types. Examples of types of homestay accommodation include host families, certain small hotels, breakfast and bed and farm stay.

In Thailand, there has been increased demand for homestay where the tourists indirectly or directly pay to stay in homes of local people. Halir & Kashif (2005) reported that homestay networking involves family/host and their interaction with the tourists and hence families have a main role in determining the values and norms of tourist behavior which impact the tourists while staying in their homes.

According to social and economic development plan of government of Thailand which delegated authority into local community, the local organizations started to develop interests in generating income for the community. The Ministry of Tourism in Thailand indicated that increasing the income of the community could be done mainly through ensuing local tourism is operational by developing various attraction sites for tourists. For instance, homestay are essential attractions that can pull attention of international visitors. Moreover, the activities of homestay are known to develop communities besides increasing the income of the communities whilst maintaining the environment and culture of local area. The simple local lifestyles of people are considered important in attracting visitors from other cultures and have gained the tourists’ attention.

Reports by Jang & Cai (2002) noted that homestays in Thailand are established in various locations including northern Thailand. In particular, it was revealed by the Ministry of Tourism in Thailand that the Thai homestays were first established in 2004. With time, the homestays grew in number and increased to about 93 villages in a short time with most
homestays being constructed between 2007 and 2008. International visitors in Thailand then gained more interest in homestays given that it was a new and distinctive feature of tourism in Thailand.

The government of Thailand has focused mainly on the development and sustainability of homestays in order to promote Thailand as an international destination for tourists. This is also due to the fact that homestay is currently regarded as a good tourism product to promote Thailand and involve more members of community in the tourism sector through the tourism in rural areas. According to Kao, Patterson & Li, Chungi (2008), the embracing of homestay is to take advantage of heritage and cultural assets and natural resources in communities in order to develop income generating activity with little expenditure on improving existing infrastructure.

The concept of homestay is not only seen as an activity to generate income but also homestay assists in meeting the agenda of the Thai government of eradicating poverty through the nurturing and creation of more opportunities for employment for involved communities. In addition, this is also indicated in the homestay programme objectives of generating income for operator/people in rural setting and enhancing Thailand as a number one destination for international tourists through highlighting existing culture of Thai people. Homestays therefore has contributed successfully in providing a different accommodation option that tourists can seek hence provide an alternative holiday from other tourism packages offered. Consequently, homestays give tourists the ability to choose the accommodation as well as flexibility on when to travel.

Majority of the operators of homestay offer extra room to be used by the tourists or the guests as lodging in their homes for minimum package or charge. The operators of homestays are also obliged to criteria required and can be given support and assistance from relevant agencies or the government of Thailand. The development of homestays rapidly as a new product of tourism has been of great benefit to tourism sector in Thailand due to the economic gains involved. Additionally, Kozak & Rimmington (2000) identified homestay as a sector that is a very unique appeal of Thailand and is packaged with culture and local traditional elements and natural heritage. Besides, homestays are categorized as products of rural tourism and continue to attract more international tourists and local tourists. Therefore, homestay has boosted economy of rural Thailand significantly especially in communities that are engaged in certain homestay locations.

**Research Methods**

This study was a qualitative approach on the situation of tourism and homestay business in Loei province as well as the problems and obstacles in the area. The researcher has determination of key information as local communities, member of homestay businessman, local government and also tourists (accidental sampling).

The main methods of this research are;

1. Researcher, made observations, ask questions, take notes and analyze all data the researchers have asked the main informants, community leaders, Local businessman, and people in community who did home-stay business. To be impartial is to focus and analyze in order to understand the perspective of outsiders and insider of people within the community and also studied the process of exchanging ideas with the knowledge leaders and community members.
2. Semi-structured interview on focus group interview, Researcher used the indicators of this study were determined by using the homestay standard of The Department of Tourism by government of Thailand to set a topic for a broad range of questions.

Quality Management Framework Home Stay

**Standard 1:** Accommodation

1.1 The proportion of the house.
1.2 Clean and comfortable bed
1.3 Have clean toilets and showers.

**Standard 2:** Food

2.1 Types of food and raw materials used for cooking
2.2 Clean drinking water
2.3 There are containers that contain clean food.
2.4 The kitchen and kitchen appliances are clean.

**Standard 3:** Safety

3.1 Preparing for First Aid
3.2 Security system is provided.

**Standard 4:** Friendly atmosphere of homeowners and household members.

4.1 Reception and familiarity
4.2 Creating knowledge exchange activities in community life style.

**Standard 5:** Tour Operation

5.1 There is a clear tour for tourists who have to be accepted by the community.
5.2 Information on tourism activities
5.3 The owner is a local guide or coordinator to guide the local tour guide.

**Standard 6:** Natural Resources and Environment

6.1 Community has a tourist attraction within the community or tourist attractions nearby.
6.2 Maintaining a Tourism
6.3 Have plans or measures to reduce the impact of tourism. And reduce global warming.
6.4. There are activities to reduce the impact of tourism for the conservation of natural resources and the environment and reduce global warming.

**Standard 7:** Culture

7.1 Preservation of local culture and traditions
7.2 Keeping the community alive Keep a regular routine.

**Standard 8:** Value Creation and value of the product.

8.1 Products from the community as souvenirs, souvenirs or sold to tourists.
8.2 Products that create value and value for the community.

**Standard 9:** Homestay Management

9.1 Local homestay communities network
3. Survey observation and discussion with community

The keys man in this research is Municipality district Office in the Loei area and the community leaders, network of homestay business operators in Loei province.
The main information from the municipality: "The homestay business in Loei has just started. We are supported by the government and private sector, especially the Tourism Department. We also need to develop a lot and also required the cooperation of people in the community to develop the homestay business in Loei."

Leader of accommodation business said that (Phunacom resort owner, Dansai Loei): "We try to push and provide assistance in providing information, knowledge, about homestay business. Accommodation management to meet the standards of the Department of Tourism also guidance to develop a homestay business and the people in the community are involved. In order to give people in the community extra income or maybe it is the main income of the people in the community in the future whether it is from homestay, selling souvenirs, tourist destination and cultural art conservation by the homestay business with communities' participation:"

Results of the Study

For the investigation of the potential and readiness of the cultural tourism management and community participation in homestay business, Loei province has a unique tradition, culture and way of life, which attract tourists to visit the province. In addition, Bun Luang and Phi Ta Khon festival at Dansai district, Loei province are important local yearly festivals to pay homage to deities and the spirits of the ancestors, these festivals bring together the celebrations of Prawet festival, Bung Fai festival, Sum Ha festival and Phi Ta Khon festival. The Phi Ta Khon festival is unique to the Dansai district in Loei province and reflects the following six qualifications: Beauty of arts and culture, Way of living and local wisdom, Local community relations, Buddhism activities, Diversity of cultural action and Ensuring the continuity of social practices.

Loei province also has many natural attractions because its geography is mountainous such as Phu Kradueng, Phu Lom Lo, Phu Laung wildlife sanctuary, San Hin Pha Ngam Park, Huai Nam Man or Huai Krathing Reservoir, Phu Bo Bit Forest Park etc. These interest tourists and a lot of them visit the place every year.

Explore factors of problems and obstacles in homestay management

Homestay management in Loei province came from a large number of tourists who visit the Bun Luang and Phi Ta Khon festivals. Because of this, it made hotels and accommodation in that area were fully booked and the tourists needed to ask the government agencies whether there were any other homestays or business accommodation in this area or not. It is the starting point for the government to encourage people in the community and the private sectors to cooperate, consult, plan and find ways to provide accommodation. Due to the fact that people in the community have a poverty, their main income comes from agriculture and handicrafts. If the government will encourage the community to increase their income, the concept of this situation is homestay that could possibly make people in the community have more income.

The government has asked for cooperation from the private and local education sectors to plan a homestay business, and also provides tourist destination routes and community-based accommodation. To illustrate, it lets people in the community arrange homestay accommodation under the guidance and supports of both public and private sectors to help people in the community to participate in homestay business.
However, from the study, it was also found that there are many problems and obstacles from the operation as people in the community do not have enough of time management to handling tourist because they also have to do agriculture as a main business, there are also few participants and still do not enough to meet the needs of tourists. In addition, lack of knowledge and understanding of homestay and tourist business operations, lack of staff who are well knowledgeable in community to help them for solving the problem including in the field of language communication the tourists are foreigners, they are not able to communicate with each other.

For the sanitary and cleanliness conditions, the physical characteristics of the community are mostly wooden houses which is home to a relatively long life. There are also issues with cleaning and bathroom management because the bathroom is also traditional and not easy to use for foreigners.

Furthermore, the networks of entrepreneurs are not strong enough and sometimes the tourists do not come over the year just only when they have festivals or only some seasons. Proposing guidelines to manage the homestay business to be sustainable.

To propose guidelines to manage the homestay business to be sustainable

Due to the fact that Loei province has a wealth of natural resources and possesses a unique cultural identity and traditions, it has been promoted by DASTA (Designated Areas for Sustainable Tourism Administration) as a sustainable tourism destination. DASTA formulates policies and administrative plans for the sustainable development of tourism in specific areas. This includes the coordination of local government agencies and the public in order to cooperate in the development of tourism areas in special areas for sustainable tourism and the balance between economic, social and environmental also maintain the environment of attraction beautiful and sustainable and suitable environment for good culture an impressive tourist attraction for Thai and foreign tourists to remember and come back. (DASTA, http://www.dasta.or.th/aboutus/about-history/about-role, 25 October 2017).

DASTA plans to promote and advertise Loei province for sustainable tourism destination by the followings:
1. To promote the use of the potential of various agencies. Both public and private sectors develop tourism markets.
2. To encourage and develop the environment for sustainable tourism.
3. To encourage people and communities to participate and develop tourist attractions in their local communities.

The tangible results of the above policies were the preservation of arts, customs, local wisdom and good local culture, the tourism income of community, and the community employment for better quality of life and local life. The ultimate achievement of this proposal of sustainable tourist destination is the full cycle development covering economic, social, cultural and environmental aspects.

It is evident that the arrival of DASTA will be the problem solution; besides, it is also a tool to develop Loei province to be a sustainable tourist destination.

Conclusion and Discussion

After the researchers studied the data from several ways of interviews; semi-structured interview and formal and informal observations, the results of the study are concluded and discussed that Loei province is well-equipped with natural resources and culture, simple way
of living, it also has a unique cultural and linguistic identity. The main income of the people in community are from agricultures and traditional handicrafts. Loei province is well-prepared to host homestay and community-based tourism management and it is likely that tourism business is the main income of the community in the future.

Homestay activities under the support and guidance of both the public and private sectors with people in the community and agencies in the area can make it happen of potential and the availability of local eco-tourism and homestay business as well as the DASTA's entry into the community to help bring together the best results.

Although Loei province still has the limitation of basic foodstuffs, the transportation, sanitary, they are not the barriers to develop people in the community. Tourism business by community still need to be promoted from the Thailand government to encourage visitors to know the tourist attraction and homestay accommodation better than now.

The community participation in tourism management should be the cooperation of both the people in community and the leaders to develop and remain their village, natural attraction, culture and tradition to be sustainable.

Community participation demonstrates the ability of the community to participate in decision-making, mutual benefit and evaluation. The homestay community is involved. It is a combination for local development and for preservation of wisdom.

Recommendations
1. Influential factors towards decisions-making to travel at homestay
2. Tourists' Behavior and motivation to travel in the Loei province

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Creative Tourism in Thailand: A case Study of Experiential Tourism at Baan Nam Chiew Community in Trat Province

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Abstract
Abstract: Creative tourism concept is based on the idea that tourists can benefit from memorable and authentic experience through participation in various activities provided by local communities that they visit. Through creative tourism, tourists will feel connected and linked with the community in terms of its history, culture, atmosphere, and way life. The main objective of this study was to find out the attitude and behavior of the tourists who participated in workshops and experienced the homestay prototype in creative tourism at Baan Nam Chiew community. In this research, qualitative method was employed by conducting in-depth interviews and participant observation. Twelve informants were divided into three groups: four informant representatives from the public sector (DASTA, TAT), two international tourists, five informant representatives from the civilian sector (community), and one informant representative from a university. Data analysis was done by using open coding, constant comparison analysis, and thematic analysis. The findings indicated on-site tourism experience in activities based on creative tourism.
Keyword: Creative Tourism, Tourist Experience, Community

Introduction
Nowadays, tourist behavior has changed. Tourists are turning their attention more to the experience and learning that they may obtain from traveling. They also want to participate in activities based on community life to understand the value and importance of the cultural heritage of the host area. Tourism is a way to open up or enhance tourist life experience, create fun, and enjoyment. Entertainment at their leisure must also bring new learning. Trendy tourism has become a continuous travelling stint for tourists visiting various tourist attractions. As a result, many alternative forms of tourism have been proposed to add greater variety to already exotic, attractive, and appealing tourist experiences.

Statement of Problems
Tourism is currently focused on the pursuit of income from tourism that promote destination areas. More tourists are visiting different attractions and this has been generating more revenue to the host communities and their countries. However, a consequence to avoid is the degradation of a tourist attraction that arises from visitors dumping garbage in public areas and destruction of natural resources in the tourist destination can take place beyond the ability of the host to control it. For instance, wastewater in a community may not be treated in time. Tourism resources can also be destroyed in many other ways such as, stepping on the coral, collecting stones or plants as souvenirs, and so on. Some tourists do not pay attention to community spirit and come for a visit just to take photos or have a meal during the trip to commemorate the event. This characteristic of tourists hardly provides any benefit to the
community. More serious than the problem of small revenue is environmental damage that can be caused by garbage or wastewater.

In the study, the researcher observed the behavior of tourists who were interested in finding a new experience while traveling and participating in workshops with local people taken as a challenge in their lives. The researcher wanted to find out how tourists learned the local culture and tradition, which included having a meal of the traditional food, fishing by using the traditional tools, bird watching, and attending a bamboo hat workshop as part of creative tourism.

Objectives
1. To investigate the attitude and behavior of the tourists participating in a workshop.
2. To understand the way of life as related to different religions.
3. To study the creative tourism in part of a culture, homestays, and the local way of life.
4. To know how local people participate to develop and preserve natural resources.

Literature Review
Concepts of giving knowledge about authentic Thai foods with tourist experience
In the study of Singsomboon (2014), he pointed out that Thai food influenced tourist behavior and motivated tourists to decide to travel in Thailand and gain new experience by way of creative tourism which features participation in the activities of local people. As result of this research, understanding of tourist behavior and interest in Thai food provided the idea to offer tourists knowledge and experience by letting them participate in a cooking class.

Creative Tourism in Thailand
Pine and Gilmore (1999) stated that creative tourism is best understood as the use of the experience economy paradigm, where staged experiences take over the simple offering of services. Creative tourism in Thailand was launched by the Designated Areas for Sustainable Tourism Administration (DASTA), an organization whose role and responsibilities in sustainable tourism in Thailand include handling the hospitality industry that coordinates with offices in charge of issues pertaining to administration of natural resources, economy, and society.

Creative Tourism concept
Wurzburger and Rebecca (2010) presented the results of their study on creative tourism at Santa Fe International Conference in 2008. They defined tourism concept as “a tourism directed toward an engaged and authentic experience, with participative learning in the arts, heritage or special character of a place”. Meanwhile, Wisudthiluck, Sindcharak, Sangnit, and Noithammaraj (2014) studied the concept of tourism supply, limiting the scope of the study to creative tourism. Their definition was concerned with culture tourism. The results of their study indicated that the development plan of cultural creative tourism depended on the activities within the community or destination.

The growing diversity of Creative Tourism
In their study, Richards and Marques (2012) focused on creative tourism which they characterized as having grown rapidly, reflecting the desire and need of tourists to gain creative experience in their lives and explore their potentials for creativity. A range of models of creative tourism development are attracting visitors and service providers alike because local communities are known to have exchanged ideas, knowledge, and skills with tourists.
Creative Tourism Development in Demand Factor

Buaban (2016) explained that key to creative tourism in its early stage of development is the tourist’s cultural demand. At present, culture tourism has become mass tourism, which means tourist demand and tourist behavior have led to the promotion and development of creative tourism. Creative tourism has been interested in providing authentic environment or experience of real local life for tourists who want to learn new and challenging things. The figure below shows the changes in the drivers of tourism.

Creative Model

The terms used in conceptual models of creative tourism consists a wide range of tourist experiences which include authentic culture, local cultures, enhancement of skill for tourists, interaction with local people, participation of tourists, and environment as shown in the figure below (Richards, 2010).
Richards (2010) made a list of conditions measuring tourist satisfaction at the destination areas as follows:

1. Related with creative tourism is the lifestyle of a local community that they lived marked by their simple ways. Local people also have part-time jobs, which after work, enable them to help to develop their area to become a community model and be promoted as a tourist destination to motivate the tourists to come and enjoy a slow travel.

2. Related with tourist activities are various workshop classes that attract tourists to join and participate in creative tourism in order to gain new experience from activities with local the community. They are usually aimed at developing and preserving their culture and their resources for the next generation.

3. Related with the culture at Baan Nam Chiew community, where local community has to dress modestly, is religion which is the basis for the people's cultural expressions that have been practiced for a long time. The traditional food of the community preserves both Thai style and Muslim style of food preparation and cooking.

4. Related with the environment, creative tourism supports sustainable environmental protection through activities, including facilities that ensure the position of the community as a tourist destination. At Baan Nam Chiew, nature education center was built for mangrove conservation and ecotourism. It also guarantees plentiful natural resources for the local community's smooth and economical way of life.

5. Related with the local products is the means of livelihood that helps local people get more income. Presenting unique products to the tourists will motivate them to buy and make them interested in learning new things from the local products. The products from Baan Nam Chiew are famous and have also been chosen as “OTOP village Champion” and are supported by Community Development Office, Department Ministry of Interior Thailand Tourism Industry, and Tourism Authority of Thailand.
6. Related with the knowledge and new experience that local community provides are the general information, local history, local culture, local food, local handicrafts, and local drama. These serve as tourist attractions.

Methodology
This study used a case study research method. It also applied documentary research method to collect and analyze basic information from various research journals, research articles, documents, and articles from internet web sites. For more data, descriptive research method was used. Information on current issues was collected and analyzed. The chosen area was Baan Nam Chiew community in Trat province. The rationale for the choice of the researcher is the common knowledge that creative tourism activity has tremendous potentials in the said location. Baan Nam Chiew community is a destination for learning and experience under the creative tourism form in Thailand. This research used in-depth interviews, and participant observation.

It analyzed selected tourists' behavior and attitude toward creative tourism experience in Thailand while they were staying with homestay at Baan Nam Chiew community. The data covered local community representatives, leaders and assistants of tourism Baan Nam Chiew community project, local government officials, a lecturer of sociology and anthropology at Thammasat University, and international tourist representatives.

Results and Discussion
The results of the study show that tourist behavior has changed with tourists turning becoming more interested in the new experience and the new things can learn from travelling. Tourists have also become more active in participating in community-based activities and way of life. The first objective of the research was concerned about finding out the attitude and behavior of the tourists in making a decision to travel on creative tourism. The tourists found new experience with Baan Nam Chiew community through participation in workshops and activities based on culture, such as local hat handicraft (Ngop). They also reported evidence of development and preservation of the nature resources in the surroundings of the community. They have observed and learned the process of community management based in activities that required local teamwork in everyday life within community. In addition, Designated Areas for Sustainable Tourism Administration (DASTA) and Tourism Authority of Thailand (TAT) have been assigned to promote tourism through creative tourism process and help to facilitate conservation and development of various mangrove forests, local culture, local products and other development projects. All of these projects were implemented with the cooperation of the local community, public sector (Designated Areas for Sustainable Tourism Administration (DASTA) and Tourism Authority of Thailand (TAT)), stakeholders, and tourists. The conclusion reached in this research is based on the findings which are presented in Table 1 along with the implications.
Table 1: Key Findings of the study

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Key Findings</th>
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<tbody>
<tr>
<td>To study the attitude and behavior of the tourists participating in workshops.</td>
<td>- Gain new experience</td>
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<td></td>
<td>- Touch on Thai culture</td>
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<td></td>
<td>- Do real activities in community-based tourism</td>
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<td>- Exchange knowledge</td>
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<td>- Unique activities</td>
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<td>To study the way of life related with different religions.</td>
<td>- Living together in harmony</td>
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<td></td>
<td>- Teamwork</td>
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<td>- Meaningful experience</td>
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<tr>
<td>To study creative tourism as part of culture, homestay, and the local way of life.</td>
<td>- Give information</td>
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<td></td>
<td>- Maintain natural resources</td>
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<td></td>
<td>- Develop Thai culture</td>
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<td>- Share information on social media</td>
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<td></td>
<td>- Educate Thai culture through activities</td>
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<tr>
<td>To study how locals and other people participate in developing and preserving natural resources.</td>
<td>- Provide guest speakers</td>
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<td>- Promote the place through advertisements</td>
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<td>- Provide education</td>
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<td>- Give training program</td>
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<td>- Maintain the natural resource</td>
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Conclusion
The researcher reached the conclusion that a variety of information was covered on creative tourism experience in Thailand. This case study of educational and experiential tourism at Baan Nam Chiew community, a unique community in Trat province, has provided tourists valuable information about the culture of two religions that live together in harmony and management that support tourists that come to the place. Tourists visited the community due to its authentic local culture that is related to new trends in tourism. Thus, the research would conclude that creative tourism at Baan Nam Chiew community has to be deal with different drivers to motivate the tourist to decide to travel on creative tourism. Besides being interested in new experience with green tourism that creative tourism also tries to encourage, equally important is for Thai culture-based community to help locals get a job and gain revenue from tourism, and maintain and develop the natural resources for the next generation.

Limitations
Although this research achieved its objectives, there were limitations which were related to data collection and data analysis. These are attributed to time constraints and limited of time and budget. Similarly, analysis of the in-depth interviews, the results of the participant observation, and tourists’ shared information was limited by time and budget constraints.

References
of Sustainable Tourism, 1(1), 1-5.
Culinary Experience in Tourism Destination as Negotiation between Tradition and Modernity: Insights from the Traditional Themed Touristic Market

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Abstract
Food experience in the tourism context is not only valued for being gustatory objects but also functions as cultural icons. To an extent, culinary experiences concern a matter of celebrating local gastronomic tradition, in which local food know-how is promoted as selling points through the availability of old-fashioned products and culinary activities enabling tourists to experience pre-modern gastronomy. Nevertheless, as contemporary cultural objects, elements of modernity are necessary to facilitate the contemporary appreciation of the past. Considering this, this paper examines the narrative underlying gastronomic experiences under the framework of traditional-modernity tension by looking into the gastronomic experience delivered in Gong Khong Market, located in Ayuthaya, Thailand. Central to the paper is to find out how, from the worldviews of both the producers and consumers, the mediation between tradition and modernity participates in constructing the value of culinary experience. The research conducted for this paper is based on several field trips to the market during 2012-2014, in which data were collected from semi-structured interview, open-ending questionnaire, and observation. The findings reveal that the traditional-modernity negotiation in culinary experiences are multidimensional, involving three processes including the emphasis of the past, the compromise between the past with the present, and the appropriation of the present to the past. It can be concluded that culinary experiences reflect the phenomenon of globalization on culture. The commodification of culture does not always yield destructive impacts onto the salience of tradition, but should rather be treated as a necessary means prolonging the existence of tradition in the contemporary context. In view of the rise of creative economy, it is concluded that the value gastronomic experience should be assessed from its ability to create unique impressive experience to visitors.

Keywords: gastronomic tourism, cuisine tourism, culinary experience, touristic market, authenticity

Introduction
Besides being part of basic human needs, food reflects way of life in each community (Boniface 2003). Food is found to be integrated in diverse aspects of human’s life and plays several symbolic functions in the society (MacClancy 1992). In addition, food is indicative of the identity of a location as well as embedded in the process of identity formation, in which food participates in enhancing the perceived identity of a locality (Richards, 2002; Fox, 2007). Tourism was long ago regarded as an activity enabling travellers to engage in local gastronomy but it was not before late 20th century that food is recognized as a tourist interest on its own (Smith, MacLeod, and Robertson 2010). The growing public interest in food and drink (Richards 2002) as well as the emergence of culinary tourism, a niche tourism category describing activities oriented to culinary enthusiasts (Novelli 2005), are some of the main factors
contributing to the significance of food as commercially viable tourist products. To be remarked, culinary products in tourism destinations involve the promotion of gastronomy that functions as cultural icons of the location, be it traditional or contemporary ones. The nature of locally available cultural and gastronomic resources as well as socio-cultural climate in a locality, plays an important role in shaping the presentation of gastronomy in tourist destinations (Hillel, Belhassen, and Shani 2013; Kim 2015; Sims 2009).

Local markets are recognized as important tourist destinations for tourists wishing to discover gastronomy of the destination (Boniface 2003). Many local markets are promoting itself as gastronomic attractions, to name but a few, la Boqueria del Mercado in Barcelona (Spain), Tsukiji market in Tokyo (Japan), Borough food market in London (UK). Besides the availability of locally sourced raw food items and culinary products resulted from local know-hows, local markets also offer opportunities for visitors to comprehend local food culture through observing the locals on the sites. It is perceived that gastronomic experiences in the local market are genuinely representative of local culture, for market food demonstrates strong relationship with the popular way of life (Privitera and Nesci 2015; Winarno and Alain 2013).

The market food scene reflects constant changes in consumption trend. To an extent, the variety of culinary products in the contemporary local scene, ranging from old fashioned food items to futuristic food products, reflects the ongoing homogenization-heterogenization dichotomy that permeates the globalized society (Appadurai 1996). While food products across the world increasingly become homogeneous by being submissive to global food trends, many localities also put an effort in preserving its own gastronomic tradition and promoting local talents against the domination of the global culture. In addition, it is found that this dichotomy gives birth to new gastronomic items, developed by combining elements of both traditional and modern culture (Mak, Lumbers, and Eves 2012; Richards 2002). In this regard, gastronomic experience in tourism destination can be seen from how the society mediates tradition and modernity-localism being celebrated in conjunction with the unified global culture.

Objectives

The aim of this paper is to analyse the negotiation between tradition and modernity in culinary experiences by using insights from ‘Gong Khong Market’ in touristic market in Ayuthaya, Thailand that uses local history and tradition as the theme. Adhering to Simmel’s (1971)’s theory ‘form and content’ demonstrating that agents play a significant role in constructing culture in the society, the paper intends to grasp a cultural phenomenon through the emic perspective or insider perspective, in which involving stakeholders are regarded as the key to understanding social phenomenon. Tourism reflects how stakeholders reciprocally participate in shaping the meaning of tradition (Kim and Zhou 2015; Knudsen and Waade 2010; Wang 2007; Zhu 2012).

Literature Review- the commodification of gastronomy as the negotiation between the past and the present

Notwithstanding negative impacts brought by tourism on the local cuisine (Avieli 2013), tourism can give a new life to disappearing culinary tradition (Richards 2002), sustain culinary knowledge (Everett and Aitchison 2008; Fox 2007) as well as enhance the sense of locality through the promotion of locally available culinary resources (Correia, Moita, and Costa 2008; Kim and Zhou 2015; Sims 2009).
Food experiences in the tourism context is not only valued for being gustatory objects but function as cultural gaze. Long (2004, 20)'s definition of culinary tourism as 'the international participation in the food ways of another: participation including the consumption preparation and presentation of a food cuisine, meal system or eating style considered as belong to a culinary system not one own' demonstrates that food experiences can take the form of activities enabling visitors to learn about local food. These include but are not limited to cooking workshops, culinary museum, food markets, food events, food trails and farm tours (Boniface 2003).

Culinary experience is much about celebrating local gastronomic tradition. Highlighting the traditional significance is an important process in the promotion of gastronomic experience across the world. Food experience can be described as outcomes of the commodification of culinary memories developed either on the basis of the communal or personal perspectives (Bessière 2013). Elements of traditional gastronomy prove to fulfil the social needs which gradually fade out from modern world. The emergence of nostalgic consumption demonstrates that ‘food represented not only good food in terms of taste, it also resonated with fond childhood, celebrity occasions, and the pleasure of family together (Renko and Bucar 2014, 1681).

However, not all traditional aspects are appreciated in the modern social context. As demonstrated by Cohen and Avieli (2004), elements of traditional gastronomy can be less appealing if they starkly conflict with culinary norms upheld by people. The development culinary experiences necessitates the compromise traditional culture with modern context, including modification of local recipes to satiate modern palate (Jones and Jenkins 2002) and meet with the contemporary health concerns (Burgess 2014; Kuhne et al. 2010). By regarding cultural transition as a social fact (Cohen 1988; Shepherd 2008), adaptation of tradition is inevitable when food travels from one period to another (Mohd Sharif et al. 2014). To be noted, the growing significance of cosmopolitan society results in the emergence of new culinary items and identities developed by mixing and blending between tradition and modernity (see Hall and Mitchell, 2002; Chaney and Ryan, 2012).

The heightened significance of experience economy suggests that culinary experiences are increasingly embedded in the process of creativity. Rather than preserving culinary tradition in its pristine stage, the significance of food experiences resides in the matter of using a variety of strategies in developing unique impressive gastronomic experiences. The fluidity of culinary experiences in today’s time suggests that culinary experiences is not only about the nostalgic experience but also covers the appreciation of contemporary culinary creation (Yeoman, McMahon-Beattie, and Wheatley 2015). In the 21st century, not only the discovery of other cultures but also enjoyment and memorability brought by food experiences is regarded as the core gastronomic experiences (Quan and Wang 2004). In this way, culinary tourism can be seen as impression management to establish positive relationship between tourists and hosts (Sidali, Kastenholz, and Bianchi 2013). Given diverse meanings of food in tourists’ perceptions (Fields 2002) and various patterns of tourists in approaching local gastronomy (Hall and Mitchell 2005), there are lots of opportunities for gastronomy to become a tourist attractor.
Research Methods

Adopting the ethnographic methods as research design, this research project comprises of several field trips to the market during 2012-2014 where the researcher interviewed with different groups of people including the manager and owner of the market, 15 food traders and six visitors. Also, information from 19 visitors was drawn from open-ending questionnaires, used to cope with the limitation for the researcher to approach visitors in person. Observation took place on the same day of the interview where the researcher took notes of the rough plan of the market, the surroundings of the market, the usage of the market space, the characteristics of culinary products, and the behaviors of food traders and visitors. The data acquired were analysed in themes in relation to the objective of the research, which is to find out the characteristics of the mediation of tradition and modernity in culinary products.

Findings

Gong Khong Market (Thai: ตลาดโก้งโค้ง) was established in 2006 by an Ayutthaya-based developer (who refused to have her real name stated in the research paper) who is passionate of Thai history and culture. Open from Thursday to Sunday (from 10am to 5pm), the market sells a variety of commodities including food items, decorative objects, handicraft products, tourist souvenirs, clothing items. The market has a canteen where several food traders are clustered and seating is provided for on-site food consumption. The market also organizes several cultural activities including traditional performances and traditional religious ceremonies, and operates traditional Thai wedding services for those who are interested. Most tourists are Thai visitors who are in the middle of their visits to historic sites in Ayutthaya, with a small number of foreign visitors including Chinese, Japanese and those from European countries.

It is found that the negotiation between tradition and modernity in food experiences can take diverse dimensions. This includes the emphasis on the past, the compromise between the past and the present, and the appropriation of modernity to the past.

1. The emphasis on the past

The pre-modern life constitutes the overarching theme of the attraction. Obviously, the establishment of the market is derived from the intention of the owner to re-enact the traditional way of life that exists in Ayutthaya period, referring to the periods of time (during the 14th and 18th century) when Ayuthaya served as the capital city of the Thai Kingdom (previously known as Siam) before the Siamese moved their capital to the area which is known as Bangkok Metropolitan Region.

The history of its location, ‘Bang Saengsom’, known as the former location of customs house in the period of Ayudhaya kingdom is used in destination storytelling. The market portrays itself as a trade area located in front of the customs house, where traders settled their trade after customs clearance procedure. Variety of items are sold on site, reflecting the characteristic of a customs office as a cluster of traders from all around the world.

It is found that the emphasis on the past operates on both the edible and non-edible experiences, as described below.

Edible elements

According to the manager that food is a significant element that can complement the traditional image of the market, despite not being counted as the principle tourism attraction. Approximately 70% of food items sold on site are traditional dishes that are still consumed by the locals today. A portion of food items sold in the market
demonstrates direct connection with the history of Ayuthaya, such as Babin\(^1\) and an assortment of egg-yolk based desserts which were introduced to Siam period by the Portuguese settlers during Ayuthaya period. The connection between food and local history is linked to local pride (du Rand and Heath, 2008). Some interviewed traders reported the pride of their cultural identity through the food production, as justified by the following comments:

\[\text{Kanomtuai}^2\] belongs to Ayuthaya. I’m from Ayuthaya. I have run the stall for three or four years... I want to sell Thai culture to foreigners, in particular the trading culture like traditional Thai ice-cream, and those that are fading from the today's food scene (Unsri, kanomtuai trader, 2012, interview).

The scope of tradition portrayed in food experiences also extend to traditional-style desserts that are lesser common in today's time. A portion of old-fashioned culinary products are central region that can be rarely found in large cities, for example, tomklong\(^3\), saikrok planaem\(^4\), and kanom fakbua\(^5\). To be noted, when recruiting traders, the manager preferred those who can prepare traditional Thai dishes, especially the ones that gradually disappear from the current society.

For a portion of the interviewed visitors, the availability of traditional-style culinary products is related to the perception of local culture, the main theme promoted by the market. This can be exemplified by Sikares (2014, interview) considered food as a highlight of the market because understanding local gastronomy was central to his interest. Equally, for Nanta (2014, interview), food in the traditional markets was attractive because they were related to the way of life in Ayutthaya. Tourists' personal food memories also account in tourists' interpretation of traditional image in the market. This is exemplified by an interviewed trader, Wirat (2014, interview), a regular visitor who reported that he chose to buy old-fashioned food items such as Kluai Nab and Sago not only because they were delicious but also reminded him of his childhood. Moreover, according to tourists, the rarity of food in the contemporary scene as well as the superior taste brought by the usage of local know-how accounts for tourists' impression of culinary experiences in the market. To an extent, the superior gustatory quality brought by traditional methods is viewed by tourists as unique experience. According to Ploenta (2014, interview), food items are genuinely traditional which differentiate itself from identical food items that are available in other food venues.

Moreover, tradition is also interpreted in terms of the usage of traditional methods in preparing dishes. Based on the interviews, most of the food traders selling traditional dishes brought recipes from their childhood (which they inherited from their ancestors), while few of them obtained old-fashioned dishes recipe by self-learning. To an extent, the usage of old-fashioned methods (against the modern techniques that are commonly used by many traders in today's time) is viewed as a strategy to obtain a

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\(^1\) Sweet made of baby coconut square cake that are commonly consumed among the Thais
\(^2\) sweet made of traditional sweet made of coconut milk custard pudding, usually served in small cup
\(^3\) sour and spicy smoked dried fish soup
\(^4\) snack made of sweet sausage with dried shredded fish
\(^5\) sweet made of deep fried pandan pancake
better quality of food (Edfors and Westergren 2012). This can be seen from the following comments made by an interviewed trader.

'I don’t use baking powder because it will distort the original taste of the roti. I know that the baking powder can save costs. Instead, I choose to increase the portion of ingredients like flour, eggs, sugar (Sompong, roti-saimai trader, 2012, interview).

'My kanomkrok is a highlight of the market. There are people coming to the market just only to visit my stalls. I use traditional recipe which requires more dedication than the one that is more common today. I make rice flour from scratch, unlike other people who simply use the store-bought rice flour and mix it with water.

For a number of interviewed visitors, the superior taste brought by the usage of old techniques is perceived as competitive advantage of the products. This can be exemplified by Weeraworn (2012, interview), who stated that old fashioned food products available in the market taste better than their counterparts sold elsewhere.

Non-edible elements

It is found that non-edible elements also participate in enhancing the traditional quality in food experiences. For many interviewed tourists, visual experiences can enhance culinary experiences on site. As affirmed by Nakorn (2012, interview), what makes Gong Khong Market interesting is the presentation of Thai pre-modern culture that enables them to temporarily travel to the past.

A variety of visuals are used to evoke the image of ancient market, as seen from the market’s settings that depict traditional-style architecture such as open-plan thatched roof houses, low rise stall, traditional style decorative items such as vases and sculptures. It is found that many interviewed visitors perceived the traditional image from the traditional character commodities, be it edible or non-edible ones (such as toys, souvenirs and decors). Moreover, the traditional image is also expressed in terms of staged ritual performances, which can be exemplified by Tom-tom dance (long drum dance) and takr-batr-rien (ceremony where the participants offer coins to monks), cultural events that are organized on a regular basis.

The portrayal traditional image is reflected in the market’s policy that requires traders to wear traditional Thai costume and sit in the low-rise stall, a typical character of markets in pre-modern times. The market is named ‘Gong Khong’ (meaning ‘to bend down’) after the gestures of visitors who need to bend forward when talking with traders. Low-rise stalls reflect humbleness of traders, who position themselves lower than visitors.

Moreover, the manager also strongly encourages traders to incorporate elements of traditional culture as part of their selling strategies. This can be seen from many traders using banana leaves in packaging food items. Some traders intentionally use traditional-style utensils to attract visitors to the food stalls. This can be exemplified by
Sompong, a roti-saimai trader (2012, personal communication), intentionally uses a charcoal cooking stove in cooking roti instead of oven in order to add extra flavour to food as well as capture the intention of visitors to the market.

In addition, it is found that the emphasis of traditional culture applies to hospitality, defined as the holistic approach of receiving and welcoming guests in a friendly manner (Ottenbacher, Harrington, and Parsa 2009), that accompanies food and drink experience. Hospitality is linked to the manager’s personal memories, where it is interpreted as the nature of pre-modern culture. This is justified by the following quote:

‘I want to revive the local culture. When I go shopping in markets in Bangkok, traders often scold at me. It seems like I take too much time to decide whether I should it or not. I am also asking myself whether the quality is okay. Sometimes I even think if the desserts will make me fat. Well, it takes time and vendors are angry. I often end up without buying anything. I wonder why this happens, why they are only interested in money, why I can’t take a longer time to decide. They often ask me to go away if I don’t buy anything. This really makes me feel uncomfortable.’ (manager and owner, 2012, interview)

The manager’s intention to portray the image of the traditional community that people are kind to each other is visible in the guidelines imposed on traders. She encourages traders to welcome anyone wishing to visit their stall. This is set against the trade atmosphere in large cities where traders are less tolerant to visitors who spend a lot of time browsing the items in their shops.

It should be noted that the manager offers generosity to people by turning the market into a public space where everyone can visit without being obliged to purchase items in the market. The market allows tour groups, especially students who are in the middle of the visit to historic site, to stop for lunch on the premise. Residents in Bang Sangsom village and nearby can organize any activities on the premises, except alcohol consumption because it goes against good conduct according to Buddhist five precepts.

For some interviewed tourists, hospitality, besides being perceived as a positive attribute to culinary experiences, can contribute to the authenticity of the traditional market. This is affirmed by an interviewed visitor:

‘Gong Khong Market is genuinely local. Traders are very polite and give a warm welcome. Some products are sold by trader associations, so it presents a more natural character than other markets that are more commercially oriented (Kamron, 2013, personal communication).’

2. The compromise between the past and the present

Culinary experience in touristic markets is in parts resulted from efforts to adapt traditional elements to contemporary culinary preferences. Some traders intentionally modify the original sweet recipes by reducing fat and sugar content in sweets to address the growing health concerns in the contemporary society:
No tourist complains about my food because I don’t make it too sweet. In general, babin in other places are very sweet. They incorporate lots of sugar. There are some groups of customers who are concerned about weight gain. They don’t want to have desserts that taste too sweet. This is why we make food less sweet. Customers generally don’t like overly sweet food (Suppattra, babin trader, 2012, interview).

The mediation between tradition and modern consuming culture can be seen from the appropriation of pre-modern values and beliefs to contemporary food concerns. This can be seen from the manager justify the significance of food safety by relating it to her perception of pre-modern society where people were sincere and honest:

I always tell all the traders that we are kind people who live in the pre-modern times. I always emphasize hygiene and strongly prohibit the usage of ingredients that do harm to the health in food preparation. Traders should treat their food products as if they are made at home and they should see tourists as relatives who come back to visit them on an occasional basis (2012, interview).

3. Appropriation of the present to the past

Notwithstanding the dominance of traditional culture in the traditional market, certain contemporary elements entered in the culinary experiences without interfering with traditional image of the market. The manager does not refrain traders from selling non-local or modern-style culinary items. Several non-local dishes (for example dishes from northeastern Thai cuisine) and non-Thai dishes (for example foreign snacks) are available on the site. For many interviewed visitors, the presence of both traditional products and non-traditional products on the premises is positive due to its contribution to the diversity of food choice in the market.

The availability of contemporary dishes can be linked to social characteristics of Ayuthaya. Ayuthaya, located along the trade route in southeast Asia, was a hub of foreign food and ingredients to be introduced by the locals. As justified by the manager and owner of the market, the presence of contemporary character is regarded as a trade characteristic of Ayuthaya period, where new types of food were continuously introduced in the city through trading ships.

Although Gong Khong Market positions itself as a traditional marketplace, food does not have to be traditional. You can see that some food items sold in the market are modern ones. That is, according to the Thai history, new food items can come by ships (2014, interview).

Besides, the appropriation of contemporary culture to the traditional scene is seen from the availability of local dishes that result from know-how in the contemporary time. This is exemplified by Saimai, a culinary speciality of Ayuthaya which was introduced by Muslim residents in late 20th century (Jampapan 2016). Very often this dessert is perceived as old-fashioned dishes that date back to Ayuthaya period.

Conclusion and Discussion

6 Roti served with sugar floss, a culinary speciality of Ayuthaya
Based on the field study of Gong Khong Market, the negotiation between tradition and modernity in culinary experiences operates in diverse perspectives. This reflects the multidimensionality of homogenization-heterogenization tension that characterises the socio-cultural fabric in the contemporary times. Food experiences demonstrates efforts to safeguard elements of traditional and local culture against global unified culture, as well as desire to compromise tradition with the global consumption trends. The latter can be seen from the availability of global cuisine products, and modification of culinary products to match with the concept of wellness, food hygiene, all of which increasingly becomes buzzwords in the modern social world. The initiatives of the manager to recreate the pre-modern food scene against undesirable traits of modern society indicates that food can respond to the emergence of slow tourism, where food being regarded as a key enabling tourists to rediscover the meaning of life against the banality of the modern world (Richards 2002). In addition, the homogenization and heterogenization tension also opens the door to a new meaning of tradition where elements of the modern life including recently created dishes and contemporary food scene, are incorporated to support the narration of the past.

The exploration of culinary experiences in terms of relationship between tradition and modernity demonstrates that commodification can enlighten the significance of tradition by establishing the meaningful relationship between the past and present-the revival of tradition is operated in harmony with the contemporary fabric. With regards to the dynamic nature of culture, the portrayal of tradition should be treated as the contemporary reflection of the past memories rather than efforts to recover lost elements in the pre-modern times. Based on the findings, stakeholders reciprocally construct authenticity of food experiences by incorporating communal history alongside with personal worldviews, as well as acting as gatekeepers of tradition by adjusting elements of tradition in response to the modern preferences.

The tradition-modernity relationship in food experiences demonstrates that food can integrated in the development of creative economy- food being an innovative asset in creating unique experience that can increase the marketability of the destination (Boyne, Williams, and Hall 2002; Quan and Wang 2004). As the finding shows, the appropriation of tradition in gastronomic experiences constitutes a means to deliver unique impressive experiences under the theme of nostalgia or contemporary desire of the past. The value of tradition in the context of gastronomic experience resides not only in the consumption of old-fashioned food but also matters in the portrayal of nostalgic atmosphere that accompanies on-site food consumption and the translation of pre-modern values and beliefs into the quality of food handling and foodservice. Modernity is perceived to be an indispensable element in the process of narrating tradition in the contemporary time. This is to ensure visitors' positive experiences by preventing tourists from negative cues as well as enhancing the expression of tradition. It can be concluded that the creative delivery of gastronomic experiences is not a means to reduce the salience of tradition but rather effectively helps situating tradition in the modern context.

Acknowledgement

This research project would not have been completed without help and support from the following people. I would like to express the deepest gratitude to the manager and owner of the market, who, besides granting me permission to conduct field studies on the premises, gave me plenty of useful information and acted as facilitator in connecting me with traders and visitors. Also, many thanks go to all traders and visitors who were very collaborative in this research project.
References


Do Tourists Expect Travel Organizations to Be Socially Responsible? -
A Grounded Theory Approach

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Abstract
The objectives of this research are firstly, to study tourist opinions towards travel organizations which adopt CSR policies, and secondly, to understand tourists’ criteria in purchasing tourism products. A Grounded Theory was used as a tool to gather data from six respondents who had experiences using travel organizations to book their holidays. Results indicated that most international tourists who came to Hua Hin purchased tourism products online. Tourists had little understanding about the concept of CSR. They preferred travel organizations which were honest, punctual, convenient, kept promises, provided competitive price and good value for money. Tourists did not expect travel organizations to have CSR practices.

Keywords: travel organization; corporate social responsibility; CSR; tourist opinions; grounded theory; online travel agency

Introduction
Corporate social responsibility (CSR) has become an increasingly important issue for companies since the last 2 decades (Ryan, 2002; Falck & Heblich, 2007; Golja & Nizic, 2010; Brunk, 2010; European City Marketing, 2014). The main reasons that increased the public and private sectors’ concern for CSR have been the worldwide climate change, global warming, socio-economic problems and environmental degradation as a result of economic expansion. This global trend calls for all parties to take part in sharing the responsibilities (UN-DESA, 2017). Therefore, in the last 2 decades there has been a growing number of organizations adopting CSR as part of their management practices. However, research found that the tourism sector has been slow to react to this trend (Frey & George, 2009). One of the studies in the area of responsible tourism management stated that there was a lack of research on CSR from the demand side (Frey & George, 2009). Therefore, it is important to understand consumers’ needs, perceptions and attitudes towards CSR-related products and companies adopting CSR practices (Frey & George, 2009). Based on this research gap the author was interested to conduct a research into the demand side of tourism industry to know whether they expected travel organizations to adopt CSR practices. A Grounded Theory Methodology was used as a tool to explore the subject.

Objectives
The objectives of this research were
1. To study tourist opinions towards travel organizations which adopt CSR policies
2. To understand tourists’ criteria used when purchasing tourism products
Literature Review

**CSR in tourism industry**

CSR is defined as the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families, as well as, of community and society at large (WBSCD, 2002). In tourism sector, CSR was first implemented in the late 1990s by international hotel corporations (European Cities Marketing, 2014). CSR measures of tourism business comprise the responsible use of natural and cultural resources, the minimization of pollution and waste, the conservation of landscapes, biodiversity and cultural heritage, fair and responsible treatment of employees, suppliers and guests, the fair use of local products and services as well as involvement and cooperation with local communities to improve the quality of life of local people (European Cities Marketing, 2014).

Inoue and Lee (2010) propose that CSR can be divided into five different dimensions based on types of stakeholder issues: 1) employee relations, 2) product quality (proxy for consumer relations, 3) communities' relations, 4) environmental issues, and 5) diversity issues (proxy for minorities/women and suppliers).

On the supply side of the tourism industry such as travel organizations and local service providers, there are numerous articles that discussed about tour operators and responsible management (Miller, 2001; Budeanu, 2005; Frey & George, 2007). Some tour operators adopted CSR practices in their business only about 2 decades ago. Compared with other industries that practices CSR, especially in the developing countries, the tourism industry has been slow (Frey & George, 2007; Sheldon & Park, 2011). Many articles discussed that overseas and domestic tour operators create positive economic impact as well as negative environmental impact (Miller, 2001; Ryan, 2002; Budeanu, 2005; Frey & George, 2007). As tourism industry is forecasted to expand immensely in the future, many authors proposed that travel organizations should be more concerned about the impact they pose to societies. Assuming an important intermediary role in the tourism industry, travel organizations should adopt more CSR practices (e.g. Miller, 2001; Budeanu, 2005). At least, they should provide environment-related information to educate tourists on responsible tourism.

On the demand side of tourism industry, Dwyer, Edwards, Mistilis, Roman, & Scott (2009) found that many individuals, particularly in developed countries, have an increased social and environmental consciousness, and seek authentic tourism experiences. Affluent consumers are turning to ethical consumption (Yeoman, 2005 in Dwyer et al., 2009). Dwyer et al. (2009) posited that travel organizations need to adapt to the changing needs of tourists. Tourism industry needs to cater to consumers who are more demanding, knowledgeable and adventurous. Travel organizations that can promptly adjust their products to meet the changing new tourist requirements are likely to gain a competitive advantage (Inoue & Lee, 2010).

**Grounded Theory (GT)**

Grounded Theory (GT) is a systematic qualitative research methodology in the social sciences which provides a vigorous process of generating theories from various data (Martin, Yancey, Turner, and Barry, 1986). One goal of a Ground Theory is to formulate hypotheses based on conceptual ideas. Researchers aim to verify the hypotheses that are generated by repeatedly comparing conceptualized data on different levels of abstraction, resulting in deduced saturated hypotheses. Another goal of a Grounded Theory is to discover the
generalized patterns of perceptions and thoughts of the subjects on an issue. A Grounded Theory does not aim for the ‘truth’ but to conceptualize what’s going on by using empirical data (Glaser & Strauss, 1967 in Creswell, 2007).

Creswell (2007, p. 64) outlined the procedures for conducting Grounded Theory researches which can be summarized in 3 fundamental steps as follows: 1. Open coding, the researcher forms categories of information about the phenomenon being studied by segmenting information. Within each category, the investigator finds several properties, or subcategories, and looks for data to dimensionalize, or show the extreme possibilities on a continuum of, the property; 2. Axial coding, the researcher assembles the data in a new format, whereby information is presented using a coding paradigm or logic diagram (i.e., a visual model). The researcher then identifies a central phenomenon (i.e., a central category about the phenomenon), explores casual conditions (i.e., categories of conditions that influence the phenomenon), specifies strategies (i.e., the action or interactions that result from the central phenomenon), identifies the context and intervening conditions (i.e., the narrow and broad conditions that influence the strategies), and delineates the consequences (i.e., the outcomes of the strategies) for this phenomenon; 3. Selective coding, the researcher writes a “story line” that connects the categories. If appropriate, the researcher can formulate hypotheses on the causal relationships of phenomenon.

Strauss & Corbin (1990 in Creswell, 2007) proposed several criteria for judging the quality of a grounded theory research. They are: 1. How was the original sample collected and on what grounds?; 2. What major categories emerged?; 3. What are the incidents or indicators that pointed to some major categories?; 4. What are the hypotheses pertaining to conceptual relations among the categories?; 5 On what ground were they formulated and tested?; 6 Were there instances where hypotheses did not hold up against what was actually seen?; 7. How were theses discrepancy account for and how did they affect the hypotheses?

Research Methods

Grounded Theory (GT) was used in conducting this research. The author gathered information on tourists’ criteria used when purchasing tourism products from travel organizations. The results indicated a set of common answers, and a set of common criteria tourists used in buying tourism products. In this research, there were no presupposed or expected set of answers. There were also no measurements made. The results were open-ended and any useful concepts were used to formulate hypotheses regarding criteria used by tourists in making decisions. The GT methodology allowed for an open space whereby all information was taken into consideration. Significant information was recorded and used to form a hypothesis.

Data collection

Interviews were conducted in April 2010 with international tourists who had experiences using the service of travel organizations such as tour operators and travel agencies. Data were collected by conducting casual in-depth interviews with six international tourists. However, for a GT research to be, eight respondents are better (McCracken, 1988). Each interview took about 30–40 minutes. Due to the limited time, the researcher had to limit the interviews to only six respondents. However, all the GT methodology process were adhered to.
The researcher interviewed international tourists in Hua-Hin, a seaside resort destination located 3 hours from Bangkok. The purpose of the interview was explained in order to make sure interviewees were opened and relaxed. The identification card was shown to prove the researcher’s authenticity. Several prepared questions were asked in order to stimulate the interviewees to express their open-ended answers. Notes were taken while interviews were conducted.

The researcher prepared 4 simple generic questions to guide the interviews. They were:
1. Are you a visitor?
2. How did you book your holidays?
3. What service do you expect from a tour company?
4. What do you think about the responsibilities of a tour operator towards the society and environment?

Research Analysis

The researcher used the ‘constant comparative method’ to take the information from data collected and compare them to emerging categories. First, the researcher recorded and transcribed all verbal content during the interviews with the tourists. ‘Open coding and memos’ were made for each interviewee. Summary of categories for all the six respondents were compiled and shown in Table 1. The summary of all the relationships of categories, concepts, and strategies were illustrated in the ‘Axial coding diagram’ (Diagram 1). A selective coding (story line) was made to conclude the findings.

Prior to the in-depth interview, a screening question was asked to verify that respondents were qualified. As no questionnaire was used, the researcher asked and recorded all information, namely, their gender, nationality, and all answers to the open-ended questions. Age were observed and estimated. Respondents were asked how they had booked their vacation, and how many nights they were staying. Based on these questions, major categories of the respondents were identified. The researcher did not ask about their income and other intrusive questions in order to avoid making the interviewees becoming uncooperative. Important emerging concepts were found and categorized in the axial diagram, where linkages between categories could be understood visually.

Full transcription of respondents’ answers can be read in Appendix 1. From the transcription, open coding is summarized in Table 1.
Table 1: Summary of the open coding and categories

<table>
<thead>
<tr>
<th>Categories</th>
<th>Male</th>
<th>Does not expect tour operators to have CSR (C5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (C2)</td>
<td>65-70</td>
<td>Sees good tour operators as being honest and keeping promises (C6)</td>
</tr>
<tr>
<td>Nationality (C3)</td>
<td>Belgian</td>
<td>Purchase airline ticket online (C8)</td>
</tr>
<tr>
<td>Type of stay (C4)</td>
<td>Long-term</td>
<td></td>
</tr>
</tbody>
</table>

1. Gender (C1) Male
Age (C2) 65-70
Nationality (C3) Belgian
Type of stay (C4) Long-term

2. Gender (C1) Male
Age (C2) 55-60
Nationality (C3) Finnish
Type of stay (C4) Long-term

3. Gender (C1) Male
Age (C2) 18
Nationality (C3) English
Type of stay (C4) Short-term

4. Gender (C1) Male
Age (C2) 50
Nationality (C3) Australian
Type of stay (C4) Short-term

5. Gender (C1) Male
Age (C2) 55
Nationality (C3) Dutch
Type of stay (C4) Long-term

6. Gender (C1) Male
Age (C2) 60
Nationality (C3) Norwegian
Type of stay (C4) Long-stay
The Following are the summary of the open coding from Table 1.

- All respondents were international tourists. Majority were from Europe, aged around 50–65, and were long stay tourists. All of them had previous experience using conventional travel organizations.
- All respondents arranged their own travel programs, booked airline tickets through online travel agencies, and made their own hotel reservations. A few respondents have their holiday homes in Thailand.
- Most respondents had little or no understanding about CSR.
- Most respondents did not consider CSR as an important factor in choosing which travel organizations to buy tourism products from.
- Most respondents saw honesty and keeping promises as characteristics of good tour companies.
- All respondents had made purchasing decision based on convenience, variety of products and prices, value for money, and punctuality of the tour operators.

From the above summary of open coding, several concepts were generated.

Categories:
- C1 Gender
- C2 Age
- C3 Nationality
- C4 Type of Stay
- C5 Understand CSR? travel organizations should adopt CSR?
- C6 Requirements for a good travel organizations
- C7 Criteria used for purchasing tourism products
- C8 Method of purchasing tourism products
- C9 Safety in tourism activities
- C10 Concerns for local social and environmental impact by the locals
- C11 Communication skills of local tour operators

Categories 5, 6 and 7 were selected as significant categories upon which most of the other strategies were generated. They are also anchors upon which core phenomenon and main strategy were based upon. Age (C2), type of stay (C4), and method of purchasing (C8) were causal conditions of the core phenomenon because they influenced tourists’ decision making. Category 9, 10, and 11 were not significantly related to the main strategy.

The following diagram illustrates the relationship of each category with various strategies under a causal condition, and within a context. It also shows how the overall phenomena have an impact on the local tourist destination.
Figure 1: Axial Coding Logic Diagram

Explanation of the Axial Coding Diagram

Open coding categories consist of factors which exert influences on the core phenomenon and types of strategy. In this research, the factors that influence the core phenomenon are age, type of stay (short or long-stay), and method of booking. Computer literacy is considered an intervening factor towards the strategies. Tourists who are computer literate may prefer to buy products online. Experience in dealing with travel organizations is considered an intervening factor because tourists who have such experience have the opportunities to compare among other companies, in terms of price, service, and whether or not they have a CSR policy.

Based on the categories outlined, two significant strategies were selected:

- Select travel organizations based on honesty and keeping promises (C6), and
- Buy tourism products based on convenience, variety of products and prices, value for money, and punctuality (C7).

The context of the phenomenon in this research is the tourist buying behavior. Criteria used by tourists in buying tourism products determine the socio-economic impact on the destinations. Hence the consequence of the strategy used by tourists in this model is: the social and environmental impact on local tourist communities. However, the degree of impact is not determined and is beyond the scope of this research.

Tourists who consider convenience and low price as their strategies may be willing to buy tourism products even if it creates negative environmental impact, while tourists who place importance on CSR will prefer to buy from companies who adopt a CSR policy.
The selective coding or “story line” of the phenomenon observed from this population group can be stated as follows:

*The majority of tourists are not aware of CSR. Their views of “good” travel organizations include honesty and keeping promises. Their criteria for purchasing tourism products are convenience, variety of products and prices, value for money and punctuality. CSR policies of travel organizations do not have any impact on their choices.*

**Validation**

Strauss & Corbin (1990) proposed several criteria for judging the quality of a grounded theory research. The following are answers to the questions posed in the criteria.

Criteria 1. How was the original sample collected? What grounds?

The researcher interviewed respondents who were international tourists and had experience using conventional travel organizations. Hua Hin was selected because it is frequented by mainly international tourists. The town is within 3 hours drive from Bangkok, which is reasonable for the research to be performed within 2 days. The researcher was able to interview only 6 respondents due to the time and resource constraint.

Criteria 2. What major categories emerged?

Four major categories emerged. They are:

1. understanding of CSR and importance given to CSR;
2. definition of good travel organizers;
3. criteria used in purchasing tourism products;
4. method used in purchasing tourism product.

Criteria 3. What are the incidents or indicators that pointed to some major categories?

The incidents or indicators that pointed to the major categories were the causal conditions which were age, type of stay and internet booking method. The intervening conditions were computer literacy and current experience using travel organizations.

Criteria 4. What were some of the hypotheses pertaining to conceptual relations?

The main hypothesis that pertained to conceptual relations is

*The majority of tourists are not aware of the concept of CSR and do not give importance on CSR as criteria when buying tourism products.*

Criteria 5. Were there instances when hypotheses did not hold up against what was actually seen? How were theses discrepancy accounted for? How did they affect the hypotheses?

The respondent no.3 aged 18 was different from the others. He understood well the concept of CSR. However, he did not consider CSR as a criteria used in purchasing tourism products. The theory holds even for this respondent. However, it was slightly discrepant on the fact that this respondent did have “good” knowledge about CSR, while the story line stated that tourists had “little” knowledge of CSR.

**Discussion and Conclusion**

The main objective of this research is to explore tourists’ opinions towards the criteria used in purchasing tourism products. In order to find theoretical answers to the research questions, the population sample should have been international tourists who were frequent users of travel organizations. However, the respondents in this research were former users and infrequent customers of travel organizations. All of them bought tourism products online. Hence the objectives of the research were only partially met. The respondents were unable to answer how much importance they gave to travel organizations who adopted CSR, because they
purchased both airline tickets and rooms online, not through travel organizations. Moreover, they were unfamiliar with the concept of CSR.

This research found that most international tourists who came to Hua Hin purchased air tickets and hotels online. They had little understanding about the concept of CSR, and preferred travel organizations that were honest, kept promises, punctual and provided convenience, low price and value for money. It is seen from the demand side of tourism industry that tourists do not have any requirements on social and environmentally responsible travel organizations when purchasing tourism products. However, this does not prohibit the supply side to offer such products. One young respondent stated that if the company did some CSR activities, it would be appreciated and they should let people know about it. As stated in the beginning, it would be more competitively advantageous for providers to offer CSR or environmentally-oriented products.

Limitations
This paper has only six respondents, while a good research using the GT method requires a minimum of eight. Hence the results are not considered robust. Most of the respondents were aged between 50 – 65 years. Only one was aged 18. The age distribution of respondents was not sufficiently varied. Most of the respondents were from Europe, while one was from Australia. This research would have been more comprehensive if there were respondents from other regions such as Asia, North America, Africa.

Recommendations
The findings and implication of this study shows that there is no demand for CSR of travel organizations from the tourists. Since a Grounded Theory Methodology is more appropriate for conducting a pilot study, as a precursor to a major research, it is recommended that a quantitative research be conducted to reconfirm this finding.

References


Appendix 1

Detailed from the interviews with tourists

The researcher interviewed 6 tourists at a tourist destination, Hua-Hin which was a seaside resort located 3 hours from Bangkok. At the site the researcher gave introduction and purpose of the interview and presented AIT’s identification card to prove her authenticity. The researcher posed several prepared questions in order to stimulate the interviewee to express their open-ended views. During the interviews, all responses were noted, even though most of them were beyond the questions’ scope. Memos were taken after each interview.

Open Codings

Records of the Interviews (6 respondents)

1st respondent
Location: White Sand Lodge Hotel, Hua-Hin
Date/time: 5 April 2010 about 13.00-13.40 hours
Respondent: A Belgian man, age between 65-70 years old

Ask: Are you a tourist? and how do you book your holidays?
The respondent resided in Thailand and is a freelance journalist. He has a holiday residence in Hua-Hin. He has been in Thailand for more than 35 years and is a frequent traveler. He used to buy tourism products from travel companies in the past but long time ago. Now he arranges any tourist products by himself and books airline tickets on-line.

Ask: What do you expect from a tour company? Or what is a good tour company?
He says “I want to get everything that is said or described in the program or brochure. I don’t want to be misled”.

Ask: What do you think about the tour company in terms of responsibility towards society or environment?
He says “tourists want good service”. Tourists may judge a tour company from the surface and may not think anything deeper than that, such as whether the staff of them have good welfare or not.” He thinks that western /European operators will expect their local operators to look after their guests. Big tour operators may have some guidelines for local operators to follow. He said I sometimes was a freelance for a newspaper and I had online training on code of conduct or business ethics.

Memo: The tourist’s response was different from my preconception - that CSR was a known concept, and that it has impacts on tourists’ decision-making process in buying tourism products. The respondent in this interview only judged tour companies from the surface and did not think about the company’s responsibilities toward staff. The respondent did not understand the word CSR. After explaining the meaning and concept of CSR, he was able to understand and gave an example of his company, which seemed to have good CSR program.

2nd respondent
Location: Takieb Beach, Hua Hin
Date/time: 6 April, 2010 about 11.00-11.30 hours
Respondent: A Finnish man, age between 55-60 years old

Ask: Are you a tourist and how did you book your holidays?
He booked his air ticket from an online agency. For a hotel he booked directly by himself. He comes to Hua-Hin several times. Each time he stays about 3 months.
I asked "why did you book from this on-line agency. He said "I looked for convenient flights and I compared prices." He said "this online agency offered the best of both."

**Ask: what do you expect from a tour company? Or what is a good tour company?**

He said "good agency should have good airlines, which means good choices of flights, particularly direct flights, and many price ranges of hotel rates." He expected agencies to be honest with price.

**Ask: what do you think about the tour company in terms of responsibility towards society or environment?**

He said "I don't know about the social responsibility but I know that the tour company in Finland sent the staff to inspect the destinations and hotels before they sold."

**Memo:** It seems that tourists who come to stay for a long time arrange travel programs by themselves. They do not use a tour operator. The interviewee did not know the word CSR. When I explained the concept to him, he was able to understand the meaning and gave an example of the tour operator in Finland who adopted CSR.

**3rd respondent**

Location: Hua Hin Village Market

Date 6 April, 2010 about 12.30-13.10 hours

A n English man, age about 18 years old (just finish high school)

**Ask: Are you a tourist and how did you book your holidays?**

He said "I am a tourist. I booked a flight on-line. For a hotel I did not book in advance. I just want to walk in to check the price and decide. However, if I wanted to travel locally, I would buy from a local tour counter."

**Ask: what do you expect from a tour company? Or what is a good tour company?**

He said he expected honest prices, correct time, keep promise on what is told in the program and follow the time.

**Ask: what do you think about the tour company in terms of responsibility towards society or environment?**

He said "many people, I believe, will not look for CSR information. But if a tour company has, it will be a big plus. If companies do something good, they should let the people know."

**Memo:** This respondent seemed to have a good knowledge about CSR, which is a rather new concept. Perhaps it was due to the fact that he is of newer generation who has learned the concept of CSR at school. However, he did not expect that the tour company he bought tourism products adopt a CSR policy. However, if the company does some CSR activities, it will be appreciated and they should let people know about it. It seemed that education have an impact on tourists' understanding and attitude towards CSR.

**4th respondent**

Location: Hua Hin Village Market

Date 6 April, 2010 about 13.10-13.40 hours

An Australian man, age between 50- 55 years old (married to Thai woman, seem to have high education)

**Ask: Are you a tourist and how did you book your holidays?**

He is a tourist from Australia and a frequent traveler to Thailand. He booked everything by himself. He used to book through a tour company in the past, long time ago.
Ask: what do you expect from a tour company? Or what is a good tour company?
He said “I want value for money, good service and enjoyable time. I also expect safety.”
He said “I have an impression that Thai operators do not so concern about safety such as overload boats, giving live vests that do not fit tourists, or not giving live vests at all.
Ask: what do you think about the tour company in terms of responsibility towards society or environment?
He believes that tourists may not check about tour operators’ social responsibility but there should be a demand from local government. He thinks that tourists do not concern or care much about local environment as long as they have a good time but he believes that local tour operators should concern. Demand should come from the government. Law and regulations has to come from the government, not from the tourists. Law should be enforced. He feels that Thai government has law but the law is not enforced. For example, he does not like to see 3-4 people sitting on a motor cycle without wearing helmets and the police do not do anything about it.
Memo: The interviewee gave interesting comments that tourists in his opinion do not care much about social or environment concerns of the host tourism destination. Local people and local government should be the ones to express concern. He had impression that Thai people do not care about safety, and tourism activities in Thailand are not adequately protected by good safety measures. This needs to be corrected.

5th respondent
Location: Hua-Hin Market Village
Date 6 April, 2010 at 14.00-14.30 hours
A Dutch man, age about 55 years (with Thai wife)
Ask: Are you a tourist and how did he book his holidays?
He is a resident of Thailand and a tourist to Hua Hin.
Eight years ago, he used to use a tour operator. Now he arranged travel by himself.
Ask: What do you expect from a tour company? Or what is a good tour company?
He said “reliability” and “Trust”. He said in the past when he came to Thailand he would book everything from abroad. He thought that Thai operators could not speak Thai well and this made him have less trust on local operators.
Ask: what do you think about the tour company in terms of responsibility towards society or environment?
His English was not so good and he did not understand the questions even though I rephrased the question. He commented that Thai people do not speak English and he found it was difficult to communicate.
Memo: The respondent did not try to understand the question nor answer to the point. He just wanted to say something not relating to the topic. At this point I realized that the majority of tourist nowadays purchase tourism products via internet because of its convenience and possibility to compare prices. Internet has become so wide spread that even old aged tourists who have not had internet in their school uses it to book hotels and airlines. Travel agencies are no longer the main channel of purchase of tourism products.

6th respondent
Location: Swensen Ice cream, Hua Hin
Date 6 April 2010 at about 20.00-20.40 hours
A Norwegian woman with her husband, age between 60-65 years old (retired)
There are 2 people but I count as one since they are together.

Ask: Are you a tourist and how did you book your holidays?
They are tourists who have a holiday home in Hua-Hin. They come to stay in Thailand 2 times a year, each time for 2-3 months. They book their flights on-line. They used to book through tour operator but long time ago.
I asked how did they choose an on-line agency. They said that they checked and compared prices.

Ask: what do you expect from a tour company? Or what is a good tour company?
They no longer use a tour company. They said “usually only first-time travelers to a new destination will use a tour company. They think that once the tourists know the destination, they will arrange everything by themselves”.

Ask: what do you think about the tour company in terms of responsibility towards society or environment?
They said CSR would not be their criteria in selecting a tour operator.

Memo: Initially they did not understand the concept of CSR. But after I explained the meaning, they seemed to understand. They did not think that tourists use tour operators nowadays as it is more convenient to book via the internet.
It seemed that most tourists have little knowledge about CSR especially the older generations. Hence most tourist do not give importance to CSR when buying tourism products. Most tourists seemed to give highest importance to price, flexibility and convenience when purchasing tourism products. Good tour organizations are the ones who are honest, keep promises, reliable, punctual and offer good value for money.
EMBOK’s Conceptual Design model for Special Events in Gracious Hospitality in Thai Context and In-depth Literature Reviews

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Abstract
The purpose of this paper was to study about EMBOK’s conceptual design model for special events which related to the theme of “Gracious Hospitality” in Thai context by in-depth literature reviews. There are three beneficial objectives for study 1) Promote and conserve the identity of gracious hospitality and culture in Thai context. 2) Encourage the use of knowledge domain in EMBOK’s conceptual design model that are consistent with the theme of special event in Thai identity and 3) To be a good resource for further study regarding Thai gracious hospitality, Thai identity and EMBOK’s event conceptual design. The next step of this paper, it will be used as a basis for development actions as well as it can offer basic information for further research in special event of cultural fun fair in gracious Thai hospitality.

Keywords: EMBOK’s Conceptual Design, Special Event, Gracious Thai Hospitality,

Introduction
Overview of event business in 2017, it is likely to grow in a positive way. As a result, private entrepreneurs are starting to return to market. Circulation particularly in the group of entertainment business such as concerts and performance shows. Besides, the growth trend of Thai event business will play important role in CLMV market (Cambodia, Lao, Myanmar and Vietnam), and in the same time, Thai is much potential to expand their business oversea, which require much more unique and creative activity arrangements deriving the event to grow in overall (Kunawong, 2017).

Successfully the conceptual event design should be drive and focusing on aesthetics of look and feel and come with functional qualities associated with. Ample opportunity of participation to engage in a five senses of hearing, sight, smell, touch, tasted, and memorable and unique happening for attendee experiences both of experience maker and experience enhancer.

Uniqueness characteristic is important for making outstanding and impression of special event. So, the essence of Thai-ness are the way of life under the “sanook” (fun) and “mai pen rai” (don’t worry about it) attitudes to not get stressed out and to be kind and hospitable towards others. This characteristic makes Thai culture, the Thai way of life and Thai experience very unique, and sets Thailand apart from all other countries (tatpr, 2015). Therefore, Thai event organizers should pay much attention to the quality and service providing, and in the same time, they need to have effective cost management.

Thus, The Event Management Body of Knowledge or EMBOK Model is a widely recognized of international event organization and is also a tool for giving organizer to manage the event efficiency through each domain and functional knowledge which comprises three dimensions: Domains, Phases and Processes and five domain knowledge namely administration, design, marketing, operations and risk. However, using the conceptual design
of EMBOK model in any event management can be completed if consideration about the concept of Open to the New Shades of Thailand reflects another kind of “Thainess”, which is the unique characteristic of the Thai people to welcome visitors from around the world. Presenting the gracious hospitality to be a part of drive the event successfully. Creating customer experience and awareness of Thai Identity in design of special event related to Thai context theme.

Thai Hospitality is a Thai way to pleasing the other who has come to visit at our home border as it is such a courtesy that any members of every household should have shown or should have expressed an act of kindness to welcome the other human as we all have a dignity equally. So, that they are being called “a visiting guest” whether that he/she is coming from a higher or lower social status, they will be offered food and beverage, and a shelter if needed. The act of giving without the expectation of something in return is the true definition of kindness and Thai personality traits are being described by the words “friendly” and “helpful” and Thai graciousness is in the interest of all kinds of travelers are the Gracious Thai Hospitality.

“People will forget what you have said, people will forget what you did, but people will never forget how you made them feel.” (Maya Angelou, 2017)

Objectives
The purpose of this paper was to study about EMBOK’s conceptual design model for special events which related to the theme of “Gracious Hospitality” in Thai context by in-depth literature reviews.

Beneficial of Study
1. Promote and conserve the identity of gracious hospitality and culture in Thai context.
2. Encourage the use of knowledge domain in EMBOK’s conceptual design model that are consistent with the theme of special event in Thai identity.
3. To be a good resource for further study regarding Thai gracious hospitality, Thai identity and EMBOK’s event conceptual design.

Conceptual Framework (Next step)
**EMBOK Model:** The Event Management Body of Knowledge (EMBOK) which is the model giving event planner to well organize the event through each domain and functional knowledge which comprises three dimensions: Domains, Phases and Processes and five domain knowledge namely administration, design, marketing, operations and risk.

**Special Events:** The phenomenon arising from those non-routine occasions that have leisure, cultural, personal or organizational objectives set apart from activity whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people.

**Gracious Hospitality:** A type of the hospitality management service. The goal is for guests to sense the authenticity of your true desire to serve and understand their individual needs.

**Thai Identity:** The uniqueness or the sum of the characteristics of which one expresses is Thai. That makes it known or memorable in people who come to touch of experience in Thai identity.

**Literature Review**
This paper based on theories, concept and previous research as follows.

**Special Event**
Goldblatt (1990) defined a special event as "a unique moment in time with ceremony and ritual to satisfy specific needs".

(Getz, D., 1997) suggested two definitions, activities of the sponsoring or organizing body." and to the customer or guest, a specific event is an opportunity for leisure, social or cultural experiences outside the normal range of choices or beyond everyday experience.

(Shone A. and Parry B., 2001) defined the term special event and included significant characteristics. Special events are that phenomenon arising from those non-routine occasions that have leisure, cultural, personal or organizational objectives set apart from normal activity of daily life, whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people.

(Bladen, C., Kennel, J., Abson, E., & Wilde, N., 2012) gave additional definition of 'Special Event' that it is an event organized at a certain period with the aim for a gathering of people. It can be divided into four types, including 1) leisure events 2) personal events 3) cultural events and 4) organizational events. Examples of special events include opening of Olympic Games, Edinburgh International Festival held every year, and birthday parties. We can see that special events are different in terms of size, purposes and other characters.

**Event Design**
Event Design features as a key activity component in the planning, development and management event (Berridge, 2010a; Goldblatt and Nelson, 2001; O’Toole, 2011; Silvers, 2007a) Adema and Roehl (2010) presented that it may be two-fold concept which is the factors to drive event design namely 1) the concept to focus on aesthetics of look and feel of the event and 2) functional qualities associated with event success as same as the idea of O’Toole to defined event design as “a purposeful arrangement of elements of an event to maximize the positive impression on the attendee and other key stakeholders (Nicole Ferdinand & Paul J. Kitchin, 2017)

Event design provides ample opportunity for attendees to engage in multi-sensory, such as a five senses of hearing, sight, smell, touch, tasted, and interaction with the event. Especially,
to create memorable and unique happening for attendee experiences both of experience maker and experience enhancer is very important.

Regarding research entitled “The Finnish cultural event characteristics, touristic significance and international potential” focused on producing information about the main features of Finnish cultural events and revealing the touristic significance and international potential of these events by positioning them into different categories by their features and expertise in operation. There has been a practical need for this kind of classification in Finland, since several actors in the Finnish cultural tourism field have pointed out the necessity of positioning Finnish cultural events mainly for marketing and development purposes. This research can be used as a basis for marketing and development actions as well as it can offer basic information for further research. (Katja Pasanen & Eva-Maria Hakola, 2012)

**EMBOK Model**

EMBOK stand for the Event Management Body of Knowledge and it is a model that describes the scope and work involved in event management. Historical of EMBOK began in 1999 when William O'Toole initiated the concept on his website as part of his master's thesis in the application of project management to events. Julia Rutherford Silvers contacted initiator and developed her EMBOK Project and in 2004, EMBOK model was the discussion concluded with the development in particular the Design as a Domain and the core values and it was the recognition of the importance of risk management and the inclusion of Risk as an equal Domain. For International meeting of EMBOK in Johannesburg, South Africa. Each has taken the model and its application into the event fields, such as competency training and event education. Moreover, the members of the International EMBOK have made numerous presentations at conference around the world and have reconvened in Johannesburg, South Africa, for EMBOK Imbizo 2 (2005), EMBOK Imbizo 3 (2007) and in Winnipeg, Canada, in 2009 for the EMBOK Imbizo 4 alongside the CTHRC (Canadian Tourism Hospitality Resource Council) and International Event Management Standards (IEMS) meeting (International EMBOK Executive, 2006).

The EMBOK model, is a three-dimensional description of the knowledge and skills essential to create, develop and deliver an event. The term 'event' includes conferences, exhibitions, festival, special events and sports events. The EMBOK dimensions are: Domains, Phases and Processes. There are five domain knowledge namely administration, design, marketing, operations and risk (Goldblatt J., 2014).

The knowledge domain in ‘Design’ consists of seven classes namely 1) content design 2) theme design 3) program design 4) entertainment design 5) environmental design 6) production design and 7) catering design (Julia R. Silvers, 2007). Moreover, EMBOK model focuses on the artistic interpretation and expression of the goals and objectives of the event project and its experiential dimensions. The elements developed within each functional area combine to create the event experience encounter that will either be enjoyed or endured. (Julia Rutherford Silvers, 2007).
Julia Rutherford Silvers presented the paper “An EMBOK Research Menu” that is provided an important guidance to organize and authorized of Design domain research opportunities as follows (Julia Rutherford Silvers, 2006).

Table 1: Design domain research opportunities

<table>
<thead>
<tr>
<th>Content</th>
<th>Content development criteria and procedures</th>
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<tr>
<td></td>
<td>Content delivery format selection process</td>
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<td>Accreditation requirements</td>
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<td>Entertainment</td>
<td>Entertainment and attraction selection criteria</td>
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<td>Cost/benefit analysis of entertainment and attractions</td>
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<td>Environment</td>
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<td>Seating arrangement effect on learning environments</td>
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<td>Way finding systems</td>
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<td>Food &amp; Beverage</td>
<td>Impact of food allergies on menu planning</td>
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<td>Alcohol service policies</td>
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<td>Production</td>
<td>Trends in audiovisual and multimedia equipment usage</td>
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<td>Decorative, task, and safety lighting strategies</td>
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<td>Soundscaping and scentscaping practices</td>
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<td>Program</td>
<td>Program composition and sequencing procedures</td>
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<td>Specialty services and amenities for attendees and participants</td>
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<td>Cultural iconography and branding imagery usage</td>
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<td>Theme integration tactics</td>
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Source: Julia Rutherford Silvers, 2006

The aim of EMBOK Model is creation of the framework of the knowledge and processes used in event management which may be customized to meet the needs of various cultures, education programs, and organizations.
Thai Identity

Thai identity is the uniqueness or the sum of the characteristics of which one expresses is Thai. That makes it known or memorable in people who come to touch of experience in Thai. Moreover, Thai Identity is source of inspiration in design, to create value for the design. It is divided into three major groups as follows: Local Wisdom, Thai Art & Culture and Society & Thai Communities.

What we have to see is not just “a tradition” but a selective tradition: an intentionally selective version of a shaping past and a pre-shaped present, which is then powerfully operative in the process of social and cultural definition and identification. (S., Barme, 1993)

National Thai Identity has been recognized globally during Luang Wichit Wathakan lived in 1898-1962. A selective tradition that passed-on values and attitude from generation through generation, and it is still powerfully dominated social and culture of Thai nation.

Swanbourne University of Australia’s research proposed that “Theoretical framework and components for embedding Thai identity” shown on “Thainess” in 2 perspectives: 1) Reflection of Thai identity are religion, the monarchy and 2) Thai nationality, However, the value of Thai in the eyes of foreign is communicated through local wisdom mainly Buddhism, Natural Resources of Thai and Thai Way of Life. Therefore, the design of Thai identity, showing up authentic Thai identity and It must be recognized the value of Thai in foreigner perspectives. (Wongtanasuporn, 2010), (Komin S., 1998) (S., Barme, 1993)

![Diagram of Thai national ideology and competitive advantage](image)

**Figure 3:** “Theoretical framework and components for embedding Thai identity”

**Source:** Wongtanasuporn P. (2010), Komin S. (1998) and Barme S. (1993)

Thai Way of Life

Regarding the paper of “Cultural Identity and Art Education in Thailand” (Tiranasar, 2004) A continuity of living a life and become a participant in various rites events all life-long since birth to death. Usually, involve with religion ceremonies which Buddhism and Brahmanism are Thai majority. The major religion played as an important influencer to lead Thai behavior and creates value into Thai’s lifestyle presenting a gracious way of living with an act of a humble personality where verbal and non-verbal communicated from believes.
Thainess

The Spirit of “Thainess” is the blend of traditional and beliefs. Seven unique aspects namely 1) Thai Food 2) Thai Arts 3) Thai Way of Life 4) Thai Wellness 5) Thai Festivals 6) Thai Wisdom and 7) Thai Fun. Especially, Tourism Authority of Thailand (TAT) create calendar of 12 unique events to enhance the awareness of “Thainess experience”.

Everything is interconnected. For example, Thai boxing incorporates: the Thai way of life in the wai kru dance as a way of paying respect to the trainer; the Thai fun in the enjoyment of the crowd; the Thai wisdom in the techniques and training handed down over centuries; and the Thai wellness in the many techniques used to treat wounds or bruises. The everyday life of the Thai people can boast a similar mix of culture and traditions that epitomizes “Thainess” and makes the country stand out as offering unique experiences to all visitors who visit Thailand (tatpr, 2015).

Moreover, The concept of “Open to the new shades of Thailand” reflects another kind of “Thinness”, which is the unique characteristic of the Thai people to welcome visitors from around the world, and also “value for experience” was focused on the “unique Thai local experiences” (TAT NEWS, 2017).

Gracious Hospitality

It is a type of the hospitality management service. The goal is for guests to sense the authenticity of our true desire to serve and understand their individual needs, so we may then exceed their expectations while our guests have many options to choose from, they will not encounter elsewhere the unique brand of gracious hospitality for which one is known (quora.com, 2016).

A group CEO of Dusit International, Supajee Suthampan has shown her vision towards Thai identity that is being accepted around the world through new corporate vision “Proud of our Thai heritage, uniquely delivering gracious hospitality to the world” (Thansettakij NEWS, 2017). The vision is the will, implies that Thai hospitality is ready to represent their gracious hospitality to the world.

As we all know that the people are the core ‘software’ of any hospitality industry. At an overall foundation level of Thai hospitality, the Thai personality traits are being described by the words “friendly” and “helpful” and Thai graciousness is in the interest of all kinds of travelers. (Cornell.edu, 2012).

Regarding to Celebrating 29 years of Gracious Thai Hospitality of Dusit Thani Laguna Phuket, The Charity dinner was arranged to raise funds for autistic children and children born with facial abnormalities. The Rousing speech of general manager- Khun Prachoom Tantiprasertsuk that included the key message: “Gracious Hospitality is the act of giving without the expectation of something in return is the true definition of kindness.” (Prachoom Tantiprasertsuk, 2016).

Huahin Today NEWS was defined “A Gracious Greeting in Thailand” that the most delicate and graceful greeting of all is the “wai”, a traditional greeting in Thailand. A large part of the Thai culture is about being polite and respectful to other people at all times. The best and easiest way that foreign tourists can be respectful to Thai people is via the traditional greeting and hand gesture called the “wai” (Hua Hin Today NEWS, 2016).

Design and Thai Identity

Thai Identity and Design, It can be considered from the perspective of the designer and the viewer of the designer piece, or to consider the needs of the target audience. Especially, the
target group is foreign. The values passed from design and identity to Thai is important. (Nartkosar, 2013)

Incorporation of a design strategy that enhances the unique qualities of Thai products would enable the products to meet standards crucial for global consumer satisfaction. The concepts, and the implications of the proposed design strategy, were simplified to facilitate comprehension by target users in Thai local communities. To achieve this objective, the 'four noble truths,' a step leading to Nirvana of Buddhism, were used as a familiar structure to organize strategic processes and design activities. Furthermore, the proposed design provides a means of increasing product value and marketability, while conserving Thai craft heritage and environmental sustainability. (Wongtanasuporn, 2010)

Discussion

While EMBOK Model is a dynamic and efficiency empower of framework used in event management it may be customized to meet the needs of various cultures, education programs, and organizations. Two-fold conceptual event design as idea of Adema and Roehl focusing on aesthetics of look and feel of the event and functional qualities associated with event success, accordingly remain as the same way of O’Toole that maximize the positive impression on the attendee and other key stakeholders was a purposeful elements of conceptual design event management.

According to Tourism Policy in Thailand charts strategy ‘Value for Experience’ and focus on the ‘Unique Thai Local Experiences’ to create valuable and memorable experiences. It means greater emphasis on promoting Tourism through Thai culture, experiences and way of life, and relevant to three major groups of Thai identity of The Royal Society of Thailand are Local Wisdom, Thai Art & Culture and Society & Thai Communities. Also, the paper of Barme S., (1993) about ‘a tradition’ which is then powerfully operative in the process of social and cultural definition and identification. To relate among to the research of ‘The Finnish cultural event ‘characteristics, touristic significance and international potential’ focused on producing information about the main features of Finnish cultural events and revealing the touristic significance.

While ‘Theoretical framework and components for embedding Thai identity’ shown on ‘Thainess’ in perspectives of reflection of Thai identity are religion, the monarchy and Thai nationality. However, the value of Thai in the eyes of foreigner is communicated through local wisdom mainly Buddhism, Nature and Thai way of life. The paper of ‘Cultural Identity and Art Education in Thailand’ was a continuity of living a life and become a participant in various rites events all life-long since birth to death. The Buddhism leads Thai behavior and creates value into Thai’s lifestyle presenting a gracious way of living with an act of a humble personality where verbal and non-verbal communicated from believes.

‘Thainess’ is the blend of traditional and beliefs. It has covered of Seven unique aspects; 1) Thai food 2) Thai Arts 3) Thai Way of Life 4) Thai Wellness 5) Thai Festivals 6) Thai Wisdom and 7) Thai Fun as TAT design unique annual events to remarkable the awareness of ‘Thainess experience’ comply with ‘Proud of our Thai heritage, uniquely delivering gracious hospitality to the world’ as Group CEO Dusit International speech. Furthermore, the act of giving without the expectation of something in return is the true definition of kindness to show as a gracious greeting in Thailand, that the most delicate greeting of all is the ‘wai’, a traditional greeting which being polite and respectful to other people at all times in Thailand. Thai
hospitality, the Thai personality traits are being described by the words “friendly” and “helpful” and Thai graciousness is in the interest of all kinds of travelers.

Conclusion & Recommendation
1. By force of globalization Thai identity differentiate itself from others identity distinctively. Applying with EMBOK, Culture is used to identify the values, attitudes, and acceptable behavior of people from a common heritage.
2. Any future event activities will be organized by EMBOK model as a platform to develop conceptual designed of special events theme related to 7 classes of knowledge domain of design namely Content, Theme, Program, Environment, Production, Entertainment and Catering Design can be customized according target audience to local and cultural theme which indeed the proceeding paper discussion about Thai gracious hospitality in MICE & Event Industry.
3. To apply the EMBOK’s conceptual design for classroom activities or running the real event such as cultural fun fair or display of local marketplace in traditional Thai way of life.

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Factors Affecting Exposure to Travel Information of Second Tier and Third Tier Chinese Tourists Travelling to Thailand

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Abstract

The research of factors affecting exposure to travel information of second tier and third tier Chinese tourists travelling to Thailand aims to study travelling behavior of the second and third tier Chinese tourists who travel to Thailand. The scope of this study is mixed method that deploys both quantitative and qualitative researches. The areas of the study include international airports in Thailand such as Suvarnabhumi Airport, Donmuang Airport, Chiangmai Airport, and Phuket Airport, as these airports are the center of traveling routes of Chinese tourists from China to Thailand. The samples of the quantitative part include 500 the second and the third-tier Chinese tourists who travel to Thailand. The samples of the qualitative part consist of 15 participants including tour guides, travel agents, Tourism Authority of Thailand, provincial chambers of commerce, hoteliers, souvenir businesses, and restaurant operators.

Keywords: Second tier, Third tier, Chinese tourists

Introduction

Today, “tourism sector” has become the main industry that generates revenue for Thailand every year. Especially the foreign tourist market. The growth in both numbers. And income clearly reflects the GDP of Thailand in 2019 is 14.36 billion. Representing 17% of total GDP or 2.51 trillion baht. The majority of revenue comes from foreign tourists, 65% or 1.64 trillion baht. Most foreign tourists coming to Thailand in 2016 are “Chinese tourists” with 8,221,526 people, earning the tourism sector the number 1 in Thailand is 439,287 million.

In the future, the phenomenon of tourism travel of Chinese tourists will grow several times. Information from the China Business Center in Beijing revealed that the Nanning Evening newspaper said. Change the tradition of traveling back home to live in preparation for the Chinese New Year to bring families to travel shopping in foreign countries. According to a report by the China Outbound Tourism Research Institute, more than 112 million Chinese tourists travel around the world in the future. Average US $ 2,390 will cost an additional 5 percent, while Chinese tourists will pay an additional 18 percent. It is a rapidly growing market with Chinese tourists traveling out of the country every year. Due to the economic expansion of the country. And with the Chinese government began to allow people. They can travel more out of the country. (Thai embassy in Beijing, 2015)

Meanwhile, high-income tourists will visit the second time, often choose to visit each other. Do not use the tour company, where the cost is focused on accommodation with shopping. According to a random interview with a new generation of China's leading travel website,
haiwan.com, the question is: “If you go abroad. To go alone or to the tour company. “Most new
generation. Especially those born after 1987 onwards to answer that. They choose to travel on
their own. Travel is not only a vacation. The Chinese market research report on Chinese
Outbound Tourist (City) Consumption, which can be used to study more Chinese tourists, is “
75 per cent of Chinese use social networking sites, 44 per cent use local websites to find places
to visit. “It is seen that Internet communication is a viable channel. Tourist Federation pump
efficiency. So, in the future, self-travel is an important choice for Chinese travelers. The main
contributor to the rise in Chinese household incomes. The effect on the spending of Chinese
tourists. Chinese tourists have become a major buying power in the global travel market,
including Thailand. Popular tourist attractions of China. In the main areas of Thailand, 7 areas
are Bangkok, Pattaya, Chiang Mai, Phuket, Krabi, Phang Nga and Koh Samui. In the group of
entrepreneurs. There are positive opinions. The rise of Chinese tourists Generate more revenue
for your business. And earn a regular income. Because Chinese tourists to visit the whole year.
It is believed that Lost in Thailand is the source of a surge in the number of Chinese tourists in
Thailand, while Akarapong Ayutthaya (2557: 8) reflects on another aspect of the research. The
Chinese tend to come to Thailand before the movie. The trend of Chinese tourists has risen
since 2010. The assumption is due to the current Thai Pop in China, especially the Thai
television drama Lost in Thailand, which was released in early 2012. Hui has continuously
bought Thai drama. Making Thai dramas in Chinese websites ubiquitous and popular among
Chinese audiences.

Therefore, Thailand as a good host should be planned and should have a management
system in accordance with Chinese tourist behavior. Culture of Chinese tourists the researcher
is interested in doing research. Factors affecting tourism information perception. Chinese
middle-income and low-income groups (Second Tier and Third Tier) travel to the country. The
result of this analysis will lead to the planning of response to Chinese tourist behavioral factors.
To build a good understanding between both Chinese tourists and tourism operators in
Thailand. And to know the information channels to travel information to travel to Thailand of
Chinese tourists. In this section, you will also get some basic information that will help you to
design your own tours. And control the quality of products and services to the Chinese
customers from each county. Be consistent with the way of life of the local people. Economic
and social balance.

Objectives
Aims to study travelling behavior of the second and third tier Chinese tourists who
travel to Thailand

Literature Review
Review of relevant documents in this research. The researcher was divided into two
episodes. Examination of papers related to research related theories, including theories of
perception. Structural Theory - Functional Theory Diffusion Theory The second part is the
examination of relevant concepts in research. The concept of thinking in this research is the
concept of attitudes. Concepts and behavior of tourists. The concept of tourism incentives. Then,
the knowledge and the conceptual framework (Conceptual Framework) The theory involves
theoretical research related to the research.
Study on theories related to the research. To bring art review and summarize the theoretical framework of the research. For this research is:

1. Structural - Functional Theory
2. The theory of demographic
3. Release Distribution Theory

1. Structure and function theory (Structural - Functional Theory).

Structure theory - Functional Theory framework is one of the greatest theoretical theories. master shall Both in terms of the old. Long live the past in terms of the popularity of sociology. In the US, this theory has been popular during the years 1940 - 1965 and deteriorated somewhat but still influential, not least to date, the society (Model of Society), this theory assumes that society as a living one (Biological Organism). Herbert Spencer contemporary sociologists understand that the model is only a metaphor for the benefit of society only. Not what the reality (Reality), which makes the comparison of the assumptions about the social aspects.

1. Society is one
2. The system consists of different parts that relate to each other.
3. There is certainly scope the treatment process is the integration of the territory that in mind. Subsequently, there has been enhanced to include this idea to include richer, but the idea of a popular organic sociologist this metaphor. Most prominent among more than a structure - a popular social responsibility looks like.

1. As a social system. The territory is of course a society that is self-regulating, self-control (Self-regulating) the likely components. Complementing and sustaining them.
2. As the system maintenance manual. As with all organic There are a number of social needs (needs or requisites), which has already met once. Make social life Parts can rely on each other (Homeostasis) and maintain equilibrium is maintained.
3. When it is so Analysis systems that maintain their (social) should sociological. Geared to the needs the essential components of society. Doing this will result in an interdependent and maintain a balance.
4. In a system like. Necessary social infrastructure must be one of the main reasons to rely on. (Homeostasis), balance (equilibrium) and life (survival) could say that. The structure can satisfy several needs at the same time. But only a limited number of structures. That can satisfy any need or needs something in the meantime.

Thought leadership, as mentioned above, August Comte and Herbert Spencer, both as a foundation for broad concepts about society. And an explanation of the social. It can be seen that they were thinking about the structure, functions, popular mainly in the introduction of sociology into the academic sphere of contemporary European countries. Both are known as the father of sociology since August Comte was the name of that sociology. He is often regarded as the father of the first sociologist Herbert Spencer, however, more than ever, you need to have both your infinite on this subject. And who laid the foundations of the theory of popularity. (Functionalism) include

1. Emile Durkheim
2. Bronislaw Malinowski
3. AR Radcliffe-Brown
All three of you to answer that. The fact that living things show that to survive it must be able to satisfy the needs of the one before. But human society have needs as well as the fact that living things show that the creature must have elements. Parts or multiple parts. Each society must have different components to them or not. The idea was aware of these. It is important to understand the fundamental theories of Durkheim and most popular functions.

Durkheim, a French sociologist, Upheld the concept of French scholars during his reign. The concept of organic metaphor of August Comte. Movie in the media about the division of labor in society. (The Division of Labour in Society) Durkheim attacked Spencer used the popular utility. (Utilitarianism) Spencer used as Durkheim organic metaphor about human society, the idea of Durkheim contamination with biological knowledge greatly. The influence of Durkheim's ideas in a specific organic additives likeness prominently. Assumptions about the social importance of Durkheim as follows.

1. The human body is a condition (Entity) by itself. Society is a collective of various elements together as a society, but it is more than that. Social life is different from ingredients that come together. (Society is Susireneris an Entity in Itself and not its Constituent Parts) Durkheim stressed that social cognitive conditions, social (Social Whole) are unique to the structure there is a list of ingredients that make up a society.

2. He saw the various components of the system means the social duty of all necessary requirements for such a system as an organic system.

3. Durkheim personified by the state of “normal” and “abnormal” if the social system is capable of meeting the social needs of the system already. Or social system, it is normal. If it does not meet the requirements, it is not normal. It is acknowledged that this claim. Society needs to have a functional one. Any society live parts must act to eliminate the need for these to go away.

4. In reference to the normal system. Not normal and functioning of Durkheim said the balance of the equilibrium (Equilibrium Points) is a society that is usually caused by a requirement has been met. The level of response to the level of demand is balanced, it happens.

The idea of Durkheim wrote in the book. The division of labor in society Helped lay the foundation for the concept or theory of popular functions.

Previous popular tradition and anthropological ideas.

For the anthropological concept of Malinowski and Radcliffe-Brown. Influenced popular opinion Organic (Organisms) of Durkheim, he tried to find a way to resolve objections to organic. A major problem, he is looking at issues of neurology (Teleology) What is the first study that has to be. Or why anything that can be defined just ahead. Is considered the last This is not a matter of philosophy of science. Radcliffe-Brown The meaning of Needs to be a necessary condition to remain. He thought that if a set like this. Needs a universal, human or social. It does not exist in theory, but must find by clear evidence. Each society needs to do the same. Because each community is different. As such, the society was able to avoid that. All part of a culture or a duty of different cultures will have different functions must have the same function.

Functional analysis of society, there are several assumptions.

1. The necessary condition for the existence of a society is the integration of different parts at least. Must have a minimum but there will be no integration to society if not alive.
2. The term refers to the various functions performed for maintenance or integration. This stability
3. The result is that parts of the structure in each society. It can be shown to have contributed.

Benefits of integration or security is clearly visible. This analysis showed. Social structures and conditions necessary conditions. Crucial to the survival of society.

Although Radcliffe-Brown Strive to improve the theoretical structure, function better. But it's also a problem because they do not require that society needs to be integrated, how to live. Undefined operating definitions It also raises new issues from the analysis of the summary said. The social structure, something new comes up, because of the integration of society, which is not always required. But admitted Radcliffe-Brown Has helped develop the theory of the previous one.

For anthropologists, Malinowski was the first to sample the popular functions used with popular organic. The main idea is to analyze the socio-cultural aspects of all parts needed to serve the needs of man and culture. “Perceptions of duty popularity of the cultural traditions that emphasize the importance of everything. All cultures the idea of all ideas the belief that all cultures. To meet the need, or act, either. Duty to do so or represent the will is not lacking in that culture.”

Highlights of the previous ideas of Malinowski is likely discounts. (Reductionist Tendencies) is to launch a line of his analysis of the needs of the people such as food, housing and having children. Because the needs of each human person. We need to unite as a community or social group. Or even create a cultural symbol, it’s the same reason. However, the responsible person shall conduct or action prescribed form to be able to satisfy the need for orderly and efficient. Meanwhile, the group set up a new community and cultural or cause it to a group or community that is more complex. Meet the increasing demand for the fried one. Moveable, so the idea is to make the necessary culture along the Malinowski is.

1. The continuation of biology.
2. caused by psychological needs.
3. Serial demand

For maintenance organizations or cultures are the first to meet the needs of various structures. Occur due to biological needs. Psychological and cultural Using this analysis, makes Malinowski description available discounts. (Reductionism) why there are various structures in society and continue to exist.

Malinowski's ideas are not only dangerous, it's only neurologist. It is redundant because the fees are necessary to meet the needs of the culture. While the culture is to meet the needs of biology and psychology. The reasoning Gokinhag this is unavoidable. When using the justification interaction analytics, mixed with assumptions discounts. The problem with this structure can be modified duty modernity.

2. The theory of demographic

Demographic characteristics A diversity of backgrounds, including sex, age structure of the body. Seniority at work and are required to show the history of the individual from the past to the present. Agencies or organizations. Consisting of employees or personnel at various
levels. This behavior looks different due to the different demographic backgrounds or party itself.

Kannika as sublime (2548) has said in various organizations. It consists of personnel at various levels, as many individuals will behave differently to behavioral characteristics of individuals who expressed different. Caused by various factors, including age, gender, status, duration of work in the organization. Behavior in a person's work is as follows.

1. working age (Age and Job Performance) is widely accepted that the contribution of individuals is diminished as age increased. However, older people are considered to be those with experience in running high. And can perform the tasks that are causing high yield. Also, you can see that Older people will not leave their job or career move but will work the same. This is because there is little likelihood of changing jobs. The moment in the long run will result get paid more. The welfare It has also increased Staff will be on duty for more work regularly. Absenteeism, fewer employees are younger.

2. Working with sex (Gender and Job Performance) from general education. The ability to solve problems at work, motivation, social adjustment abilities to learn. Male and female, there is no difference. However, in the education of psychologists found. Females are amenable than men. And males are aggressive mindset idea a step further. And there is an expectation of success than females. But there will be no difference in the results and in terms of job satisfaction.

3. Marital working (Marital Status and Job Performance) found that married employees are absent. And the rate of job than those who are single. There is also job satisfaction than those who are single. It is the responsibility Appreciate the work and consistent with the work.

4. seniority to work with the work (Tenure and Job Performance), the eldest of the work will be higher than those for new employees. And job satisfaction than men with the same demographic characteristics are psychologically different (global prefecture of Niigata at Ewti, 2533: 112), the analysis of the factors.

4.1 Sex and gender differences. Makes a person's behavior, communication as well. The females are more likely to send and receive messages than men. While males do not have the need to send and receive messages only, but there is a need to build relationships that arise from receiving and sending messages with (Will, 1980. 87) also. this female and male differs greatly in terms of ideas, values and attitudes because of cultural and social roles and activities of the different sexes.

While older people often have no idea that conservatives. Take the cautious optimism worse than younger people. Because of past life experiences are different. The media used is different. Older people tend to use the media for seeking hard. More Entertainment

4.3 Education is the factor that makes people think, values, attitudes and behaviors differ. People with higher education are a huge advantage in being a good receiver. It is a spacious and well understood material. But the ones who do not believe in anything simply. If there is not enough evidence or reason

4.4 social status and economic means, occupation, income, and social status. Significant influence of the reaction of the audience towards the messenger. Because each has cultural experiences, attitudes, values and goals of different theoretical differences between individuals
Individual Differences Theory of De Fleur (De Fleur, 1996) have proposed basic principles about the theoretical differences between the individual follows:

4.4.1 We humans are very different in psychological component parties.
4.4.2 This distinction Some come from different biological or physical individual. But most will come from a different place of learning.
4.4.3 men who were brought up under different circumstances. Open to feedback varies widely.
4.4.4 The learning environment caused attitude. Value and reliability, as well as the psychological characteristics of individuals vary.

In summary, demographic characteristics. It displays the history of the individual from the past to the present. Caused by various factors, including age, gender, status, duration of work in the organization. Behavioral characteristics of individuals to work and so on.

All of these characteristics associated with innovation. If a full or how much the adoption of innovative agricultural technologies will be faster and more only.

Conclude that diffusion theory, social and cultural changes caused by the spread of new things. From one society to another society and society is getting used to something new, this is an innovative, knowledge, ideas, techniques. And new technologies

Research Methods
The scope of this study is mixed method that deploys both quantitative and qualitative researches. The areas of the study include international airports in Thailand such as Suvanabhumi Airport, Donmuang Airport, Chiangmai Airport, and Phuket Airport, as these airports are the center of traveling routes of Chinese tourists from China to Thailand. The samples of the quantitative part include 500 the second and the third-tier Chinese tourists who travel to Thailand. The samples of the qualitative part consist of 15 participants including tour guides, travel agents, Tourism Authority of Thailand, provincial chambers of commerce, hoteliers, souvenir businesses, and restaurant operators.

Results
The results show the second-tier Chinese tourists increase their attentions to the worthiness of their travelling. In addition, they place higher expectation on services. They look for more details of services with the cheaper prices. The increasing income per capita of Chinese tourists during the past years and the increase of the second-tier Chinese tourists as well as low household debts per GDP show their high purchasing power, whereas, travelling expense in Thailand is low and increases more slowly than incomes. Chinese tourists focus on travelling experiences with more details. Most of them plan their travelling by themselves, searching for online information. However, some of them still book travelling packages through travel agents. Meanwhile, the third-tier Chinese tourists prefer to book travelling packages through travel agents, accounting for 44 percent. As a result, these tourists must travel according to travelling program organized by those travel agents. This includes hotel services, restaurants, and souvenir shops.
Conclusion and Discussion

The results showed that marketing mix affected the decision making in a high level. When comparing to the cost of living, income, age, sex and tourism destination, all these factors affected the decision making as well. The behavioral analysis of travelling to Thailand showed that most of the tourists travelled for the first time, mostly planned to travel using travel agencies services. The purpose of travelling to Thailand was to relax.

Recommendations

Discover a suitable method to persuasively promote Chinese travelers to visit and spend their time in Thailand with the intention of reducing a zero-dollar tour.

The tourists

1. Make informed behavioral Chinese tourists. With a group of tourists who are low-income groups.

2. Recognition of Chinese tourists. Lead channel development exposure walking tour Thailand. This will enable Chinese tourists to respect the laws or regulations of a tourist visit. Awareness and discipline in tourism.

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Gracious Hospitality in Thailand in the View of Foreigners

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Abstract

Thailand is indomitably the destination to so many foreigners who come from different corners of the globe. Health care, research, education, tourism and employment are the leading factors that make foreigners visit Thailand. This paper will focus on the various factors in Thailand that facilitate the increasing gracious hospitality in the view of foreigners as well as some of the approaches that the government of Thailand in partnership with various institutions that interact with foreigners should adopt in order to retain their recognition in this global competitive market.

Introduction

Thailand is one of the few countries in the world that has won recognition from foreigners for its outstanding gracious hospitality. The first thing we need to understand is the meaning of the term gracious hospitality. In general terms, the word gracious simply means being very polite in a manner that depicts respect. It could also mean being in possession or showing of the things that are attractive which are normally associated with having a lot of money (Spade, Peltason, & Leach, 2004). These things could include but not limited to charm, good taste and even comfort. In our context here, the word comfort is very paramount. Therefore, foreigners who visit Thailand on different missions like tourism, business, education, treatment among others, experience gracious hospitality when the locals or employees of various institutions that foreigners visit behave or carry out themselves in a manner that is not only warm but also sincere and gracious. The foreigners who have visited Thailand in the past or those who enjoy their stay there base their positive recommendations and commendations on the facts that they sense the authenticity of Thailand’s locals' and employees' true desire to serve and understand their individual needs (Yamauchi, Poapongsakorn, & Srianant, 2009). This way, the expectations of the foreigners have always been met and exceeded. This is why despite the so many options the foreigners may have to choose from, they have not, and they may not encounter elsewhere the unique brand of gracious hospitality for which Thailand is known.

Background and Overview of the Research

This paper seeks to establish the reasons why Thailand has continued to retain its title as the most graciously hospitable destination for the foreigners. It is thus important for us to first of all familiarize ourselves with the political, geographical and historical information of this renowned foreigner destination—Thailand. This data is important in the sense that it may be useful not only for future reference by the scholars but also for other concerned institutions all over the world that have the interest of foreigners at heart. To start with, the kingdom of Thailand, which is the full country name, has a population of approximately 62 million people living on its 517,000 square kilometres. Its capital city Bangkok hosts a total of 6 million people. To try and shed light on some of the races that inhabit Thailand, it is worth noting that this country proudly hosts 75% Thai, 11% Chinese, 3.5% Malay, also known as Mon, Khmer, Puan...
and Karen minorities. The main language in the Kingdom of Thailand is Thai. Buddhism is widely practised with a 95% population while Muslim hosts 4% of the population. Notably, the government of Thailand is a democratic constitutional monarchy. Other important facts in regard to Thailand are that Baht is the currency used, while 66 is the country dialling code. Thailand enjoys tropical climate with rainy, warm, cloudy southwest monsoon occurring between mid May and September. Between November and mid March, there is dry, cool northeast monsoon. Southern isthmus is always hot and humid (“Thailand Fact Sheet,” 2016).

The description of the country with close reference to reasons for being destination to various global visitors and foreigners can only be highlighted because it is too vast to be discussed. The kingdom of Thailand prides himself in the fact that it is the only country in the southeast Asia that draws more foreigners than any other country in comparison. One may thus ask the reasons why foreigners find Thailand as the best option. Below are just some of the factors that attract foreigners in Thailand:

a. Breathtaking natural beauty and landscape
b. Inspiring temples
c. Renowned hospitality
d. Robust cuisine
e. Ruins of fabulous ancient kingdoms
f. Education opportunities

Admittedly, in terms of endowment, very few countries can stand to be counted; Thailand is extremely lucky to have the above traits. For every foreigner or even traveler, Thailand has something to offer; from the stupa-studded mountains of Mae Hong Son and the verdant limestone islands of the Andaman Sea, to the pulse-pounding dance clubs of Bangkok and the tranquil villages moored along the Mekong River (Yamauchi, Poapongsakorn & Srianant, 2009).

There are very flexible and affordable entry and exit requirements in Thailand. For example, for the citizens of the United States of America, and especially the tourists, conditions are so inexpensive in the sense that one does not require any visa provided the stay in Thailand is the less than 30 days. However, the foreigner must be in possession of a valid passport and onward or return ticket. As of September 2002, a Passenger Service Charge of 500 Baht equivalent of USD 11.62 was mandatory when any US citizen was departing from Thailand. The amount is payable at any of Thailand’s international airport (“Thailand Fact Sheet,” 2016).

Gracious hospitality in Thailand extends even to its traffic safety and road conditions. This is upon realization that the citizens of US might come across conditions of road that are significantly different from those in the United States. However, for general reference, which might not be totally accurate on certain locations or circumstances, it is worth acknowledging that in Thailand, safety of public transportation, urban road conditions or maintenance and rural road conditions are good. Roadside assistance in Thailand is regrettably poor. Below is a provisional map of the kingdom of Thailand.
Literature Review

Factors Facilitating Gracious Hospitality in Thailand in View of Foreigners

Thailand has worked hard over the years to reach where it is today in terms of it being the most treasured destination of the foreigners. Coordination and partnership between the government and different institutions has tirelessly worked to ensure that foreigners enjoy their stay in Thailand despite the fact that it does not offer the cheapest prices to its services. Therefore, these reasons that necessitate foreigners to choose Thailand as the destination will form the heart of this paper because they fully explain why Thailand stands in his own class in regard to hosting the highest number of foreigners. It is arguably these factors within Thailand that harbor the gracious hospitality that foreigners attribute to it. These factors include but not limited to:

i. Skillful labor and personnel
ii. Culture of service, friendliness and hospitality
iii. Healthcare service, education and medical tourism
iv. Social, religion and political stability
v. Human rights
vi. Business integrity
vii. Gateway to Asia and hub of ASEAN
viii. Sufficient infrastructure and growing economy
ix. FDI policies, government support and incentives
x. Long established and newly emerging industries
i. Skillful labor

While Thailand may not boast of providing the cheapest cost of labor in Asia, it on the other hand prides itself with a workforce that is abundantly and highly skilled. The gracious hospitality is extended to foreigners who may be coming to Thailand in search of hand-made industries that deal or supply goods like garment, jewellery, handicraft, ceramics and pottery. Thailand boasts of having personnel that are so talented and adept in creation of art and aesthetic handwork. For example, in the dental laboratory industry, Thailand is known to have experienced and aesthetic mindset that produce ceramic teeth that look almost natural and having the highest degree of precision and details (“Why outsourcing to Thailand?” 2013). The foreigners who go to Thailand with a sole purpose of seeking services from this field are treated with absolute gracious hospitality as it deserves.

ii. Culture of service, friendliness and hospitality

Thailand has gained a well-known reputation throughout the world for its gracious hospitality. The friendliness of its people and the diverse nature of Thai culture make foreigners feel at home in Thailand or doing business with Thai people. In their laboratories, foreigners are treated and served with a truly human touch. Actually, foreigners who secure jobs at industries in Thailand do not feel like they are working with an assembly line in a large factory. Inside the industries of Thailand, the management sees into it that they operate as a big family, extending the family values to the foreigners or clients they are working with. This is why many of their customers or clients who are normally foreigners become their close friends. This is the true definition of gracious hospitality.

iii. Healthcare services, education and medical tourism

All around the globe, Thailand has developed a positive reputation in regard to its healthcare services. It has internationally competent and qualified doctors and medical staff as well as modern facilities and equipment. The reputation has been so good especially to the foreigners due to its gracious hospitality to an extent that medical tourism has emerged to be the fastest rising sector in Thailand. This has been enabled by the fact that international patients are flooding in Thailand to take advantage of its world class and extremely affordable health care system (Zumitzavan & Michie, 2015). As a matter of fact, ranking of World Health Organisation (WHO) rates Thailand health system with a high score coming neck to neck to European countries and the United States of America. Switzerland is rated number 20, Germany 25, USA 36, Thailand 47, Mexico 61, Turkey 70, India 112 and China 144 (“World Health Organization's ranking of the world's health systems,” 2012). Below are the top 50 rated countries in terms of healthcare system by WHO.
Table 1: The top 50 rated countries in terms of healthcare system by WHO

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The three main top hospitals in Thailand that are known to cater for foreign patients are Bumrungrud Hospital, Bangkok General Hospital and Samitivej Hospital (*World Health Organization's ranking of the world's health systems,* 2012). In regard to education, Thailand has its standards highly held by international examining bodies while it has outstanding universities in so many fields. There are a great number of international schools and colleges in Thailand that offer quality education that attract foreigners for enrolment.

iv. Social, religion and political stability

To the foreigners, Thailand is a welcoming Buddhist country that extends its gracious hospitality to each and everyone. Democratic constitutional monarchy being the form of government in the country, democratic space and reforms are part of the gracious hospitality that the government accords, not only to the citizens but also the foreigners. The Thai people are known to be peace loving in nature, hospitable and are devoted to Buddhism teachings. Despite the fact that the vast majority of the Thai people are Buddhists, they are tolerant to all other religious communities.
v. Human rights

Gracious hospitality in Thailand can also be manifested through its recognition of the universality of human rights and adherence to the principles enshrined in the 1948 Universal Declaration of Human Rights. To the foreigners in Thailand, the peace-loving nature of the Thai people paves way for the promotion and protection of human rights as well as instilling tolerance understanding and acceptance of human individual differences and diversity. In their attempt, Thai government has shown gracious hospitality to the locals and foreigners through setting up of certain labour standards like basic wages and working hours as well as creating social safety net that covers most workers.

vi. Business integrity

This can be seen to the strongest factor that has facilitated gracious hospitality in Thailand towards the foreigners. Thailand is home to the most legitimate and authentic materials from world leading brands, which are all certified. To the eyes of the foreigners, this creates very narrow chances of being a fraud victim or swindling activities. Thailand has expressed gracious hospitality to foreigners on business endeavors through not making attempts to minimize their cost by counterfeiting or utilizing sub-standard materials or components like some eastern countries do. As a gesture of gracious hospitality, foreigners are invited to different lab facilities in Bangkok where they can inspect how the Thai people work. In addition, Thai people work towards building long lasting business relationships based on honesty and integrity in everything that they do.

vii. Gateway to Asia and hub of ASEAN

Thailand is strategically and geographically located at the heart of Asia which plays home to the largest growing economic market. It’s a gateway to Southeast Asia and the entire Greater Mekong sub-region hosting potential newly emerging business markets. From Thailand, trading with China, India and the countries of the Association of Southeast Asian Nations (ASEAN) is very convenient.

viii. Sufficient infrastructure and growing economy

For foreign investors, gracious hospitality is extended to Thailand’s good infrastructure, improved and modernized transportation facilities, as well as upgraded communications and IT networks, thus ensuring optimum business and living conditions. State-of-the-art industrial estates boast sophisticated facilities and superior services to both the local and foreigners. Abundant natural resources and a skilled and cost-effective work force help attract foreign investment, enables them to prosper and help develop industry in Thailand (“Thailand's Advantages,” 2014).

ix. FDI policies, government support and incentives

Thailand has investment policies that are well defined with a purpose to liberalize and encourage free trade. The government of Thailand has promoted direct investments especially those that facilitate development of skills, technology and innovation. Foreign investors are highly supported by the various government agencies. Tax incentives, support services and import duty are all offered by the government through Board of investment. Having complied with WTO regulations, there are no foreign equity restrictions in the manufacturing sector, no local content requirements, and no export requirement in Thailand. This is a positive gesture towards gracious hospitality in business partnerships with foreigners.
x. Long established and newly emerging industries

Thailand has been characterized by strong economic development and strong support industries which has led to increased industrial production both in new and established industries. This has seen the government shown gracious hospitality especially on interested foreigners who want to invest in the six target industries including agriculture and agro-industry, alternative energy, automotive, electronics and ICT, fashion, and value-added services including entertainment, healthcare and tourism (Bunjongjit & Oudin, 1992).

Recommendations

While the government of Thailand has been very keen on promoting gracious hospitality to the foreigners, there are various loopholes that would still need rectifications. This will not only promote partnerships with foreigners but will see the country opening doors even for other relationships with various countries with potential foreigners. The following are areas that I would recommend Thailand to look into so that foreigners feel their visit to Thailand is worth it:

a. Improving roadside assistance. While the road safety conditions in Thailand are good, the government should put up mechanisms that ensure foreigners are accorded the help they would need in a situation where they are stuck, lost or stalled while they are using the roads in Thailand.

b. Security for the foreigners should be improved. Most often, foreigners are not familiar with Thailand terrain especially when undergoing various businesses. They could be investors in field research or tourists in game parks. Security should be tight because kidnappings and abduction are common occurrences to foreigners.

c. The government should also give dual citizenship to foreigners who make permanent business relationships with Thailand. This will be another incentive that will attract many foreigners thus improving the economy and creating opportunities even for the locals. This is also a gesture for gracious hospitality.

d. The government of Thailand should create an online help and enquiry centre that will cater for all enquiries from potential visitors all over the world. The centre should also have physical offices in Thailand so that the foreigners arriving can visit and get help in regard to all the major target sectors like tourism, education, healthcare, business among others.

Summary

In a nutshell, Thailand is rated with a high score for being home to many foreigners due to its renowned gracious hospitality. Foreigners who have experienced Thailand’s gracious hospitality base their commendations on factors like political stability, competent health care system, internationally recognized colleges and universities, world class tourist destinations, tolerant and peace-loving citizens among others. Thailand being known for business integrity and human rights promotion to the foreigners has seen people from various religious, political and geographical backgrounds flood in Thailand for various purposes as mentioned above. Therefore, in the view of foreigners, Thailand is among the few countries that offer gracious hospitality, having cited the reasons discussed above.
References
Guidelines to Promoting Gastronomy Tourism Through Thai Cooking Schools in Bangkok

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Abstract
Tourism industry is an enlarging industry that plays significant roles in Thai economic system and society. Over the past few years, Thai food has gained popularity in many countries as seen from a significant number of Thai restaurants that are being rapidly established around the world. The most popular city is Bangkok and the most favored activity is visiting natural and cultural attractions. In addition, foreigners are motivated by Thai foods and Thai cooking classes to travel to Thailand for gastronomic tourism.

By using gastronomy tourism framework of DASTA, the guidelines to promoting gastronomy tourism through Thai cooking schools in Bangkok should be developed by emphasizing on the cultural connection, Dining experience development, Creation of food identity, Gastronomy tourism value chained development and Folk cultural promoting.

Keywords: Guidelines, Gastronomy tourism, Thai Cooking Schools, Bangkok Metropolis

Introduction
Tourism industry is an enlarging industry that plays significant roles in Thai economic system and society. It generates incomes, establishes career opportunities and contributes prosperity to all regions. Tourism of Thailand is adaptable, efficiently growing and sustainable which is competitive among global market (Association of Thai tourism marketing, n.d.). Tourism industry's tendency from 2016 to 2017 is continuously expanding. In 2016, there was an increasing number in tourists and tourism incomes. There were 32.6 million foreign tourists which is 9.0 percentage increased from 2015 while Thai tourists travel 149 million times in Thailand (one tourist travel more than once in a year) which means 7.3 percentage increased from 2015. Both foreign tourists and Thai tourists brought about 2.51 trillion baht to tourism industry which is equal to 11.1 percentage raised from 2015 (Kasikorn research center, 2016).

Thai tourism industry situation in the first quarter of 2017 was prone to get improved from the previous year. There were 32.48 million Thai tourists which is 8 percentage increased and brought 2.43 hundred thousand million baht of income which is 12 percent elevated. Besides, foreign tourists in Thailand is being estimated to be 9.5 million or 5 percentage more which contribute 5 hundred thousand million baht or 8 percentage raised. Every region in Thailand is likely to have more tourists (Tourism Authority of Thailand, 2017). Information gathered from surveys in the first quarter of 2017 shows that most of the foreign tourists are at their working age and are repeated visitors. They usually travel by themselves on purpose of leisure and seeking for new experiences. The most popular city is Bangkok and the most favored activity is visiting natural and cultural attractions. In addition, Thai food is another factor that make foreign decided to travel to Thailand (Tourism council of Thailand, 2017).
Over the past few years, Thai food has gained popularity in many countries as seen from a significant number of Thai restaurants that are being rapidly established around the world. Admittedly, many of them are owned by non-Thais and many of Thai dishes have been adapted and changed totally from the authentic taste (William E. Hyneck, 2015). Recently, there are 79 Thai cooking schools in Bangkok (Tripadvisor, 2017). Most of the schools aim to give an authentic Thai cooking training and serve authentic Thai food to the world. Foreign tourists interested in Thai food due to its uniqueness, nutrition, flavors and health benefits. Thai cooking class is recently one of the gastronomy tourism activities that have become very trendy. In 2011, Thai cooking school business had gained income from tourism industry about 250 million baht and prone to increase around 10-15 percentage resulting from tourists' learning behavior, foreign tourists increasing rate and Thai food trend. Moreover, many entrepreneurs have started to create selling point to attract foreign tourists (Kasikorn research center, 2011). In conclusion, present-day is a good opportunity to develop guidelines to promoting gastronomy tourism through Thai cooking school in Bangkok to make it outstanding and acceptable in the future.

Literature Review

Tourism

Tourism in today’s world is one of the most important economic sectors and leisure time spending activities, and the facts that it has a great multiplier effect economically and can cause directly and indirectly an activation in many sub-sectors make it an ideal development means (Cagli, 2012). Tourism, which has a driving role in development of societies, is a source of income for those providing services as people spend to meet their needs when they are travelling. As people’s needs increase, so does the obligation of producing and offering more and more goods and services, which increases production, investment, and income in societies (Akgoz, 2003). Tourism affects nations, people and nations’ establishing relations with one another, and it also integrates the phenomena of culture, heritage, economy, and environment; therefore, orienting its development, and its coordination and control are highly crucial issues (Cagli, 2012).

Gastronomy

The word “gastronomy” was formed by merging the Greek words “gaster” (stomach) and “nomas” (law). However, it is more useful and important to interpret what it denotes and covers beyond its dictionary meaning, instead of its dictionary meaning only (Altunel, 2014). Although “gastronomy” is defined as the art of eating and drinking in many sources, it in fact is an inter-related branch of art and science that has a direct relation with chemistry, literature, biology, geology, history, music, philosophy, psychology, sociology, medicine, nutrition, and agriculture (Kivela & Crotts, 2006). As the topic is about eating and drinking, this covers such issues as nutritional sciences, sense of tasting and its physiology, wine production, functions of nutritional elements in human body, specifying qualities in choosing food stuffs, and developing production processes in accordance with hygiene and sanitation norms to prevent foods from going off physically, chemically, and biologically (Shenoy, 2005). The purpose of gastronomy is to maintain human health with best nutrition possible and ensuring enjoying life and eating; food and beverages being produced in hygienic environments and prepared to be consumed in a way that will address to palatal and visual pleasure are also among the study topics of gastronomy. Gastronomy is a key resource in the proposal of value and differentiation of destinations and gastronomy tourism has become a market segment in itself. But there is a
pending challenge in terms of promotion and in the implementation of strategies and action plans that maximize the results. Corporate and personal social responsibility must be incorporated into this exercise (UNWTO, 2017).

Gastronomy Tourism

Although such different terms like “culinary tourism”, “gastronomy tourism”, “gastro-tourism”, “wine tourism”, “food tourism”, and “gourmet tourism” are used in literature to define it, the widely used term “gastronomic tourism” is defined as “being in pursuit of unique experience of eating and drinking.” Gastronomy tourism, which generally refers to the originality of a dish and its being indigenous to a place, a region or a country, covers the main areas of indigenous dishes and wine tourism (Green & Dogherty, 2008). Gastronomic tourism includes visiting food producers, eating festivals, restaurants and special places related to some special foods together with tasting a special dish, observing its production and preparation processes or eating a special dish from the hands of a very famous chef as well as seeing how a certain dish is being prepared (Hall & Mitchell, 2005). In addition, instead of preparations of foods at restaurants and hotels for tourists, tourists’ travelling in pursuit of having experience regarding local foods and beverages is within the scope of gastronomic tourism (Akgol, 2012).

The industry of gastronomic tourism, which does not consist only of food guides and restaurants, covers any kind of culinary experience. Within this sector are cooking schools, shops selling cookbooks, gastronomy tours operators and tour guides; gastronomy-related media, television programs and magazines, and activities, winemakers, vineyards, breweries, distilleries, field owners, and producers (Cagla, 2012). An important point for the development of gastronomic tourism is a region’s people’s protecting local products belonging to that region. Some of the shareholders of gastronomic tourism are individual grape growers, hotels, restaurants, tour operators, package tour or individual tourists, and local businesses (Alonso & Yiliu, 2011). Culture, as an element of gastronomic tourism, is generally expressed with inner willingness of people to get to know different cultures (Kozak, 1997). Besides gastronomy tourism being interest tourism, through the learning of cultural characteristics of host areas thanks to local dishes of the area, gastronomy tourists are also culture tourists at the same time (Akgol, 2012). Gastronomic tours, arranged to introduce a region’s dishes and food culture which play an important role in selection of and the experience tourists can have in a region, can feature a region. Some of these regions are France, Australia, South Africa, Italy, America, England, etc. where wine tourism is more developed; Canada with beer tourism, and Italy with such famous foods as pasta and pizza. Moreover, all these places together with Toscana region in Italy, Napa Valley in California, The USA, South Africa, Australia, Champagne and Burgundy regions in Chile and France have been known to be gastronomy destinations for long years. As for Turkey, it is generally famous for kebab and doner kebab (special dishes made from meat) (Acar, 1996; Charters & Knight; 2002, Plummer et al., 2005; Getz & Brown, 2006; Sparks, 2007; McKercher et al., 2008). In the light of studies carried out so far, it has been stated that the desire to get to know and taste dishes from the Turkish cuisine ranked fifth among the reasons why foreign tourists prefer Turkey (Akman, 1998; Arslan, 2010). Moreover, it has also been found that visits and tours in order to see and taste special dishes from the Turkish cuisine ranked the third most preferred by foreign tourists (Akgol, 2012), and that foreign tourists consider the Turkish cuisine to be delicious, attractive, fatty, and spicy (Sanlier, 2005).

Gastronomy, a new branch in tourism sector, is in relation with not only eating and drinking, but it is also interrelated with many other branches of science and art (Sahin, 2015). Gastronomy
Tourism broadens the view through the exercise performed by chefs and restaurants as loudspeakers to project gastronomic wealth, incorporating the triangle between cuisine, product and territory. Thus, the inclusion of agricultural and livestock producers, cheese makers, markets, wineries, craftsmen, interpreters of the territory and all those who construct the identity of the place enrich the value of the destination. And contributes to the conservation of biodiversity and landscapes; favors the continuity of the population of rural areas; maintains the usage, customs and functions that allow for the preservation of the tangible and intangible patrimonial wealth of the territory and the recovery the culinary memory. Gastronomy tourism empowers all those who make up the chain of gastronomic value, especially the local communities and also the professionals in their capacity as ambassadors of the territory, thus reinforcing the identity and sense of belonging and safeguarding the authenticity of each place. (UNWTO, 2017).

Tourism Behavior
The meaning of tourist behavior
Tourist experiences and their meaning vary from person to person. There are several reasons for this. First, there are many types of tourist, and their characteristics come in many different categories: demographic, social, economic, cultural, geographic, psychographic, and behavioral. Each type of tourist has different priorities, preference and behavior. Therefore, dealing with multiple types of tourists means dealing with their multiple and diverse behaviors. Second, tourists try to meet their multiple needs and want in numerous contexts: socially, culturally, geographically, economically and politically. These contexts are very diverse in nature and provide many different opportunities for tourists to express their behavior in multiple ways. Third, although many demographic, economic, or socio-psychological variables that are used to characterize tourists are common to many tourist, the way by which individual tourist express themselves are very different. Tourist have a very large and diverse number of goals, priorities, and preferences that determine how they behave and why they behave the way they do (Yvette Reisinger, 2009). For example, many foreign tourists are fond of Thai foods so that they interested in joining Thai cooking class, learning about Thai food ingredients in the market.

The concept of tourist behavior
The concept of tourist behavior can be explained in relation to topics associated with consumer behavior. Consumer behavior is the behavior that consumers display in selecting, purchasing, using, and evaluating products, services, ideas, and experiences that they expect will satisfy their need and desires. Consumer behavior is the behavior that consumers display in the decision-making process when facing several alternatives or choices (Yvette Reisinger, 2009).

The study of tourist behavior concerns the way in which tourist select, purchase, use, and evaluate travel products, services, and experiences. Tourist behavior studies attempt to understand and explain how tourist make decisions to spend available resources, such as time, money and effort on travel-related products and services. The study of tourist behavior is the study of a tourist's mind, comprising, cognition; affect and conation. (2.) body in terms of overt behavior (3.) spirit (4.) environment, which influences tourist behavior and (5.) feedback, what a tourist receives from the environment (Yvette Reisinger, 2009).

The nature of tourist behavior
The study of tourist behavior is interdisciplinary in nature; it is based on concepts and theories about people that have been developed by social scientists in diverse disciplines such
as psychology, sociology, social psychology, anthropology, economics, marketing and management. The study of tourist behavior is also based on concepts borrowed from: leisure and recreation, geography, urban and region planning, transportation, law, agriculture and education (Yvette Reisinger, 2009).

The approach to tourist behavior will vary according to the disciplinary perspective, as present above. No matter the perspective used, the objective of understanding tourist behavior is to better respond to the need of increasingly diverse tourists and to better manage the growing numbers of tourists that travel suppliers and destinations attract, so as to establish mutually beneficial relationships (Yvette Reisinger, 2009).

**Thai Cuisine**

Undoubtedly, Thai food is one of the most popular cuisines worldwide. While it has a reputation for being spicy, Thai food is actually based on the balance between different flavors; spicy, sour, sweet, salty and bitter. (Tourism Authority of Thailand, 2017) Some Thai dishes have a careful blend of all these fascinating while others are served with something to help deal with the overwhelming spiciness. For example, Tom Yum Goong (Spicy prawn soup), which is sour and spicy, is often paired with an omelet or rice.

Historically, Thailand has been resourceful for aquatic animals, plants and crops. Common flavors in Thai food come from garlic, galangal, coriander, lemon grass, shallots, pepper, kaffir lime leaves, shrimp paste, fish sauce, chilies and etc. Meats used in Thai cuisine are usually pork and chicken, and also some duck. With the Buddhist background, Thais avoided the use of large animals in big chunks. Goat and mutton are rarely eaten except by Muslim Thais. Big cuts of meat were shredded and cooked with herbs and spices. Traditional Thai cooking methods were only stewing and baking, or grilling and generally eaten with hands while seated on mat on the floor. (Taste of Thailand food tour, 2015)

Rice is the staple food for Thais, eaten with most meals, from breakfast to dessert. In fact, in Thai language, if you say you are hungry or you want to eat you literally say “I want to eat rice.” (Tourism Authority of Thailand, 2017) The most famous Thai rice is Jasmine Rice which is the finest rice to accompany most Thai dishes, including Thai curries. While Jasmine rice is the most desired, it is also the most expensive.

**Information of Thai cooking schools**

1. **Chef Leez Thai Cooking class in Bangkok**

Chef Leez Thai cooking class is Bangkok’s number 1 Thai cooking school rated by Trip Advisor. (Chef Leez, 2015) The school offers group, semi-private, private classes and also tailored class to fit your personal dietary needs. Unlike other schools that give you just a hardcopy recipe book after completion of a course, Chef Leez’s course give those who register free access to its online recipe book that contains over 60 recipes to explore and create on your own. Moreover, Chef Leez teaches all the classes by herself.

2. **Sompong Thai Cooking School**

Sompong Original Thai Cooking School offers one-day class starting from 1,000 baht which includes local market sightseeing tour, ingredients, welcome drink, fresh fruit, soft drink, recipe book, and also take away package. (Sompong Original Thai Cooking School, n.d.) Participants will be encouraged to undertake all kinds of tasks from grounding pastes, chopping up meat and vegetables to stir-frying. Moreover, vegetarian dishes are available as well.
3. Silom Thai Cooking School
Silom Thai Cooking School caters to people with keen interests in food and culture. Learn to cook famous Thai dishes in a relaxed and friendly environment. Small classes (only 1-9 people) are conducted in a traditional open kitchen. Each class starts with a trip to a local market to buy fresh ingredients. Students then prepare a complete 5-course meal for lunch completely from scratch with traditional utensils and techniques. (Silom Thai Cooking School, 2006)

4. Baipai Thai Cooking School
Baipai Thai Cooking School, established in 2002, is a home-style kitchen located in a traditional Thai house. The kitchen itself is thirty minutes outside of Bangkok in a residential area. There are three different courses you can choose from, including team-oriented cooking classes (ideal for companies or businesses), private classes and regular cooking classes starting from 2,200 baht. All the classes are taught by hands-on techniques and professionals helping participants every step along the way. (Baipai Thai Cooking School, 2015)

5. Cooking with Poo and friends
For more than 5 years now Khun Poo’s cooking school has been running in Klong Toey for tourists as well as local residents. In the early morning, the staffs will take tourists to the Klong Toey wet market where they would learn about the local Thai products, much of which they will use and taste afterwards in the cooking class. There are six different set menus taught on different days. (Cooking with Poo and Friends, 2016)

6. Maliwan
Maliwan Thai Cooking Class is located in Khaosan Road area, Bangkok. Maliwan aim to introduce their passion for cooking traditional Thai cuisine to people of all ages from all over the world. Guests will have an opportunity for hands-on experience in a hygienic, well organized Thai cooking class environment starting from only 1,045 Baht. (Maliwan Thai Cooking Class, 2016) Topics range from Thai popular dishes to Thai folk dishes, from hors d’oeuvres to main meals. Maliwan Thai Cooking Class offers small Thai cooking classes of 8 or less people for both adults and children.

7. May Kaidee’s
May Kaidee’s offer 15 different types of courses, both group and private for example Thai cooking classes, tofu making class, raw food courses, fruit carving and Thai cooking and culture classes. (May Kaidee Company, 2017) Classes are taught mornings and afternoons all year in both Bangkok and Chiang Mai. The beginner’s course not only teaches participants the basic dishes, but it also introduces its students to traditional Thai dancing.

8. Blue Elephant
Blue Elephant has two classes that visitors can choose to attend—one in the morning and one in the afternoon. The morning class begins with a visit to a local Thai market accompanied by instructors where they assist participants in choosing the freshest of ingredients to prepare their dishes with. The afternoon class cooks up an additional Thai dessert. Every participant is provided with apron, cookbook and a set of dried of herbs, spices and curries. In addition, Blue Elephant offers four different courses, including a morning class, a team building course, a carving class and an ancient Thai cuisine cooking course. (Blue Elephant International, 2016)
Conclusions

Thai food has several tastes in each dish which harmoniously combines the tastes of natural ingredients. Thai food is the legacy of local wisdom which becomes more valuable as time passes by and become more popular around the world (Dusit Thani College, 2016). Uniqueness of Thai food, complicated processes of cooking and using a variety of ingredients makes Thai foods too complicated to self-learning. Most of the Thai cooking schools in Bangkok were founded for expanding the authentic Thai cuisine knowledge especially for foreigners. Nowadays, Thai cooking class is recently become one of the gastronomy tourism activities that very trendy as might be seen from large number of Thai cooking schools in Bangkok metropolis and they are continually increasing. Thai cooking schools are one of the component to motivate tourists to attend gastronomy tourism. Moreover, Thai cooking schools play a significant role in promoting the understanding about Thai foods and Thai gastronomy tourism as well as understanding about drivers and motivation, these two factors increase tourism and revenue (Byrd, T. E., et al, 2016)

The guidelines to promoting Gastronomy tourism through Thai Cooking Schools in Bangkok could be explained by adapted gastronomy tourism experienced framework of Dasta (2016) as followed;

1. Cultural connection: Gastronomy tourism can be used as tools for cultural connection. By attending a cooking class, tourists must be able to understand more about Thai culture. Cooking school should intervene Thai culture that related to Thai dishes.

2. Dining experience development: Gastronomy tourism and cooking classes are closely related to dining experience, in a way that each Thai dish and Thai style table setting could develop a memorable and meaningful experience for the tourists. To enhance dining experiences through Thai cooking classes, Thai cooking schools should promote dining experience by thoroughly explain Thai style table settings for example, Kan Toke or Northern style sharing plate, and by providing some testing menus as a tasting activity in classes.

3. Creation of food identity: Gastronomy tourism reflexes the remarkableness of places and also creates local food identity. By the creation of food identity, cooking classes should promote connections between dishes and tourism, these connections motivate tourists to travel for discovering the authentic food identity and gastronomy tourism can be expanded.

4. Gastronomy tourism value chained development: Gastronomy tourism consists of many compositions that could create a large value chained. The gastronomy tourism value chained consists of many important sectors in both processing and consuming including; agriculturists, chef, food stylists, commentator, etc. Thai cooking schools take and important role to expand the gastronomy tourism value chained by developing future personnel and potential tourists for gastronomy tourism industry.

5. Folk cultural promoting: Gastronomy tourism can promote folk culture through local food. With a large number of Thai local food that are famous for tourists such as; spicy papaya salad (Som Tum) form North Eastern region, Northern Thai green chili dip with crispy pork cracklings (Nam Prik Num · Kab Moo) from Northern region, Fish organs sour soup (Kang Tai Pla) from Southern region and Spicy prawn soup (Tom Yum Kung) from Central region. All local foods reflect local wisdoms. Accordingly, folk cultural could be promoted through cooking schools and local food should be contained in the cooking curriculums.
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Homestay Tourism Toward the Philosophy of Sufficiency Economy

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Abstract
The purpose of this article is to provide homestay tourism knowledge according to the Philosophy of Sufficiency Economy at the community level, using local wisdom, natural resources and environment in the community to create benefits to the career. This includes the development of tourism activities which reflect to the identity of the community and lead to an increasing of community's income and improving the quality of life in the community.

Community-based self-sufficiency on the homestay management refers to 1) the use of knowledge and understanding of homestay accommodation; 2) introducing the application of harmony to prevent and solve the conflicts; 3) providing fairness treatment on the community's income and benefit distributions. And 4) creating awareness and realizing the overall community-based benefits. Those are believed that it will make the community stronger and develop community's welfare sustainability.

Keywords: Homestay Tourism, The Philosophy of Sufficiency, Agritourism

Introduction
Since King Bhumibol Adulyadej initiated the “Sufficiency Economy Philosophy” in 1974 as a way to live for Thai peoples at all economic levels from the family to the state level, it can be mainly used in administrating and developing the country to be ready for the global changes (Chaipattana Foundation, 2559). Therefore, Sufficiency Economy Philosophy can be applied and deployed in the similar way at all level, practiced on the principle of equality, sufficiency and self-reliant discrimination, and carefully created a network to collaborate on activities, detailed by procedures and practices. The characteristics of the deployment will vary according to each section. It focuses on the development of economic, social, environmental and cultural equilibrium. (Research and Development Institute of Sufficiency Economy Philosophy Foundation, 2013).

Regarding to the government policy, it is emphasized on the importance of community economic development by using tourism as a tool to develop and generate income for the community. It is also organized by a variety of activities in the community, for example, homestay activities that the Tourism Department sets rules to standardize potential tourism communities. This can generate extra income from community participation in cultural management, local knowledge and maintain traditional life style. And the natural resources and environment of the community to sustain. (Department of Tourism, 2015). To develop the community strength, it requires a framework and direction with the goals set by the government in the national strategic framework as the government vision “Stability, Prosperity, and Sustainability” (Thai government, 2017). The country that contains stability, prosperity, and sustainability is a developed country by using the philosophy of sufficiency economy (Thai government, 2017).

Encourage tourism “Discovery Thainess” is the critical way from Tourism Authority of Thailand to promote tourism to the local community by using uniqueness and prominence of
various aspects of the community to the tourists starting from 2015. Currently, it seems to achieve the target as Thailand has a tourism revenue of 2.23 trillion baht. The government continues to promote tourism in 2016 and success with revenue of 2.51 trillion baht. It is expected to being grown in 2017 as low-cost airlines that facilitates travel are also increased (Ministry of Tourism and Sports, 2016). However, tourism development planning will should be focused on preserving the country's strengths in tradition, culture, Thai identity, and conserved the value of nature and the environment (Kaseamsuk, 2017). Community tourism in a pattern of homestay tourism is the best example that can explain the concept of a sustainable tourism. This is because community tourism can manage community's resources and utilize it according to the philosophy of sufficiency economy in both the individual and community level. To manage the community tourism, it should be concerned on accommodations and other activities that are consistent with the way people live in the community, such as homestay in villages with agricultural ways. There will be activities related to agriculture (Boonmee, Areekul, and Sangaduang, 2016). As a result, if any community is dominant in the way of sufficiency, it will make the community has the potential to manage homestay according to the philosophy of sufficiency economy (Dabsomdet, 2016).

This article presents the homestay management referring to the Philosophy of Sufficiency Economy at the community level. From the use of local wisdom, natural resources and environment in the community, it is for creating benefits on the community occupation. This will make the community stronger and sustainable development.

Objectives
This article is purposed to study on homestay tourism according to the Philosophy of Sufficiency Economy at the community level.

The Philosophy of Sufficiency Economy
The Philosophy of Sufficiency Economy is originated by His Majesty King Bhumibol Adulyadej to protect the communities from the capitalist system which have much impact on the Thai economy. He created 1) a model strategy to solve the Thai economy in line with the potential and reality; and 2) the project strategy including research projects, experimental projects, and other more than thousands of projects to solve the problem by achieving the objectives of the Sufficiency Economy model (Amornthum, 2006). It is a strategy that discusses the collective economic structure. It is a good idea to make a good living. Let everyone live the right way in line with the simple way of life of Thai people. This can be applied to suit all levels of peoples including the individual, family, community, corporate and national levels. There are 3 significant features and 2 conditions that relate to the philology. Significant features of the philology consist of 3 factors: 1) Modesty, 2) Rationale, 3) Immunity. Also, the 2 conditions are: 1) Knowledge and 2) Morality (Chaipattana Foundation, 2017). “Modesty” is a fit that is not too little and not too much without prejudice to oneself and others, such as production and consumption at modest levels. “Rationale” is about decision making based on the sufficiency level considering from the factors involved and predicting effects of such action. “Immunity” is to be prepared for the effects and changes that will occur by taking into account the possibility of future scenarios. “Knowledge” is skills from the various academic around by using prudence to bring that knowledge to consider the connection, then engage in planning and cautious in practice. “Morality” is to create strengthened, composed of moral awareness, honesty and patience, perseverance, and wisdom in life.
Although current society is technologically advanced, however, apparently, the sufficiency economy is the most suitable for Thailand. It can be seen from the fact that the government or other private organizations have given importance to the development of the country, using the philosophy of sufficiency economy as a guideline which is obvious found in The Twelfth National Economic and Social Development Plan (2017 - 2021). The concept of “social economy” is to be applied in the context of the economic and social development plan. There are also other plans that are driven by the Sufficiency Economy philosophy, such as the Strategic Plan to Integrate Development Driven by Sufficiency Economy Philosophy (2014 - 2560) by Office of the Permanent Secretary, Prime Minister Office. It is designed to integrate with other sectors in the same direction, such as adopting the Sufficiency Economy Philosophy to encourage alternative forms of tourism such as agricultural tourism. The emphasis is on learning the local way of living in the community, along with the provision of homestay accommodation for tourists.

**Homestays and Agritourism**

Homestay tourism is a kind of traveling that tourists must stay with the owner in the same house for taking this opportunity to learn the culture and life styles from the house owner. The house should have standard facilities and living space or rooms that are limited at maximum 4 rooms and up to 20 tourists stay in. It is a business for the house owner to earn some extra income apart from their usual occupation. This is in accordance with the definition of ‘Hotel’ of the Hotel Act BE 2547 that has been registered with the rules prescribed by the Department of Tourism. The purpose of homestay management is to create extra income, occupation options, the community empowerment. It is also related to Thai government rule that concern on decentralizing to community, community development, using tourism as a tool for the development, and diversity of activities. (Homestaythai, 2017)

Homestay must be managed under the concept of 1) Natural and Environmental Conservation. 2) Development of the environment, economic, social and spiritual equilibrium to achieve sustainable development. 3) The business is owned by the community. 4) The community participation is the most important. 5) The income that the community receives from the homestay business is an extra income not a main income. 6) The selling point for the community should be focused on the traditional way of community life and local wisdom. 7) Ecotourism must be significantly involved in the homestay tourism. (Homestaythai, 2017)

As Homestay tourism is related to local community’s lifestyle and occupation, agriculture is a main economy in Thailand. Most of the local community have a significant occupation, economy and lifestyle that concerns to the agriculture. Agritourism is use as a tool to manage activities in the community to provide tourists with agricultural knowledge and appreciate the outstanding scenery of the countryside (Butler et al., 1997). Agritourism is focused on network working by using social capital as a main key to develop the community tourism such as selling products from the community’s farm to tourists, creating farm tour program to show the community agricultural life and teaching tourist about the farming skill and special techniques etc. (Suvarnakuta, 2012). Currently, “Agritourism” is one strategy that is implemented in conjunction with other strategies for the agricultural resources conservation, such as the promotion of organic farming as a tourist attraction in the model of agricultural production and environmental management to create a consciousness of tourists and farmers in the conservation of biodiversity. Agritourism is one of the activities in restoring agricultural
resources and allocating economic and social benefits to the communities in developing countries. (Na Songkhla, 2013).

There are examples of communities who combined homestay tourism, eco-tourism and agritourism together becoming the community’s unique activities to attract tourists to the area. For example, homestay in Phang Nga, the eco-tourism community by Koh Yao Noi in the middle of Phang Nga Bay with the beautiful nature and plenty of seafood where is many tourists visit there to learn the community aquatic lifestyle. There are many activities to attract tourists such as car ride around the island, watching the agriculture, fisherman life sightseeing, folk art show, canoeing, mangrove forest, diving, snorkeling, etc. (CBT-I, 2017)

Homestay in Samut Songkhram Province that is called “Baan Pri Ponbang Community, Amphawa” is created under the concept of community development by the community volunteers in the village. There are a variety of activities for tourists to participate in including making merit for monks in the boat, visiting temple in the community, watching Thai puppet show, coconut sugar traditional manufacturing, sightseeing fruits gardens along the canal (coconut, pomelo and lychee plantation) that visitors can admire and taste the local fruits. The community also has a floating market that is the major tourist attraction. (The Uncle Beach Resort, 2013)

Homestay at Thai Samakkee District, Wang Nam Khieo, Nakhon Ratchasima Province called “Baan Bu Sai Homestay” with beautiful green nature landscape and not far from Bangkok. There are also natural attractions such as parks, mountains, waterfalls, etc. Wang Nam Khieo became a tourist attraction that Thais continue to visit. There are also agricultural tour especially organic vegetable gardening, mushroom cultivation and many flower gardens. (The Uncle Beach Resort, 2013)

Homestay is consisted with the local natural resources and the community lifestyle that focuses on working pattern as a family grouped together to open accommodation. To expand the option of agricultural attraction, participation in the community can increase the number of homestays and farms for tourist sightseeing. Therefore, it can see said that the community is as a key factor to operate the homestays tourism in the area. The tourist attraction is also important to create activities of the community, such as nature scenery, temples, and others, should be organized as a tourism program. Homestay is characterized by a variety of activities and can be exposed to the community lifestyle and natural resources (Suvarnakuta, 2012)

**Homestays and The Community**

There are several studies on the importance of homestay tourism in communities, especially important in the income and better quality of life by emphasizing on the potential development of the various resources available in each community. Because Thailand is an agricultural country, the majority of the population is engaged in agriculture as an important force in food production. However, due to economic downturn and higher living expenses, the income of farmers is not enough for the necessary expenses. The government has changed the agricultural tourism to promote and create a career. The agricultural tourism has been involved in many homestay tourism researches (Tangprasert, 2011), together with the arrangement of tourists to stay with the host. This is an opportunity for tourists to learn about the profession, lifestyle, living, cultural traditions of the community as the homestay standard which is set by The Department of Tourism (Department of Tourism, 2015). Those actions are aimed to generate additional income for the community. It also has indirect benefits that the community
will get more concern on the cultures conservation and reconstruction and also make the community becomes stronger and better quality of life.

The benefit from the homestay tourism can be happened by the participation and harmony of peoples in the community. However, in some area, it can be found the problem on lacking participation in the community. The study of Sood, Lynch, and Anastasiadou (2017) investigated on the reason of non-participation in the community by using the community in Kullu, Himachal, Pradesh, India as an example. They found that there are 3 factors that causes the non-participation action in the community including social cultural, practical and apprehensions factors. In the social cultural factor, the community who have their own unique culture, the coming of tourist may affect to their lifestyle that conflict to the tourist culture. As well as in the practical factor, infrastructure, finance or information may not support the community tourism and result in lack of skill and confident to manage the tourism. (Sood, Lynch, and Anastasiadou, 2017). Therefore, the communication is important to transfer the understanding on the benefit and cost that the community will gain from the tourism and to create the knowledge and skill on how to handle the tourists.

**Conclusion and Discussion**

![The Philosophy of Sufficiency Economy to the Community Level](source)

**Recommendations**

The figure 1 depicts three elements of the Philosophy of Sufficiency Economy, including modesty, rationale and immunity. Also, two conditions include knowledge and morality in managing homestay. The implementation of philosophy at the community level
should concern on the main principle of living together happily. The four main areas of action are as follows.

1) Using and understanding knowledge about the homestay accommodation management. The principle of knowledge will be benefit for the operation to be accurate and appropriate. Especially the community that manages homestay accommodation should be assessed to obtain a homestay certification from the Department of Tourism to assure the members of the operation in order to work properly. Framework and direction of management as well as gaining trust from tourism should also be contained. For example, Patchanee Boonto, Supannee Hongsakul, Thichakorn Kasornbua (2015), discusses homestay management in the process of entrepreneurship that it should be planned to serve tourists with the same standard for tourists.

2) Using community harmony to prevent and solve conflict by applying immune system. the harmony will create caring, generous, good relationship between each other. When encountering obstacles or problems in the work, it will be able to overcome various crises as well. As Pengpinit, Sukkorn, Polviengpol, Sangkeaw, and Watthong (2013) discuss the success of the homestay business that is the harmony by creating a process of engaging in activities.

3) Income distribution and fair share of benefits. The principle of modesty, rationality and virtue is used for income distribution and spreading out thoroughly to everyone in the community. According to Praditpol and Petranon (2010), the homestay management builds the income and savings that members can receive from participating in the assigned activities. It also results in a better quality of people life in the community.

4) Creating awareness and realizing to the community benefits. All of the principles of sufficiency are applied in order to realize the importance of contributing to, maintaining and sustaining the community's resources including fairly sharing of value and maintain the condition. Udomsilp (2013) mentions the public mind to help preserve and maintain the resources of the community which is an excellent practice in community activities.

All of the above is a homestay management according to the Philosophy of Sufficiency Economy by using knowledge and understanding the operation to achieve success. In case of any obstacle or conflict, the harmony principle can be used in solving the problem. In the operation, the main purpose is to generate revenue in the community and make the community to be stronger. Therefore, it must focus on sharing benefits and distribute income thoroughly. The homestay management will be sustainable if everyone in the community is consciously and help to conserve the tourism resources.

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Investigation of Gastronomy Tourism in Case of Thailand's Street Food

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Abstract

This investigation expects to examine the influence of service value, gastronomy, atmosphere, satisfaction, and word of mouth on revisit intention in terms of direct and indirect effect simultaneously in order to purpose the new concepts of measurement and structural equation model of tourism revisit intention in Bangkok, Thailand context. To confirm the result from quantitative approach by qualitative approach, to contribute and recommend the stakeholders for improving and developing the business unit that can be attracted and lead to revisit intention. As a working paper, the product of the research could be of great value to both internal and external stakeholders because it will provide a useful tool in the form of a structural model that facilitates the decision-making process for increasing international tourists’ revisit intention and reliable, solid information on international tourists’ perceptions towards revisit intention of street food in Bangkok, Thailand could be introduced followed by providing a ground for further research on the effects of service value, gastronomy, atmosphere, satisfaction, and word of mouth on revisit intention and expanding the body of knowledge in the field of Tourism Management especially for Thailand Street Food.

Keywords: Gastronomy Tourism, Street Food, Revisit Intention

Introduction

Thailand had been promoted as one of the best tourist destinations in the world and it has been predicted to generate more revenue than those of other competitors such as London, Paris, Dubai, or New York based on MasterCard’s survey in 2016 (Sritama, 2016). As one of the old countries, there are a wide range of Thai heritage including national arts, culture, crafts or foods which have attracted several tourists around the world. The total number of foreign tourist arrivals to Thailand has a tendency to increase dramatically according to the country survey data from the Tourism Authority of Thailand (TAT) in 2017 showing that the number of international visitors is rose to 35 million people from 32.59 million people in 2016 representing approximately 8 percent increase and expected to generate 733 billion Baht just only in the first quarter and a total revenue of 2.77 trillion Baht for the entire year (Tourism Authority of Thailand, 2017). The most acceptable reason is that Thailand has a unique characteristic from visitors’ viewpoint. There are plenty of activities and Thai foods that they can enjoy with (Sritama, 2016).

Gastronomy was not the new term but it was originally coined by Jean Anthelme and Brillat-Savarin between 1755-1826, which meant the art of cooking and good eating (cited in Kivela & Crotts, 2006). In recent decade, the researchers have proved that there is the strong relationship between foods, culture and tourism (Du Rand & Heath, 2006) in which laid the ground for the study of gastronomic tourism. As can be seen that it is recently considered a form of tourism that becomes a popular choice for international tourists. With a richness in flavors and a variety of menus, Thai foods and beverages are among other things that international tourists wish to experience while they are travelling. Therefore, Thai foods and...
beverages are one of the main ingredients in travelling business. Thailand Street Food has become common business practice in Thailand and Bangkok has been nominated by CNN to be the best street food in the World in 2017 which is ahead of Tokyo, Honolulu, New Orleans and so on (Thai PBS, 2017).

Bangkok is the capital city of Thailand that is nominated as the best street food on the planet by CNN in 2017. This attracted a large number of international visitors worldwide into Thailand. TAT had been expected that the number will increase rapidly in the near future (Pullphothong & Sophah, 2012). While the tourism and foods cannot be taken apart, Bangkok as a tourist destination offers the mixture of traveling activities and foods which is the potential attraction for all visitors. According to the guardian, five places in Thai capital are known as the best neighborhoods for street foods including Thailand Chinatown (Yaowarat), Old Town (Banglamphu), Sukhumvit, Silom and Sathorn, and Saphan Lueng (Nualkhair, 2015). With special and unique characteristics, these five areas have become memorable to international tourists and some of those had revisited several times. The essential question that should be addressed is how to increase the attractiveness of Thai foods tourism thought service value, gastronomic characters, atmosphere, satisfaction and word of mouth management.

According to the significance of Thai Foods and beverages in Tourism, the article pays attention to the relationship between service value, gastronomy, atmosphere, satisfaction, word of mouth and revisit intention within context of Thailand Street Foods especially in Bangkok in order to develop a better understanding of international tourists’ perception towards the gastronomic tourism in Thailand. The Mixed methods technique is primarily used as main research methodologies in this study. Therefore, the data are derived from both the questionnaires developed by the quantitative research methodology and in-depth interview and observations as the main research techniques in the qualitative research. The major aim of this paper is to develop the structural model for the gastronomic tourism in Bangkok, Thailand.

In the following section, a brief summary of related literature is provided to shed some light on the potential relationship between selected variables in order to form the structural model used to assist researchers, practitioners and others to have a better understanding of how to improve tourists’ perception. In the qualitative part, the study then provides the in-depth information regarding to viewpoint of international visitors towards Thailand Street Foods and the arear for further study is finally presented.

Prospective Objectives
1. To examine the influence of service value, gastronomy, atmosphere, satisfaction, and word of mouth on revisit intention in terms of direct and indirect effect simultaneously.
2. To propose the new concepts of measurement and structural equation model of tourism revisit intention in Bangkok, Thailand context
3. To contribute and recommend the stakeholders for improving and developing the business unit that can be attracted and lead to revisit intention

Literature Review

Revisit Intention
The most important point to note here is that revisit intention and customer satisfaction are inseparable in the sense that the higher the satisfaction a restaurant or a business delivers,
the higher the possibility that customers will revisit (Ho Kim, Jae Ko, & Min Park, 2013). When a company offers goods or services, there is always the possibility that similar goods and services are offered on the market by other competitors. Since the customers always have many alternatives, it is very important that the companies do all that is within their disposal to ensure that they increase the value of the existing consumers besides attracting the new ones (Yan, Wang, & Chau, 2013). Taking these effective steps will automatically attract the customers' repurchase behaviors, there are different fields where customer revisit intention has been studied like tourism services, catering services, hospital services, retail businesses, bank services and telecom services. Logistic regression or structural equation modelling constructed and estimated several number of customer retention driving factor models in those models, the factors such as satisfaction, trust, the number of previous visits, perceived switching cost and customer value were considered (Huang & Hsu, 2009; Lee, Kim, Ko, & Sagas, 2011). Accordingly, the revisit intention can be described by several variables and the main purpose of this variable to attract the tourist to repurchase the product and service or come to visit again, furthermore, revisit intention can be created the relationship between the product and tourist in long-term.

**Service Value**

By definition, service value, or service quality, refers to the overall impression of the consumers in regard to the relative inferiority or superiority of the organization as well as the services that the same organization offers (Liu & Lee, 2016). In many contexts of the businesses, high level of service quality delivered by the organizations to its clients is a very crucial factor of success. Worth noting is that these business contexts may include, but not limited to major professional sporting events. In the context of sport, SPORTSERV scale is used to determine the level of perceived service quality that spectators enjoy in close reference to tangibles, responsiveness, security, access and reliability, similarly, the process of service delivery can also be a very crucial factor in service evaluation (Ho Kim et al., 2013; Lee et al., 2011). Other aspects that determine service quality include employees, price, facility access, concessions, fan comfort, game experience, show time, convenience and even smoking. Most modern researches have come up with four most salient targets of event quality evaluation in regard to sporting events that are: game performance, in game entertainment, staff quality and general physical surrounding (Brady & Cronin, 2001). Of importance to note also is the fact that the most significant dimensions of service evaluation are deeply ingrained in the core product and the service outcomes, therefore, the service value can be represented the perception of tourist that evaluated the reasonable price and quality among the products.

**Gastronomy**

Gastronomy refers to the relationship between food and the culture that several scholars tends to investigate in the gastronomy tourism. For instance, Correia, Moital, Da Costa, and Peres (2008) examined the determinants of gastronomic tourists' satisfaction: a second-order factor analysis has focusses on the general satisfaction of the journey in tourists' experiences has tended to include the general elements of the gastronomic experience in their list of satisfaction items such as gastronomy, variety of food and quality of food. Similarly, Wang and Jie (2013) considered the food quality, price-quality relationship, atmosphere, hygiene, location and convenience are some of attributes that are perceived to facilitate recognition of food
service satisfaction of tourists. Hence, gastronomy can be described as the food experiences of tourist towards tangible and intangible products.

**Atmosphere**

Atmosphere can be defined as the design of the retail chain outlet that produces specific emotional effects on the buyer that enhances his purchasing ability (Hussain & Ali, 2015). Therefore, the role of store atmosphere in the success of retail outlet cannot be neglected. This means that a pleasant atmosphere of the retail chain outlets is one of those elements which are extremely desired. Retail chain industry has it success tied or attributed to convenience, choice of goods, huge space and low prices. Therefore, atmosphere has to do with our feelings towards the shopping experience which cannot be seen. Pleasant atmospheric stimulus in the store increases the customers’ probability of staying longer thus spending more through buying of goods. The environment has a huge impact on the environments’ emotion and satisfaction. The impression of the retail chain outlets enhances the customer satisfaction level and purchase experience. Despite the fact that there is limited empirical research on the impact of the store atmosphere on the consumer behaviour, there are several researchers who have identified the effect of atmosphere on the behaviour of consumers. For a conducive atmosphere to be maintained in the stores, the collective impact of all major atmospheric such as cleanliness, music, temperature, lighting, colour, display or layout and scent or fragrance at one point in time must be considered (Hussain & Ali, 2015).

**Satisfaction**

Satisfaction, by definition, can be referred to as the feeling that a customer experiences upon completing a purchase, in the phase following the acquisition of a service (Yan, Wang, & Chau, 2013). A function of expectations and perceived product or attributes of the service are all representations of customer satisfaction. Customer satisfaction is actually an emotional reaction that is normally manifested in situations when perceived performance of a product or service exceeds expectations. Of worth to note is that both cognitive and on affective reactions to service encounters are very crucial in satisfaction. Satisfaction based on transaction and overall satisfactions are the two main distinct types of satisfaction that are known. Transaction based satisfaction emerges when a customer happens to judge the product or service based or gained in one particular purchase experience. Overall satisfaction is based on the total customer experience that has formed as a result of previously made purchases (Marinkovic, Senic, Ivkov, Dimitrovski, & Bjelic, 2014).

**Word of Mouth (WOM)**

WOM is defined as a form of advertising communication where the recipient of the advertisement becomes sender of the information for others looking for such information (Monika & Jose, 2017). It is simply a practice where exchange of information in regard to a product available in the market takes place. WOM have been found to be mainly powerful when customers are making buying decisions about the products or services that are new in the market place and customers are only aware of those products and services but do now know well about them. Nowadays, WOM are found and accessible through diverse channels like networking sites, blogs, online forums or purchase reviews available on respective online buying websites. WOM plays a very tangible role than any other situation when products that are newly released are used because they are riskier due to the deficiency that occurs due to
poor passage of information to the potential customers. The reason behind this is again the credibility of information that WOM provides that reduces the risks accompanying the customer's buying decisions (Wang & Jie, 2013).

Service Quality and Revisit Intention
Several scholars attempted to describe the relationship between service qualities and revisit intention in several contexts but identical purpose. For instance, Brady and Cronin (2001) provided the new concept of service quality by synthesized the famous concept from several researchers included Grönroos (1984), Parasuraman, Zeithaml, and Berry (1998), Rust and Oliver (1994), and Dabholkar, Thorpe, and Rentz (1996), furthermore, Brady and Cronin (2001) defined the three dimensions to represent the service quality included the interaction quality, physical environment quality, and outcome quality. Similarly, Marinkovic et al. (2014) considered the quality of interaction, atmosphere, and price in the restaurants context, and Ho Kim et al. (2013) determined the performance, staff quality, and physical surrounding to explain the service quality in the events. Therefore, the three dimensions that important towards appropriately labelling the managing the service quality in the present phenomenon included the price and quality of product, presentation, and atmosphere.

Price and quality of product has a significant factor towards revisit intention in terms of positive impact that proved by several researchers (Ho Kim et al., 2013; Liu & Lee, 2016; Marinkovic et al., 2014; Yan, Wang, & Chau, 2015). For instance, Marinkovic et al. (2014) and Yan et al. (2015) demonstrated that price has an influence on revisit intention significantly and positively (β = 0.134, p < 0.05) and (β = 0.121, p < 0.10) respectively. Besides, the service and food quality dimensions have the impact on revisit intention in the positive direction significantly (β = 0.411, p < 0.05) and (β = 0.160, p < 0.10). (Yan et al., 2015), Correia et al. (2008) defined this dimension as latent variable which explained by price and quality of food, and Liu and Lee (2016) has been evidenced the price sensitivity of tourist on revisit intention in terms of monetary and behavior price. Consequently, the price and quality can be represented the service value towards the gastronomic tourists’ revisit intention in Bangkok and lead to hypothesize the hypothesis 1.

Gastronomy has an important determinant to describe the experiences of tourist towards food presentation which affected on the revisit intention significantly and positively (Correia et al., 2008; Marinkovic et al., 2014; Yan et al., 2015). For instance, Correia et al. (2008) defined that components of gastronomy factor included local courses, food presentation, originality and exoticness, and staff presentation and Wang (2015) implied the impact of image of gastronomy tourism on tourists’ intention in terms of positive direction significantly (β = 0.689, p < 0.05). Similarly, Brady and Cronin (2001) explained the interaction quality by attitude, behavior, and expertise, moreover, Marinkovic et al. (2014) demonstrated the quality of interaction has an affected on revisit intention significantly and positive direction (β = 0.512, p < 0.05), furthermore, the presentation of restaurants or types of restaurants has an impact on revisit intention when interacted with the service value positively and significantly (β = 1.515, p < 0.05) (Yan et al., 2015). Hence, the gastronomy can be represented the experiences of tourist on presentation and image through local product which affected on revisit intention of gastronomic tourist in Bangkok and lead to hypothesize the hypothesis 2.

Atmosphere can be described as the quality of physical environment which related towards the sensation and emotion of customers that influenced on revisit intention positively
and significantly (Hussain & Ali, 2015; Ho Kim et al., 2013; Jensen, Limbu & Choi, 2016; Marinkovic et al., 2014; Yan et al., 2015). For instance, the atmosphere has an impact on customer revisit intention in the restaurants in terms online review (β = 0.298, p < 0.05), full-service restaurants (β = 0.271, p < 0.05) (Marinkovic et al., 2014; Yan et al., 2015). Furthermore, Correia et al. (2008) defined the observed variables to explain the atmosphere for gastronomic tourist included the ethnic decoration, decoration, modern music, lighting, and entertainment. Thus, the atmosphere can be described the sensation and emotion of tourists in terms of physical environment, and this factor can be affected the revisit intention and lead to hypothesize the hypothesis 3.

Tourist satisfaction and Revisit Intention

Satisfaction of gastronomic tourists can be described through the three dimensions included the quality and price, gastronomy, and atmosphere, furthermore, this factor has a positive relationship towards revisit intention significantly and mediated between explanatory variable and revisit intention (Correia et al., 2008; Marinkovic et al., 2014; Yan et al., 2015). For instance, Correia et al. (2008) demonstrated the gastronomy (β = 0.814, p < 0.05) and atmosphere factors (β = 0.585, p < 0.05) has a positive impact on revisit intention significantly, similarly, Yan et al. (2015) considered the price and value (β = 0.121, p < 0.10), atmosphere (β = 0.298, p < 0.05), service quality (β = 0.411, p < 0.05), and food quality (β = 0.160, p < 0.10), and Marinkovic et al. (2014) has been confirmed the role of tourist satisfaction factor as the mediator variable (β = 0.157, p < 0.05). Therefore, the tourist satisfaction determinants as the independent and mediator variables which explained and enhanced the impact on revisit intention in terms of gastronomy tourism respectively, synthesizing can be hypothesized the hypotheses 4 and 5.

Word of Mouth and Revisit Intention

Word of Mouth (WOM) has a significant determinant that scholars considered the impact towards revisit intention as the explanatory and mediator variable especially in the gastronomy tourism phenomenon (Liu & Lee, 2016; Wang, 2015). For instance, Lie and Lee (2016) provided the framework to explain revisit intention through service quality and word of mouth, the result found that the service quality has a positive impact on word of mouth significantly (β = 0.401, p < 0.05) and word of mouth has an influence on revisit intention positively and significantly (β = 0.400, p < 0.05). Similarly, Wang (2015) demonstrated the effect on word of mouth in terms of electronic found that the image of gastronomy tourism has a positive effect on electronic word of mouth (β = 0.611, p < 0.05) and electronic word of mouth has a positive influence on tourists’ intention (β = 0.7, p < 0.05). Furthermore, Jensen et al. (2016) and Rawal and Saavedra (2017) determined this word of mouth as mediator variable to increase the impact towards dependent variable. For instance, Limbu and Choi (2016) demonstrated the impact of word of mouth as mediator variable in the service industry found that this determinant has a positive impact between two pairs. Firstly, the word of mouth has mediated between production budgets and box office revenue (β = 0.581, p < 0.05), secondly, the word of mouth has a mediated between number of screens and box office revenue positively and significantly (β = 0.523, p < 0.05). Accordingly, the word of mouth can be performed as the independent and mediator variable which affected and increased the impact towards dependent variable respectively, and lead to hypothesize the hypothesis 6 and 7.
Service Quality and Word of Mouth

Several researchers implied and confirmed the determinants of service quality included price and quality, gastronomy, and atmosphere has a positive impact on word of mouth in the service industry significantly (Jensen et al., 2016; Liu & Lee 2016; Wang, 2015). For instance, Liu and Lee (2016) examined the impact of price on word of mouth found that the monetary price ($β = 0.620, p < 0.05$) and behavioral price ($β = 0.280, p < 0.05$) has a positive impact on word of mouth, similarly, Jensen et al. (2016) investigated the impact of atmosphere on word of mouth in the college football game context found that the atmosphere has an influenced on word of mouth positively and significantly ($β = 0.539, p < 0.05$). Furthermore, Wang (2015) found that the gastronomy factor in terms of image of cuisine, restaurant, and food related activities has a positive impact on word of mouth significantly ($β = 0.611, p < 0.05$). Therefore, several scholars have been confirmed the positive impact of price, gastronomy, and atmosphere on word of mouth significantly in the hospitality industry context, according to previous study can be hypothesized the hypotheses 8, 9, and 10.

According to the given information, the expected conceptual framework could be introduced as following.

![Conceptual Framework](image_url)

Figure 1: Conceptual Framework

Research Methods

**Type of research**

This investigation employed the quantitative and qualitative methods to describe the antecedents of revisit intentions for gastronomy tourism in Bangkok. Revisit intention has been considered as the exogenous variable while service value, gastronomy, atmosphere, satisfaction, and word of mouth has been measured as the endogenous variables. Furthermore, the two mediator variables have considered in the conceptual framework included satisfaction and word of mouth.
Scope of research
The main objective of this quantitative study is to explore both direct and indirect relationships between service value, gastronomy, atmosphere, satisfaction, word of mouth and revisit intention within context of Thailand Street Foods especially in Bangkok. Based on comprehensive research, the total population of approximately 21 million foreign visitors who visit Bangkok (Department of Tourism, 2016). The total sample of 400 are drawn from the five target areas and the subjects are asked the questions regarding the selected variables. The study employs the Quota sampling type regarding to the top five tourist destinations in Thai capital including Thailand Chinatown (Yaowarat), Old Town (Banglamphu), Sukhumvit, Silom and Sathorn, and Saphan Lueng.

As for qualitative approach, the main objective of study is investigating different dimension of revisit intention of gastronomy tourists. The population of qualitative study is entrepreneurs who involve in gastronomy and tourism business such as restaurants, travel agencies, hotel restaurants which are unknown of their size. Green & Thorogood (2004) explained that most of the qualitative researchers used 20 or more for interview. Therefore, 20 samples who are representatives from relevant organizations such as travel agencies and restaurants in the Bangkok will be selected. Quota sampling for unknown population will be used for approaching 10 samples in restaurants and another 10 from travel agencies. In-depth interview is adopted as a tool along with structured questionnaire for collecting data. Collected data will be analyzed by using content analysis. This analysis is appropriate for qualitative data where occurrences of a word, phrase or theme from open-ended questions will be counted by frequency (Hancock et al., 2009).

Research tool, Testing research tool, Data collection and Data analysis
Quantitative approach can be described through the questionnaire based on several items from reviewing the literature included six theories which related to investigate in this phenomenon. Revisit intention and satisfaction can be represented by 8 items based on Huang and Hsu (2009) has been confirmed the items to describe and analyze the revisit intention (GFI = .996, NFI = .998, CFI = 1.00) and satisfaction (GFI = .99, NFI = .99, CFI = .9) by measurement model which in Hong Kong context. Moreover, Correia et al. (2008) had confirmed 3, 5, and 4 items to measure the service value (α = 0.93), atmosphere (α = 0.68), and gastronomy (α = 0.77) respectively in the gastronomy tourism in Portugal context, and this measurement model had fit of the data empirically (GFI = .98, NFI = .89, CFI = .95). Lastly, word of mouth contained 2 items (α = 0.77, CR = .81, AVE = .683) to explain this variable in the airline industry (Liu & Lee, 2016). Accordingly, this investigation considered to develop the items based on the items of Huang and Hsu (2009), Correia et al. (2008), and Liu and Lee (2016) because several frameworks which confirmed the reliability and validity by measurement model based on exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) in the hospitality circumstances. Furthermore, majority of researchers considered 7-point Likert scales to analyze and interpret the meaning; consequently, this examination included 22 items in the form of 7-point Likert scale.
Table 1:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revisit Intention</td>
<td>4</td>
</tr>
<tr>
<td>Service Value</td>
<td>3</td>
</tr>
<tr>
<td>Gastronomy</td>
<td>4</td>
</tr>
<tr>
<td>Atmosphere</td>
<td>5</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>4</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>2</td>
</tr>
<tr>
<td>Total Items</td>
<td>22</td>
</tr>
</tbody>
</table>

Expected Results and Benefits

The study expects that the effect of service value, gastronomy attributes, atmosphere, satisfaction and word of mouth perceptions on revisit intention in the case of street food in Bangkok, Thailand. Then, the product of the research will be of great value to both internal and external stakeholders because it will:

1. Provide a useful tool in the form of a structural model that facilitates the decision-making process for increasing international tourists’ revisit intention.
2. Provide reliable, solid information on international tourists’ perceptions towards revisit intention of street food in Bangkok, Thailand.
3. Provide a ground for further research on the effects of service value, gastronomy, atmosphere, satisfaction, and word of mouth on revisit intention.
4. Expand the body of knowledge in the field of Tourism Management especially for Thailand Street Food.

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Key Factors in Delighting Female Professional: Case study of Bar in Bangkok

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Abstract
The objectives of this study were to identify the key success factors that delight Professional Generation Y female customers in theme bar establishments in Bangkok, Thailand, and to provide guidance for prospective entrepreneurs who want to study the factors of female customers' delight in theme bar environments. Moreover, this exploratory research provides a basis for a larger quantitative study on the subject of theme bar success factors. This exploratory qualitative research was based on individual interviews with five Professional Generation Y female theme bar customers and five owners, co-owners or managers of theme bars. Content analysis of the interviews revealed some significant success factors. For the customers, these factors included the importance of the establishment's name, social media influences on customers to visit the bars, the importance of word of mouth, the celebrity endorsement, the influence on customers to visit the bars, the importance of prices and perceived value, the importance of having a menu of healthy foods, and the importance of bars providing details of sources of food and beverage ingredients. Managers and owners focused on weaknesses or problems of their bars, and keeping pace with changing trends in the next five to ten years.

Keywords: Delight Females, Theme Bars, Bangkok Thailand.

Introduction
This research explores the perception of owners and female consumers on the key success factors relating to customers' delight in a theme bar. This is a qualitative research study that uses selected sampling of a group of theme bar owners in Bangkok, Thailand, as well as a selection of female customers from various theme bars. Interviews were used to elicit information about perceptions, and the interview texts were analysed for patterns, trends, and factors that contribute to a successful theme bar experience for female customers. The basis for the interview questions is derived from research about female customers in a variety of businesses and industries. Currently, food and beverage establishments have numerous success factors. According to Geoff, W., (2009), owners and female consumers' perceptions enable providers to offer services that align with these key success factors. Analysis of many professionals and institutions combined with consumers' behaviour contributes to the psychology of marketing to deliver a business more effectively. Key success factors for delighting female customers in the theme bar.

This study considers two perspectives. First is the owner's perspective, which is concerned with customer sentiments such as place, product, food and beverage, environment, music, decoration, hygiene, appearance and service. Owners consider the outstanding features of the establishment, approaching the average customer's need with a focus on female thinking and decision-making, creating what delights female customers in a theme bar. This focus is a key success factor for the given business and it creates a win-win situation for owners and customers alike, because if customers feel happy and worth of using the provided service and products then the business obviously flourishes. Conversely, owners who only focus on gaining
profit at the cost of customer oriented service quality will gain only in the short term.

Second, the study provides an insight into Professional Generation Y female consumer perception, where entrepreneurs need to augment the number of sales target by limiting something that impulses the clients' buying decision. Consumers' perception behaviour endeavours to express customer behaviour by contemplating motivations for purchasing or not purchasing discriminative items. At present, there are several factors related to the concept of consumer perception. According to Blank, Chris (2015), marketing activities have an effect on buying behaviour. There are many success factors related to consumers' perception and owners' perception in what delights a female customer in a theme bar. At the basic level, this includes the taste of food and beverage, the decoration and design of dishes, the atmosphere of the bar, the appearance of service staff and as a recently more and more important trend – menus involving healthy food. The dominant aspect of this study was to analyze and establish what delights the female customer in a theme bar, and what influences them to visit a particular theme bar.

**Objectives**

The research will be guided by the following main objectives:

1. To identify the key success factors that delight Professional Generation Y female customers in theme bar establishments in Bangkok.

2. To provide guidelines for prospective entrepreneurs who want to study factors of female customers delight in several theme bar environments. The research provides information on the issues of both the owners of a theme bar and the customers' perception towards key success factors and what delights female customers of theme bars in Bangkok. Further, this study provides insights on the opinions and preferences of owners and female customers in theme bars and suggests key success factors that delight female customers. Categories of key success factors are derived from previous research on customer delight in the food and beverage industry, mainly conducted outside of Thailand. This study will benefit owners and prospective entrepreneurs by providing knowledge of the perception and key success factors delighting female customers in a theme bar. Furthermore, this qualitative study will benefit future researchers by providing a basis for qualitative studies. Subject knowledge on the current status of female customers' delight in theme bar establishments to the future researchers can be furnished by this study.

**Literature Review**

This includes the related with qualitative finding of the objective, need and satisfaction. It will also explore the key success factors that delight Professional Female Customers in theme bar establishments in Bangkok, Thailand.

**Consumer behaviour**

The study of factors that delight female customers are really strongly linked to the consumer behaviour because it is the study of individuals, parties or enterprises and the methods which are used to choose, utilize, content and arrange the products and services as well as recognizing ideas to satisfy needs of customers and society. There are many elements from psychology, sociology, marketing, economics, and social anthropology for attempting to understand the decision-making processes of consumers. Armstrong (1991) noted that consumer buying behaviour involves many things and studied into consumers' behaviour. Many factors
are involved at the same time, such as the user, payer, and buyer. Previous research has presented information and results which concludes that it is hard to predict the consumers' behaviour. Moreover, a specialist in the related field, J. Scott Armstrong, published in 1991: “Prediction of Consumer Behaviour by Experts and Novices” in the Journal of Consumer Research. An influential asset for consumer behaviour analysis is affected by the relationship of marketing that is very important to the customer as well, focusing on consumer holding, personalization, consumer association management, customization, step by step marketing parts and sociality. Sometimes, the purpose of buying does not appear obvious. The customer must be facilitating to act on what their needs are by the marketing organization. The company can use the variety of strategies to accomplish the situation of the buyer, such as a sales promotion as a chance to get a premium on any competition and provide an incentive for a customer to buy immediately. If the organizations can influence the buyer’s wants, they can become a leader in the market. The study of this process would be very helpful for information and about the psychology mindset of both the seller and the buyer. As Khosla, Swati (2010) indicated in previous research, there are five means of a consumer purchasing method, as noted in the publication of the article: “Consumer psychology: The essence of Marketing” in 2010. The five means of a consumer purchasing method are:

- The problem awareness method; It could be an indicator to know what the consumer needs.
- The search for information; Using knowledge from internal or external sources that can be information on the product and service.
- The circumstance of choice options; If there is another item, considered a better or cheaper product that consumers could select.
- The choice to purchase; Customers purchase that chosen product.
- The definite process of a consumer; That is the understandable procedure to go through when customers buy a product and/or take a service.

### Information search behaviour of service consumers

Information search behaviour is an expanded studied area in consumer research (Maity, Dass, & Malhotra, 2014; Mortimer & Pressey, 2013, Schmidt & Spreng, 1996). The information search behaviour of customers has been given considerable attention by researchers because of its supremacy in customer decision making. The following step of perception has been information search and it is gained by customers and simplifies further assessment and the final buying decision of products. Information search behaviour of service consumers is very helpful for the owners who would like to know what is going on with the customer situation in the market. Internal and external sources have been primarily divided into information sources. Is has been conventional wisdom in the past that customer delight would be directly and in a somewhat linear way, connected to service quality. That means the better the service, the higher amount of customer satisfaction or delight is achieved. Recent studies have however, shown that this is not necessarily the case. Matzler & Hinterhuber (1998), concluded that exceeding customers’ expectation regarding certain quality attributes has not always significantly improved perceived customer satisfaction. This shows that improving customer delight has at least two specific dimensions that have to be considered instead of only one – 1) a physical dimension (the actual quality of the product or service); and 2) a psychological dimension (i.e.
the customers’ subjective perception). These two dimensions have been used by Kano et al. (1984) to develop a more efficient model to assess how quality attributes of products and services actually relate to customer satisfaction using the definition for physical and psychological dimensions, as stated above. This was first introduced in research undertaken by Schvaneveldt, Enkawa, & Miyahawa, (1991). Kano et al. (1984), developed a model that divides quality attributes into five categories:

1. Attractive quality attributes: Attributes that increase delight if provided, but generate non-delight if not provided.
2. One-dimensional quality attributes: Quality attributes that are directly connected to consumers delight, meaning that if quality goes up delight will also increase.
3. Must-be quality attributes: Attributes that cause dissatisfaction if they are not provided, but cause no increase in satisfaction if they are provided.
4. Indifferent quality attributes: Attributes that do not make a difference on customer delight/satisfaction whether present or not.
5. Reverse quality attributes: Attributes that cause satisfaction if not provided and cause dissatisfaction if they are provided.

Rao et al., (1996), proposed that the first two categories of quality attributes: “Attractive quality attributes” and “One-dimensional quality attributes” which were developed in the model of Kano et al. (1984), show a positive correlation with customer satisfaction or delight. So, these first two categories fit in with the above mentioned conventional wisdom of linear correlation between product/service quality and customer delight. Fulfilling these two attributes is therefore likely to increase customer delight to a degree correlated to the level of fulfilment of the said attributes (Berman, 2005). Furthermore, these attributes are typically desired by customers (Matzler & Hinterhuber, 1998; Yang, 2005). The third (“must be” attributes) and fourth (“indifferent” attributes) categories of the model of Kano et al. (1984) simply represent minimum needs that have to be fulfilled. These attributes do not correlate with emotions of customers and have therefore no significant effect on the overall customer delight.

**Customer Delight**

There is a concentration point when customer satisfaction is a principle factor for a theme bar achievement, as found by previous research projects (McColl-Kennedy & Schneider, 2000, and Reichheld & Sasser, 1990). Customer delight was grounded on consumer dining experiences and is defined by four crucial factors: 1) the environment; at 24%; 2) the meal at 30%; 3) the service at 26%; and 4) the overall cost at 20%. The nine characteristics of consumer anticipations in a bar by following these points: 1) quality of the service; 2) availability of parking lots; 3) quality of the food, beverages and gratifying preparation; 4) convenient hours of operation; 5) food and beverage security; 6) helpful employees; 7) moderate prices; 8) cleanliness of the operation; and 9) responsiveness to the customer’s grievances. Zeithaml et al. (1993) indicated that frequented dining and positive word of mouth are results of the customer satisfaction with the service provider. Cacioppo (2000), concluded that a 5% enlargement in customer delight enlarged the profits by 25%. A very delighted customer is more likely to be faithful and recommend the casual bar service than a usually delighted customer. Zeithaml and Bitner (1996) believed that the extent of delighting customers often depends on the price,
individual factors, the products and service quality provided. Anderson et al. (1994) stated that expense impartiality for customer delight has been considered a crucial factor because when consumers have paid for the products and services they appraise the value of the product and service from the amount they paid. Bar and restaurant clients maybe very sympathetic to price impartiality; the factor that will help them in the decision-making processes by a customer’s comparison of menu selection range and quality, together with the price paid or the tier of service that was presented.

**Food and Beverage – Taste and Quality**

Research projects tend to investigate the consequences of the perceived food and beverage quality on achieving consumer delight and behavioural objectives in the bar (Young, et al., 2007). The research assists the optimistic association among food and beverage quality; the delight and behavioural objectives. Another fragment to this balance is irrespective to any service having a lack of success. Each factor should be cautiously managed and arranged to lessen additional inconvenience to the guest. That noted, operators who still make faults with their food and beverages are at a far more significant level of risk in losing their customers (Susskind & Viccari, 2011). The food quality tends to extremely affect the ‘return nature’ of customers. When studying the expected, and often demanded, food and beverage quality as an underlying component of the skillful chefs, the hosts ought not to miscalculate the quality of the food and beverages that is being offered at the bar (Young, et al., 2007). Namkung and Jang, (2007) acknowledged that: “food and beverage quality has been generally accepted as a fundamental element of the overall bar experience”. The distinct types that portray “food and beverage taste and quality” were the total taste and total quality of the food and beverages on offer.

**Service Overall**

The evaluation of the service overall consists of measuring certain groups by the status of the service that includes these factors: attention, worth, knowledge, presentation, and the capability to create a customer to gain some great experience. The research supporting service on the whole is found in many academic periodicals and handbooks in the theme bars or restaurant industry. According to the Food & Beverage Market Research Handbook (2011), it is mentioned that the customer service overall emphasis is often observed and assessed through the different fragments which seem to be chains of perception of the customer service. This has become the most important part in the theme bars to become distinguished and as the bars increase their level of service, also the customers’ anticipations will naturally increase, while returning customers are the main reason for the excellent service to continue, in general.

**Professional Generation Y**

By 2016, nowadays, people who are aged between 16 and 35 who were born during the twenty years between 1981 to 2000, these people came of age during the initial stage of the social network system and the internet multi-connections. The internet applications are a crucial attraction in their lives which indicates that this particular generation frequently favours to demand online information as a substitute for using the original and traditional social media. They also generally prefer online interaction rather than meeting people face-to-face, physically in-person. Between the Generation X and Generation Y age groups, there is a distinction about
both Generation X, which includes people aged between 36-50 years old who were born between 1965 to 1980 and are 19% of all the world population. Generation Y diverges from even the post-war Baby Boomer generation, who are aged between 51 to 69 years old and were born between 1946 to 1965. This generation are 17% of the world population. Therefore, Generation Y is probably progressing to become the largest generation of consumers who have walked on planet Earth. A Professional Generation Y customer is the same with all the above but the only thing that is distinct is that it refers to people who were born between the years 1986-1991 or those who are 25 years old to 30 years old in the year 2016 and working females who have earned a bachelor’s degree in their work.

Research Findings

This part presents the findings from the exploratory qualitative interviews that were conducted as part of this research. The research findings are the results of the interviews with ten respondents. Five respondents were Professional Generation Y female customers, in the age range between 25-30 years old and who have each previously visited theme bars in Bangkok, more than ten times. This demographic was selected because 25-30-year-old female customers have significant purchasing powers. The selection of individuals to be interviewed was done by separating them into two specific categories: 1) the female customers and 2) five theme bar owners in different bars. The remaining five people were owners, co-owners or managers of theme bars, each with more than one-year experience in this business. The bar owners were not restricted in gender, age, experiences, and nationality, and the five participants were Professional Generation Y female customers who were aged between 25-30 years old. Both groups were from different theme bars. The data collection by the qualitative interview focused on gathering information by face-to-face interviews by spoken and written content. The questions could not be answered with a “yes” or “no”, however open-ended questions were used for the participants to respond in their own words. The participants were selected at theme bars in Bangkok. To summarise, owners and customers agreed and disagreed with the questions that the researcher asked. Starting from the owners, the answers to all the questions, the most important of theme bars, can be separated in scores of agreements with each question. First of all, five owners agreed with the outstanding points or strengths including the importance of a bar’s name with the customer decisions. The methods that convince customers to visit and come back again relates to promotion. Word of mouth and social networks, and social media definitely influences a customer decision to visit. Also, great food, beverages and service of the bars are needed to set and develop and keep remaining great all the time. It is important to catch up on the future trend of theme bars but owners need to keep the original concept in the same theme they initially set up. Secondly, four owners agreed with improving their bars to get better, to expand with new branches, and improve the service. Food and beverages also make customers feel comfortable. However, contrary to this, one owner disagreed with this idea, believing that they need to stay the same and stand still as possible as they could. Lastly, celebrity endorsements were not the factor which owners were concerned much about. Three of them disagreed and two of them agreed with this, because they thought that there are other main factors such as food, beverage, the atmosphere, decorations and people that are needed to be concern about, more than just a piece of cake of the theme bars used to influence customers. The customers’ answers to the questions concerning the most important factors of theme bars
they can be separated into the scores of agreements with each question. First of all, all of five customers agreed with one issue, as they believed that the key main factors that influenced them decide to visit the bars and come back again included the food, beverages, services, accident such as a friend taking them there, a friend’s invitation, handsome male customers, the atmosphere, good music, cool live music and the decorations. Social media influenced them to decide to visit the bars because they can check whatever they wanted to, especially word of mouth that convinced customers to visit bars more than the reputation and social media because word of mouth almost always comes from reliable people such as family relatives, friends and work colleagues. The outstanding points of any bar needs to be set because customers like the outstanding nature of each bar. The weaknesses or problems of the bars that need to be solved included, for example, the need to expand the bar because there is not enough space; training the staff about being fluent in English and Thai conversation language; and the future trend of a theme bar but owners need to keep the original concept as the same as when they set up the bar, but possibly add something more, such as gimmicks that can let customers have some part related to the food and beverages. Secondly, four customers agreed with the name of the establishment as being important in choosing what bar to visit. On the contrary, one of the interviewees disagreed with this, because other main factors were much more important (such as live music, atmosphere and people) rather than only the bar’s name. Thirdly, three customer participants agreed and two customer interviewees disagreed with the importance of having a menu of healthy foods in the theme bars, because three customers cared about their health and the other two preferred to eat delicious foods. The importance of bars providing for customers about details of the sources of food ingredients or beverage was noted as being significant by most customers. Next, two customers agreed and three customers disagreed with the importance of comparing the price and value in the bars and other factors, because two of them thought price and value should be equal and go together, as there are many bars around Bangkok which gave them that perspective. Three of the customers thought that they needed to visit and face where they wanted to go. Lastly, celebrity endorsements did not ever influence the customers to visit the bars which are supported by famous people. All of the customers unanimously disagreed with having had influence on them by celebrity endorsements. The research project results, using data from these interviews, clarified the most important delight of Professional Generation Y female customers in theme bars in Bangkok, were based on the perspectives of five customers and five theme bar owners who all agreed with how unimportant celebrity endorsements are, as it is not really important to influence customers to visit the bars. The five theme bars were all located in the famous and popular central area of Bangkok.
### Owner answers

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**Figure 1**: Information Agreement Numbers of Owner Answers

### Customer answers

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**Figure 2**: Information Agreement Numbers of Customer Answers
Summary

The objective of this research is to conduct a qualitative study on what delights professional Generation Y female customers in theme bars. The Professional Generation Y female customers are a sample group of people who are female between 25 and 30 years old. A theme bar is characterised by a strong design typically taken from popular culture, that runs through the name, the decor, the menu and other details of the establishment. There are two major factors that help to define the success for theme bars. They are the owners of theme bar thinking (mindset and ability to carry out the theme?) and Professional Generation Y females who are regular customers of a bar, by visiting it more than ten times, people who have come back more than ten times or more, they quite strongly realise that what are the strengths, weaknesses, and those bars overall, furthermore they can give the in-depth information’s that what the research is looking for. The main factors arising from interviews with both managers and customers are as follows. Theme bar owners are not restricted in gender, age, experiences, and nationality, who were interviewed agreed that the most important factors for the theme bar business include the influence of the bar’s name on customer decisions, the methods that convince customers to visit and come back again, promotion by word of mouth and social networks, social media influences on a customer decision to visit, great food, beverage and service and maintaining freshness of the bar’s theme. All of these factors reflect the owners’ thinking about the key success factors that they can survive this business and gain more reputation also customer delight in their bars. In the beginning, customers identified many factors such as good music, decoration, design, handsome guys, good live music, social media, especially, food, beverage, service and atmosphere to them, word of mouth that convince customers to visit bars was more than reputation and social media because word of mouth recommendations come from their friends. Furthermore, The outstanding points of any bars need to be set because customers like the outstanding of each bars. Moreover, the weaknesses or problems of the bars that need to be solved, The less problem the more delight. All of these factors that owners need to be concerned too because these are another side of consideration to make customers delight too. The destination goal of this research is to identify the key success factors that delight Professional Generation Y female customers in theme bar establishments and to provide guidelines for prospective entrepreneurs who want to study factors of female customers delight in theme bar environment. This chapter demonstrates the conclusions and recommendations that resulted from this study.

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Marketing Mix Factors Effecting Consumers Decision to Dine at Italian Restaurant in Bangkok

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Abstract
The study is on the decision making of consumers dining out at Italian Restaurant in Bangkok Thailand. The objectives are to identify the influence of marketing tool (7P's) in decision making to dine out at Italian restaurant.

The findings proved that consumers in Bangkok are more sensitive towards the ‘Process’ in the 7P's marketing mix. Surprisingly ‘promotion’ factor as identified as negative which proved that the restaurant must re-think about the promotion campaigns.

Keywords: Italian cuisine, marketing factors, Bangkok, Dining.

Introduction
Italian cuisine is food typical from Italy. It has developed through centuries of social and economic changes, with roots stretching to antiquity.

Italian cuisine is known for its regional diversity, especially between the north and the south of the Italian peninsula. It offers an abundance of taste, and is one of the most popular and copied in the world. It influenced several cuisines around the world.

Pasta, vegetables, olive oil and fish are a major part of the Italian cuisine. Italian cuisine is probably the most important expression of the Mediterranean diet.

Objective of the Research
As Italian cuisine is not a local one, yet as a significant growth in the Thai hospitality marketing in countless tourist destinations in Thailand. Hence this study will concentrate on the marketing factors that influence decision making of consumers in dining out at a selected Italian restaurant in Bangkok. The objective is to identify the influence of marketing tool (7P's) in decision making to dine out at Italian restaurant in Bangkok.
Conceptual Framework

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<th>Customer Attitude by marketing factors:</th>
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<td>- Product &amp; Service</td>
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<td>- Price</td>
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<td>- Place</td>
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<td>- Promotion</td>
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<td>- People</td>
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<td>- Physical Appearance</td>
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<td>- Process</td>
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Decision making in dining at Italian restaurant

Figure1: Conceptual Framework

Research hypothesis
H1: The marketing factors have an effect on the attitude towards dining at an Italian restaurant.

Literature Review
The concept of 7Ps is an extension from the standard concept of 4Ps which was product, price, place and promotion. It was long used by marketers and researchers in studying about the performance of a product(s) and planning strategic plans for its marketing however in a service industry calls upon another three more extra for it unique nature of the service (Kolter and Amstrong, 2013). Following are the 7Ps and their relationship in the restaurant business.

1. Product
Regardles whether it is a tangible product or an intangible product, it is what a seller has to sell and a buyer has to buy is all account as product. The restaurant’s products and service are the food quality, taste, menu and the cleanliness.

The primary function of the restaurant is the service of food and beverages to the customers. But with today’s world restaurant are establishing themselves at every corner of the streets; to survive in the hospitality industry has change from just serving to quality of service. Quality of service is very important but however the customer’s perception of such quality of service is more important as they can turn out to be customer loyalty and the mouth of out from them (Seltz, 1983). Food quality and the taste is what restaurant is aiming for but for an Italian restaurant it’s not that much. The quality and taste come along with the nutrients, freshly cooked and the aroma which is the signature for all Italian restaurants. The aroma can be felt from miles away. However, product is just one of the big pictures in the marketing tool as it is all interconnected.

2. Price
The price is what the company gets back in return of all the effort and resources put into the manufacturing and marketing the product. Here it is the price of the food served at the restaurant which is set by the calculating all the ingredients, preparation and marketing where the average for each dish price are listed on the menu (Hill, & Sullivan, 2004; Jobber 1998). However, in restaurant, price ranges are seen from the ingredients used - the quality of the meat used, origin of the herbs and spice and the preparation time. Pricing does not mean it must be
the cheapest in the market, small businesses can compete by offering better personal service; it is what represents you in the marketplace. Price can be considered as value for money, if consumers perceive that the value received or given to them is less than the price paid, they will likely to evaluate the particular dining experience negatively which means they will not return back as loyal customers, no recommendations or good reviews will be given out (Mill, 2007). Some may have a perception that price and quality are related, the higher the price the better the quality of food and services. However, there is a certain limitation of afford and willingness to pay for such dining experience (Muller & Woods, 1994).

The price can be the main factors in decision making as people are coming from everywhere to spend the money at the tourist destination but the hotels and other expenses can subject to a restricted budget for the meals or dining out. The restaurant menu is divided into categories which the price range was set for each to attract customers with different budgets in order to capture the most in the market.

3. Place
Place is the channel in which the product meets its customers or the target group of customers. Location is of great importance to the feasibility of a restaurant business however there will be a trade for the prime location and the high rent. In this study the place will compose of the location of the store and the delivery (Hill, & Sullivan, 2004; Jobber 1998). This factor does not only mean for the location, it also captures the factors of capacity in attaining as much customers as possible alongside with the delivery and pickups services. It gives the whole picture of the location or place as a marketing tool.

4. Promotion
Promotion is how the marketers use the communication elements which are advertisement, public relations, personal selling and sales promotion in the marketplace. It is how to set the business image and brand and creating awareness of promotions and products or service in the market. It can consist from daily happy hours to menu sets which attract customer to dine in during the non-peak time of the day making the business busy all the day long (Hill, & Sullivan, 2004; Jobber 1998).

5. People
People are a part of the service in which customer evaluate the product/service. Hence, they must be well-trained and be the right person for the job or tasks because they represent the whole image of the product or service. In the restaurant business, people are employees (kitchen team, waiters and waitresses and managers or host). It is just like the customer service we know in companies, they are the backbone of the company and they responsibilities are a huge and pressure is intense.

6. Physical Appearance
Unlike products, services cannot be experienced or seen before it is delivered hence it makes it follow into the category of intangible product. The physical evidence or appearances are the menu design and content, employee dress and manners, restaurant themed or suitable atmosphere for restaurant as well as the family friendly atmosphere of the restaurant.

7. Process
The speed and accuracy is how it distinguishes a good process from the bad. In the restaurant business, it the process from the moment the customer enters the restaurant, waiting time until the bill receipts. It is how the restaurant process flows internal and external which depends on the managerial role in the business.
Result

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<td>H6 Process element in marketing factor has an influence on decision to visit Italian restaurant in Bangkok</td>
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<td>H7 Physical appearance element in marketing factor has an influence on decision to visit Italian restaurant in Bangkok</td>
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Summary and Conclusion of findings

From this research, there are many fascinating points that out shine throughout the process. The factors that had a significant effect on consumer decision making was pointed out to be ‘process’ from the 7P’s. Process in here was mention as service provided to the customer in the restaurant, the preparation of the food/beverage and the accuracy of the order(s). The next factor that was pointed out was ‘price’ which effects hugely on the willingness to pay and affordable and reasonable price standard followed by ‘product’ which in this case are Italian cuisine/dishes. With those 3 P’s being highlighted from analyzing shows that consumers make decision in dining out in Bangkok by looking restaurant with proper and hygiene process/preparation along with good customer service but not neglecting the pricing and taste as well. They did not take ‘promotion’ into consideration as the result came negative.

Recommendations

This study can be quite beneficial for those seeking to invest in Italian restaurant in Bangkok, Thailand. It gives an idea of what consumers are expected when dining in an Italian restaurant. From the study, it can help to understand the consumer decision clearer and able to make some changes for the best. Below are the recommendations for each of the marketing factor element.

**Product**

With positive results from this study it can be concluded that the freshly cooked food is what the customers are looking for. Henceforth restaurant operators and managers can focus
on how to make sure that into their advantage over other restaurants. When it comes to Italian
cuisine, if it is not freshly cooked, it very easy to feel that because the vegetables cooked in the
curries based will start to show itself. Therefore, to avoid such issues and knowing that consumers do make decision based on the freshness of dish, proper management should be implement because freshness leads to taste and quality of the food.

**Price**

Price is one of the constant that every restaurant must carefully set because it affects the whole image of the restaurant. Recommendation in this element would be that the price at a tourists’ destination, like Bangkok, should be set within the range of affordable by most of consumer because the restaurant operators and managers must keep in mind that the chance of consumer to revisit the restaurant could be based heavenly on this element. If their dining experience was great but the cost of it is high, it will be just one time dining experience. As we know we shall focus more on how to attract consumers to re-visit the restaurant rather than just for one time stop.

**Place**

In a tourist destination like Bangkok, location also plays a great role in decision making to dine out. Usually the consumers move around the area by foot hence the managers must implement some strategies in order to attract the customers. This means that how to make the restaurant easily being spotted by the people who are walking around deciding where to dine or relax. It does not always mean that the location must be by the beach or sea view, it should be within the walking distance of many hotels and resorts. This factor would help businessmen or entrepreneurs who are seeking to invest in opening a restaurant in Bangkok. It’s not always about the prime location; it’s how to be easily spotted by the people that can help in attracting customers.

**Promotion**

From this study the promotion element did not play a significant role in decision making of consumers who are looking for restaurant to dine in especially in Italian restaurant. However, happy hours can be a good marketing campaign to implement during the non-peak hours so attract customer to dine in for some snack. The happy hours can be one of the influences in making decision in dining out. From the happy hours whether is food or drinks, the whole menu is being studied by the customers which could lead to revisit for a proper dining experience. It how the managers use this to lure customers back.

**People**

The knowledge of staffs and the ability to communicate with the customers can help managers to change their hiring process in such destination because it proves that the serve or people element in the marketing factor can contribute to decision making or number of revisiting the restaurant for a great dining experience.

**Process**

The findings indicated that the quick service has a potential influence in decision making when dining out in Italian restaurant in Bangkok. Hence the restaurant operators and manager can use this finding to improve their service which includes waiting time outside and also the preparation time in the kitchen. In Bangkok, there are many restaurants with similar cuisine hence to attract most of the consumer, the process element in the marketing factor can be essential in terms contributing to the dining experience for the customers. With poor
management, many frustrations and no standard procedure in giving service can lead to poor reviews and causing issues for the customers to witness.

**Physical Appearance**
Restaurant operators can start to reconsider to improve and emphasize more hygiene practices and cleanliness to their staffs for the entire restaurant which could be useful not only for this particular type of cuisine but also others which are located in a Bangkok area. Overall, this study is not beneficial only for Italian restaurant but it is also helpful and support for other type of restaurants or cafes in Bangkok area. It becomes assistance in terms of how to use the marketing factors for attracting consumers and also to identify what marketing factors that the consumers are looking for when they are looking for a place to dine in Bangkok, Thailand.

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Optimizing the Applications of New Technologies in Restaurant Shaping the Future of Travel

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Abstract
This study aims to investigate the new technology in restaurants to attract customers and to improve the system. The main objectives were to understand the use of new technology by restaurants operations business in Bangkok and Chiang Mai. The aim of this study is to help the restaurant develop itself with a new upcoming technology and to cope with the situation that could happen when the customer varying demands use increasingly technology and social media in the future. This study used qualitative research technique to conduct this research. Seven people as study informants included the manager of two branches, two staffs of restaurant, and three tourists. Researcher divided the key findings under four categories: 1) Restaurant operation, 2) Influence of new technology, 3) Customer attraction and 4) Development of restaurant.

Keywords: Restaurant, new technology, future development

Introduction
Restaurants are one of the most important component of the hospitality industry. Also, high competitive to gain the most beneficial from tourist in some famous area. Nowadays, technology has become a part of human need for a while time. Everyone tends to smartphone in their hands probably, it's easy to access the people to get in some interesting things that they desire would like. Furthermore, technology and innovation also play a key role in the tourism industry. The restaurant has to adopt the rapid change of technology all the time to meet the customer need and expectation. Thus, the restaurant has to be aware about the part of new technologies are coming and trends in the future because some competitors will steal this profit portions, who's the one that got the high technology in their hands. For example, some restaurants provide the customer to make the reservation with the application on smartphone or their website but other restaurants only make a reservation by walk-in and calling. Now, researchers can see what's different from both examples are taking about cost that customer have to spend for making a reservation. The meaning is researcher can use the internet cost less than other channels to make a reservation. The owner of restaurant need to know what the customer needs, sometimes high technology has to come with quality of foods that necessary for the customer always.

Nowadays, the innovation of the technological revolution has become an integrated element of people's daily life with the smartphone, tablet and mobile internet. These are changing and shaping consumer's everyday life and also strongly influences tourism industry. The internet and online search engine have already shifted the way travelers explore, search, reserve and experience hotel and destination. Many new trends and technology can be adapted by the business. Nowadays, social media and smartphones are improving the system to make more convenient for the customers such as adopted the application on mobile phones or use website for customer to make a reservation. Furthermore, can make mobile ordering, ipad order
kioske, Facebook ordering, Tabletop e-waiter & checkout, Digital menu boards and smartphone, Games while-you-wait Online coupon (Tice, 2012).

Technology touches every facet of our lives; these advances have made impact with people everywhere. Once of restaurant it could see more and more of technology is in the food and restaurant industry. The use of mobile devices on the table, social media, a new payment methods and online reservations. It couldn’t imagination how far the technology would go it vegetate very fast.

In Japan, there is high technology where restaurants used gimmick of robots. There are restaurants that employ tech as gimmick, like the ones using robots that do triple duty as servers, cooks, and clowns. It’s not a surprise that many of these restaurants have also closed (Les Shu, 2015). These robots could replace waiters in a restaurant. There are more companies choosing to use robots to increase productivity to cut their costs. Furthermore, robots are very stable of works unlike human that got emotional sometimes. Robots would be a good instrument of the future in any industries.

**Objectives**

This research aimed to know the new technologies that company select to attract their customers and how they improve the systems. ABC is a restaurant from Japan that currently opened in Thailand. ABC restaurant has 4 branches in Central Festival Chiangmai, Central Festival Pattaya, Central Festival Westgate, Mono Park Rama III. They provide Japanese buffet style and services by robot. The restaurant is well known with their robots serving in a restaurant along with their staffs. The main objectives were to understand the use of new technology by restaurants operations business in Bangkok and Chiang Mai, to identify the influence of new technology that effect with restaurant and how restaurant solve the problem, to know how restaurant attract their customer with the most effective method, to know that restaurant decision which method to develop themselves for a better business in the future.

**Literature Review**

Related studies include five main articles, summary of articles found useful information of study. It was made this study perfectly understandable of information.

Firstly, “The future of distribution management in the restaurant industry” by Kimes, E. S. (2010). Aim of this study was to understand how best to apply the lesson learned in other industries to the emerging distribution and revenue management issue in the restaurant industry. Also found a new trend of restaurant industry to make reservation distributions in the future. The article has similar aims to study in the same field restaurant industry. Also, study with a new trend of restaurant and future development to achieve the revenue management issue.

Secondly, “Hospitality technology: a review and reflection” by Muller, Christopher (2010). Aim of this study is to offer perspective on past of technologies advancements and some prediction in the hospitality field. To review the definition of technology and the changes that have occurred in the hospitality industry in relation to the technology used. This study was found expected changes are to turn the hospitality industry from the age of labor to age of wireless. This article has different identification which is measurement of the article. Also, the article studied the past of technologies that different from the study that study a new technology.
Thirdly, “Technology’s effect on hotel and restaurant: Building a strategic competitive advantage” by Koutroumanis, A. (2011). This study aims to review the literature regarding the growth of technology in the industry was linked to the development of strategic direction. And used of manuscript also looked at the strategic analysis methodology for evaluating and taking advantage of current and future technological innovation for the hospitality industry. Identification and implementation of these technologies can help in building a sustainable competitive advantage for restaurant. This article similar with the study is study the same field with future technologies for hospitality industry. But different methodology and evaluation of article.

Fourthly, “Restaurants and technology: past, present and future: a practitioner’s viewpoint” by Doran, D. (2010). This study aims to provide a practitioner perspective on the impact of technology on restaurant operations. And used senior practitioner of respondent. Also used methodology of review the development of technology and its application to restaurant operations, as view by senior practitioner. And giving an example of technological innovation over a period 30 year. The article studied the impact of technologies that would help a practitioner of restaurant. That is the same with this study to help all practitioners of restaurant industry develop themselves by using the new technology.

Fifth, “The influence of new technologies on tourism consumption behavior of the millennials” by Schiopu, A., Padurean, A., Tala, M., Nica, A., (2016). This study aims to analyze how new technologies influence the tourism consumption behavior of the numbers of the Millennials generation in Romania. The sample size of this study is a young people from Romania. Total number of questionnaires are 378 respondents. Also used qualitative research, a survey, was conducted based on questionnaire methods. This study found identification of electronic equipment, the applications, and the ICT sources used by young people in the stages of planning, booking and development of journey. The article was study different from the study is the sample size of this study is a young people from Romania Also, the methodology of article was conducted based on questionnaire methods.

These five articles have involved by using all literature reviews also researcher make use these five studied as a guideline. The literature review of five articles have a different study and ideas. There are unique of themselves that researcher have to adapt it to this study.

Research Methods
This study used qualitative method to conduct research. Qualitative research is primary exploratory research. It uses the advantage of data. To understanding opinion, motivation of restaurant’s confederate.

ABC robot restaurant has four branches in Central Festival Chiangmai, Central Festival Pattaya, Central Festival Westgate, Mono Park Rama III. That provide Japanese buffet style and service by robot. Two branches were chosen that chose for interview are Central Festival Chiangmai and Mono Park Rama III. Researcher choose interview method along with in-depth interview with the manager of restaurant two persons, staff two peesons, tourist three people. Also, chose two branches of restaurants are Chiangmai branch and Mono Park Rama III in Bangkok. Chiangmai is the one of famous destination in Thailand, where many tourists come and visit over there. Also, in Bangkok has variety customers to help the interview has various
responds of customer. Because the topic of new technology of restaurant is complex and never stop development of system.

Fifteen target informants were invited, fifteen for interview by calling, find the number of organization on the internet and sending an e-mail. But in reality, got seven people from two branches of restaurants. This study conducted interview method with seven persons of informants, which in-depth interview. Seven people were manager of two branches, two staffs of restaurant, and three of tourists. For the managers of restaurant contact them by calling to make an appointment in advance. Then ask the permission to interview with manager and staffs. For tourist were conducted at the restaurant. Researcher chose “Content analysis” to analyze the data. Content analysis is study of recorded interviewee’s communication before it is analyzed. To classify the open-ended of responded. Content refers as a meaning of the information then analyzed all of contents. Therefore, researcher have chosen some of content from each answers of all interviewees. Researcher divided the data to four categories regarding the research questions.

Results

Discussion

Restaurant Operation

The restaurant uses staff as a main operation along with robots. Also concerning with good quality of foods of restaurants. The robot has mechanism that uses wind technology, robot have sensors system to control itself after its got setup by information technology engineer. The restaurant has two robots inside the restaurant they could do many things such as saving a food, dancing, collecting a dirty dish. There are order machines on the table to provide a customer to order foods by themselves. It’s give more privacy for customer or a customer could order with staffs. Mainly, the restaurant used Facebook application as a main social media to promote the restaurant along with Wongnai application the famous for foreign customer. All of interviewees give the comments of restaurant that they should improve that could work more than this. That means the robot should move freely by itself like the human. Another suggestion, the restaurant should improve the robot more able and talented than saving a food, dancing, collecting dirty dishes.

Influence of New Technology

Nowadays, technology has changed customers’ behavior a lot. Therefore, the restaurant has to adapt themselves with the new technology. Sometimes, got some bad reviews on internet if some customer does not satisfy with their money. But the majority of interviews unstable economy of country is the main factor that have impact with restaurant or even another business. So, the restaurant entrepreneur has to concern with that. Also, with competitor that restaurant have to be aware with it. It couldn’t deny that restaurant is the first that have robot serving. But another competitor would steal market share with another function trends of new technology or well marketing. Location is also important for the restaurant business, it should locate on the center or near the BTS sky train. Another factor that effect with restaurant is the weather especially rainy season that would make a customer don’t want to go out. Another factor that influence with restaurant is high cost of robot development including high cost of salary for programmer. And high cost of ingredient because the restaurant imported some ingredients. Additionally, robot very useful in the restaurant but it still couldn’t replace a man
power completely. There still need a human to make a decision and handle with many things instead of robot. Lastly, slow developing of restaurant need to improve nowadays.

**Customer Attraction**

All interviewees give some suggestion to the restaurant, to improve more with social media channels because there is still less promotional of restaurant. Such as make their own application provide on IOS or Android operation system, Line application and Instagram application. And emphasize with tour agency because the location of restaurant far away from the center in Bangkok branch. To make more convenient for the customers and make them satisfy. Or some TV channel promoting is very useful and increasing the number of customer immediately after launched for the restaurant business. But it very expansive and a customer giving the attention for a while. The main attraction of customer still makes use of robots inside the restaurant. But there is some customer loyalty still come back to the restaurant because they are really like a taste of foods. In the future, it doesn’t matter that robot would replace the man power or not. The main point of view is improvement of new technologies are necessary for the restaurant business.

**Development of Restaurant**

Development of restaurant still need to improve, the first of suggestion is the robot could do anything more than this. That would attract more customer and make them impressive. Make an order machines on the table in Chiangmai branch also put all of menus on the order machines. As researcher mentioned all of results includes restaurant operation, influence of new technology, customer attraction, development of restaurant. All of the results are the main objectives that proprietor of restaurant have to considered. To improve the restaurant among the changing of technologies.

![Figure 1](source: Author creation)

**Managerial implications**

From this study got many information from interviewees before analyze the data. Therefore, researcher analyzed the data by content analysis that matching with the research
study. From the technology part, of course that it would impact to the restaurant business. Moreover, it could impact to the other businesses in the tourism industry also. If the proprietors don’t follow a new technology it might be a problem later on that would affect to the restaurant. Proprietors have to awareness of influences from the technology. As a good part of restaurant, try to improve themselves to have more channels of social media to provide for a customer. Therefore, it’s a good signal that restaurant also looks at the significance of technology rather than focus only robots. If all proprietors look at the new technologies upcoming, it going to help a lot for restaurants industry that would increase the revenue for tourism because if the restaurant have a good service with high technology. The tourist would spend time and expense to our country.

Limitations
This study interviewed mainly the manager of branches and tourists. Interviewing with managers and all staffs were interview with Thai language. And researcher translated to English language. They lacked of English skills. Therefore, some words of interview it doesn’t mean to the point of true meaning. Also with tourist that found in the restaurant on the interview day, they are not available to speak in English. Back to the interview day, the researcher made an appointment with the manger in the morning. Therefore, in that time no customer at all in the restaurant so researcher have to conduct the interview by the other day again. The number of sample size of this study were target at fifteen people. They included two branch’s managers, two staffs, one Information technology’s staff and ten of tourists. But in realistic researcher got seven people only. That mean if the sample size too small, it will difficult to find significant of the study. After completing interpretation of interview transcript. Researcher found the interview scripts from the tourist lack of ability to conduct thorough analysis of the results. Some answer of tourist didn’t complete direct to the point of question.

References
Perceived Credibility of Celebrity is the Key to Boost Consumers’ Purchase Intention on Social Networks

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Abstract
As a marketing strategy, the use of celebrity endorsement by companies has increased exponentially throughout the years. This has been the case in order to increase sales and extend their share of the market. The perceived credibility of the endorser plays a great role in marketing in Thailand as consumers tend to follow their role models.

Keywords: Credibility; attractiveness; trustworthiness; and expertise.

Introduction
Nowadays, companies strive to formulate marketing strategies that will capture a bigger share of the market. Through a mixture of different techniques and tools in marketing, advertising has been widely used to communicate messages to the public in order to attract current and prospective consumers. Over the years, the use of celebrities to endorse products has become a prevalent form of advertising and a necessary tool in communication management. Celebrity ad endorsements are believed to enhance persuasion and improve advertising effectiveness.

Wheeler (2003) also stated that celebrities could easily transfer their image to a specific product they endorse. Companies make use of celebrity endorsement as an advertising tool in increasing brand exposure, attention, interest, desire and action (Belch & Belch, 2001). Moreover, celebrity endorsement can attract a new set of customer or type of audience; it can also increase the chances of the brand being remembered by more people or what we call as ‘brand recall’. Brand recall is crucial as consumers are bombarded with a lot of different products along with a lot of different brands per product. The difficulty of differentiating yourself from another brand and standing out from a huge number of products being marketed today could be solved by using celebrities to endorse your product.

Similarly, social media sites make it possible or easier for companies to reach a wider target market. According to Nielsen, a media measurement company, internet users spend 20% of their time to social channels and 30% of their mobile time to social networks. Discussion in social media sites, as well as, updates, opinions, comments, news, and product reviews, to say the least, are constantly posted and made public, inviting participation and involvement from its users. Consumers are increasingly demanding advice on social media sites for advice on products.

In conclusion, celebrities are effective endorsers as they are perceived to be highly believable, likeable, and trustworthy (Silvera & Austad, 2004). In spite of this, celebrity endorsement still varies on its influence on the purchasing behavior of consumers (Till & Shimp, 1998).
Literature review

Celebrity and Celebrity Endorsement

An individual who enjoys public recognition by a certain group of people (Schlecht, 2003) and known by the public for their achievements in additional to the brand or product that they are endorsing (Friedman & Friedman, 1979). Different types of celebrities consist of actors/entertainers/pop stars (e.g. Patcharapa Chaichua, Chermarn Boonyasak, Ann Thongprasom), models (e.g. Treechada Petcharat, Sririta Jensen, Urassaya Sperbund), sports stars (e.g. Chanatip Sonkham, Saralee Thungthongkham, Wilavan Apinyapong), and famous businessmen or politicians (e.g. PM Yingluck Shinawatra, Yuwadee Chirathivat, Chananyarak Phetcharat). Celebrities are considered as spokespeople in advertising, one who delivers the message to a target audience by promoting products or services to the public (Kambitsis, et al., 2002; Tom, et al., 1992). Celebrity endorsers are seen as a way to communicate the idea or information directly to the target audience or just to attract attention to the brand or product to make it noticeable or to enhance the image and appearance of the brand or product (Belch & Belch, 2001). Companies hire celebrities who are popular people (Belch & Belch, 2001) such as movie stars or actors and actresses, entertainers, sports stars, singing sensations and even politicians and well-known experts in their field of study or career. A better exposure in the market (Kotler et al., 2001) is the target of companies while approval from endorsers is a sign of recommendation as perceived by consumers. According to Riezebos (2001), celebrity endorsers should be employed whenever the brand-added value is high to boost long-term marketing effectiveness (Belch & Belch, 2001). According to Till & Shimp (1998), whenever endorsers are suitably elected to different channels and media, it proves to be an effective marketing strategy. Accordingly, receivers of the message (consumers) recognize the product as the message that the endorsers are trying to convey.

There are a number of reasons why companies decide to employ celebrity endorsement (Erdogan & Baker, 2004), and to name a few: (a) celebrity endorsers extend a sense of trust for the brand they are endorsing thereby establishing credibility of the brand in a short period of time, (b) celebrity endorsers make the brand more noticeable and attracts attention of the target audience, (c) celebrity endorsers are also seen as current and visible, and that creates high PR coverage, (d) consumers tend to associate the brand and the celebrity endorser thereby increasing brand recall, (e) celebrity endorsers could also give a fresh image to a brand, (f) celebrity endorsers has a certain appeal or influence over the public in general or to a particular demographic or a certain group who idolizes them thereby these consumers can be easily swayed into the brand, and (g) celebrity endorsers could also provide testimonials about the benefits that they are getting from the product thus consumers who associate themselves with the celebrity could also be swayed into the brand.

The Source Credibility & Attractiveness Model

According to Ohanian (1990), “source credibility is a communicator’s positive characteristics that will affect the receiver’s acceptance of a message”. Consumers generally view celebrity endorsers as credible sources of information on the product they are endorsing (Goldsmith, et al., 2000) and that a more credible source is more persuasive (Bannister, 1986; Friedman & Freidman, 1979).

A credible source of information possesses the relevant knowledge, skills and expertise, and experience needed in offering independent and equitable information. According to Belch
and Belch (2001), a source should also be a trustworthy person wherein traits such as honesty, ethics and believability are inherent. Once information delivered by a source affects the beliefs, opinions and attitudes of a receiver, the receiver tends to accept and adopt the opinion of the source. The source credibility model tends to explain the factors leading to the source’s perceived credibility (Hovland, et al., 1953). Early studies by Hovland and Weiss (1951) revealed that sources with high credibility are viewed by consumers as trustworthy and can influence more attitude change than sources with low credibility. The perceived level of expertise and trustworthiness in relation to the endorser, contributes to the effectiveness of the message (Erdogan, 1999). Expertise and trustworthiness are the attributes in the source credibility construct (Ohanian, 1990). In addition, similarity, familiarity and likeability of the source are the attributes included in the source attractiveness construct. The three dimensions of source credibility by Ohanian are described in Figure 1.

![Figure 1: The Source Credibility Model](image)

**Source**: Ohanian, 1990

**Physical Attractiveness**

The attractiveness of any source is identified through the receivers’ perceptions of similarity, familiarity and likeability of the source. In effect, consumers who feel similar to a celebrity that they are familiar with, as well as they like, in their view, celebrity is becoming more attractive. The physical attributes of the celebrity is crucial to the consumer’s initial judgment of the celebrity (Ohanian, 1990). Consumers, who identify themselves with the celebrity, generally would look for some type of relationship they have with the celebrity, and hence beliefs, attitudes, behavior and preferences of the celebrity are agreed by these consumers as their own. According to Till and Busler (2000), physical attractiveness of celebrity endorsers contributes greatly to advertising effectiveness, as believed by many scholars. Celebrities who are physically attractive are viewed more favorably by consumers on their personality traits (Kahle and Homer, 1985), and have a more positive impact on the products they are endorsing (Joseph, 1982) when compared to less attractive counterparts when it comes to advertisement evaluations. Celebrity endorsers have a goal of making the consumer feel that they are a part of the celebrity’s life, and consequently, to the brand and the company.
Trustworthiness

Trustworthiness is defined as "the degree of confidence consumers place in a communicator's intent to convey the assertions he or she considers most valid" (Ohanian, 1990). When a celebrity endorser is talking about a brand, the perceived trustworthiness depends on how honest and believable the endorser is. Advertising effectiveness also depends on the perceived trustworthiness of the celebrity (Chao et al, 2005). According to Giffin (1967), "favorable disposition, acceptance, psychological safety, and perceived supportive climate" are favorable consequences of trust. According to McGinnies & Ward, 1980, celebrities' perceived trustworthiness produces greater attitude change in consumers than celebrities' perceived expertise.

Expertise

Celebrity endorsers' expertise is defined as "the extent to which a communicator is perceived to be a source of valid assertions" (Erdogan, 1999). These celebrities are chosen because of their knowledge in the field, experience and expertise (Belch and Belch, 2001). According to several literatures, the source perceived expertise positively influences the advertising effectiveness. This in turn predicts the celebrity endorser's effectiveness and to a positive impact on attitude change. Moreover, according to Ohanian (1990), the perceived expertise of a celebrity endorser is linked more to consumers purchase intention when compared to attractiveness and trustworthiness.

Product Purchase Intention of Consumers

Companies are now focusing on how to predict consumers' needs that satisfies them and that which can predict their buying behaviors. A marketer's goal is to satisfy the needs of consumers and to understand the importance of these needs in relation to their buying behavior. By identifying consumers buying behavior, marketers can now target products and services which will satisfy these needs.

According to Bagozzi et al. (1979), purchase intentions are an individual's action predisposition and affinity towards a brand while intentions is defined by Eagly and Chaiken (1993) as "an individual's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior." In other word, purchase intention is "an individual's conscious plan to make an effort to purchase a brand" (Spears and Singh, 2004).

In today's world, celebrity endorsement is widely used by companies to influence consumers' attitudes and purchase intentions (Goldsmith, Lafferty & Newell, 2000). According to Dean (2004), publicity has more power than general marketing and is more credible. Credibility in celebrity endorsement is perceived to be having an expertise relevant to the product/brand and the endorser along with his or her opinions and recommendations can be trusted by the target audience. Expertise is derived from the source's knowledge of the product or brand whereas trustworthiness involves honesty and believability of the source. These two attributes of celebrity endorsement has been shown many times in previous literatures, to influence and persuade consumer attitudes and their buying behavior. Generally, consumers focus on the celebrity and any circumstances surrounding the celebrity. And when companies have a relationship with the celebrity, any publicity and controversies attached with the
celebrity affects the brand and the company’s image, which ultimately affects their buying behavior.

Conclusion

The use of celebrities to promote products is widespread among many countries. Companies believe that using celebrity endorsement, although costly, would create a positive response from its target audience thereby influencing consumers' purchase intentions.

The author would like to suggest a few issues that can be explored which could provide more insights for marketers and businesses as well. This research made use of online advertisements as the stimulus of the study. A similar study of this type could investigate the influence of the same characteristics of endorsers (attractiveness, trustworthiness and expertise) but for different types of products to know a good fit between the endorser and the product being endorsed. Different types of endorsers should also be considered such as tv/movie/sports celebrities, experts in the field of study where the endorser is attesting to the positive effects of the product, or an industry specialist promoting the product. Different media platforms such as tv/radio commercials, print ads such as newspaper ad, magazine ad and billboards, should also be used to compare which medium reaches a wider target market. The medium in which the celebrity endorsed product is seen might have a different impact on the effectiveness of the celebrity endorsement.

Reference


Perceived Risk on Consumers' Behaviour

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Abstract
This research paper investigates the customers' risk perception in associated with online shopping behaviour. This research aims to compare the level of perceived risk between online shopping and offline/in-store shopping situations and examine the relationships between level of perceived risk and the Internet shopping experience, gender differences and online purchasing intention.

Key words: Perceived risk, online shopping and Offline shopping

Introduction
Despite the fact of the phenomenal growth of online shopping, it is undeniable that there are some possible drawbacks arising from the Internet shopping, notably a risk incurred. For example, system security in terms of personal details and credit card information security is of great concern to online shoppers (Miyazaki and Fernandez, 2001). Moreover, customers feel that it is difficult to ascertain product characteristics. That is to say, online shoppers have to mainly rely on information and pictures provided on the website (Jarvenpaa and Tractinsky, 1999). According to these risk factors, it is revealed that consumers' risk perception is considered as the main discriminators between consumers who purchased products and services from the Internet as well as those who did not (Vellido et al., 2000). Furthermore, Akaah and Korgaonkar (1988) point out that this risk perception is likely to have a greater effect on non-store shopping, rather than store shopping decisions. Consequently, the risk perceived by customers tends to have a profound impact on the likelihood of customers' intention to purchase online (Chu and Li, 2008). In other words, risk perceived by consumers is considered as a major barrier of purchasing products and services online.

Literature Review
There are a growing number of publications of research studies in an area of perceived risk in different purchasing situations since the advocacy of Bauer (1960) who first proposed that consumers' behaviour be considered as risk taking. Perceived risk is viewed as a situational and personal construct (Dowling and Staelin, 1994) which can be defined as follows.

Perceived risk definition
According to Schiffman et al. (2008, pp. 197), perceived risk is defined as ‘the uncertainty that consumers face when they cannot foresee the consequences of their purchase decisions’. It is also in line with the definition of risk proposed by Bauer (1960) which is the uncertainty and potential consequences associated with the product purchase and usage. This seems to suggest that risk is mainly involved with ‘uncertainty and potential consequences’. This notion is also in agreement with Cunningham (1967), and Dowling and Staelin (1994) indicating that uncertainty and consequences are the two main dimensions of perceived risk. However, in the context of the Internet shopping, perceived risk is defined as ‘the subjectively determined
expectation of loss by an Internet shopper in contemplating a particular online purchase (Forsythe and Shi, 2003, pp.869). It can be noticed that the definition of perceived risk defined by Forsythe and Shi (2003) and Schiffman et al. (2008) have one thing in common in terms of the two main components of perceived risk: uncertainty and consequences. However, it should be noted that perceived risk is subjective (Michell, 1999) and Forsythe and Shi (2003) also directly mention about subjective feeling in the definition. Therefore, a risk has a great influence on customers who perceive that risk which does not depend on whether that risk actually exists. Likewise, customers would not be influenced if they did not perceive any risks even though there was a high risk involved. Moreover, a degree of risk perceived by customers is also varied depending on the individual and specific customers (Schiffman et al., 2008).

Nevertheless, the study from Forsythe and Shi (2003) and Hassan et al. (2006) define consequences as ‘the expectation of loss’, whereas Schiffman et al. (2008) does not. Hassan et al. (2006) defined perceived risk as ‘the expectations of any loss or any negative consequences as a result of online shopping’ (pp. 141).

Hence, perceived risk can be defined as a probability of expectation of loss and negative consequences resulting from purchasing products and services from the Internet.

To date, there are a full range of research studies that was undertaken in the area of perceived risk in both online and offline shopping situations. Moreover, there are various types of perceived risk proposed, and it should be noticed that there are some differences between types of risk perception in offline and online shopping contexts. To put it simply, not all types of perceived risk measurement in offline shopping situation are used as a perceived risk measurement in online shopping situation.

**Types of risk**

In terms of types/ components of perceived risk, there are a number of types/ components of perceived risk that consumers perceive when purchasing products and services, such as financial risk, performance risk, physical risk, social risk, psychological risk, time risk, privacy risk, security risk, and source risk. Table 1 and 2 demonstrates a brief summary of major types of perceived risk from different literatures (Jacoby and Kaplan, 1972; Shimp and Bearden 1982; Simpson and Lakner, 1993; Mitchell, 1998; Featherman and Pavlou, 2003; Forsythe and Shi, 2003; Cunningham et al., 2005; Pires et al., 2004; Doolin et al., 2005; Mitchell and Harris, 2005; Hassan et al., 2006, and Schiffman et al., 2008).

**Table 1**: Types of perceived risk in offline shopping situation

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Table 2: Types of perceived risk in online shopping situation

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Perceived risk in shopping can be mainly divided into two main contexts: online and offline shopping situations. It can be seen that perceived risk elements in online shopping situation differs from the elements in offline shopping situation in terms of physical risk. That is to say, in the offline shopping context, physical risk is defined as the possible risk incurred from the product malfunction that causes a physical harm to health and safety of users and others (Schiffman et al., 2008), whereas in the online shopping context, physical risk is referred to physical harms from doing an online shopping (Hassan et al., 2006), rather than the physical harm or injury from using products purchased. That is to say, Hassan et al. (2006) define physical risk as eyestrain due to the overusing of eye muscles, infecting of virus on a computer, and getting carpal tunnel syndrome while shopping products and services online.

Moreover, there are some studies that omitted the physical risk in the studies of perceived risk in the context of online shopping behaviour (Featherman and Pavlou, 2003; Forsythe and Shi, 2003; and Doolin et al., 2005). However, Featherman and Pavlou (2003) and Doolin et al. (2005) developed a privacy risk in its place. In terms of a privacy risk in online shopping situation, privacy risk is the possibility of risk of personal information that might be used without permission. Featherman and Pavlou (2003) mentioned that “the extreme case is where a consumer is ‘spoofed’ meaning a criminal uses their identity to perform fraudulent transactions” (p.455). Thus, omitting physical risk is another difference between online and offline shopping contexts as it is realised that shopping products and services online tends to have no effect or harm on physical human life.

Furthermore, social risk was also omitted in some research studies that examine perceived risk in online shopping context (Forsythe and Shi, 2003; and Doolin et al., 2005). Social risk is posed from poor product choice that causes the potential loss of prestige and social embarrassment including the acceptance from others. Besides, social risk is involved with an individual's ego in relation to the opinions of reference groups (Lu et al., 2005).

Therefore, it can be concluded that perceived risk is a multi-dimensional construct that can be mainly divided into six distinct categories: performance or function risk, physical risk, social risk, financial risk, psychological risk, and time or convenience risk. However, the present research is based on online shopping situation, only four components of perceived risk were investigated in this research as these components were recognised as most prevalent among customers who purchase products and services online (Forsythe and Shi, 2003; and
Samadi and Yaghoob-Nejadi, 2009), comprising of performance or functional risk, financial risk, psychological risk and time risk. Therefore, in the following section, these four types of perceived risk are defined from the online shopping situation perspective.

**Performance or functional risk**

Performance or functional risk is the possibility of risk that a product will not perform as consumers’ expectations. It is also referred to the consumers’ inability to properly and carefully judge the quality of the products and services when purchasing products and services from the Internet (Mitchell, 1999). This might be resulting from the fact that purchasing products and services online does not allow consumers to touch, feel, and try prior to purchase. Moreover, it is also difficult to ascertain the characteristics of products desired by looking at the product pictures on the website. Subsequently, the products received may not be exactly as it displayed on the website. (Hassan et al., 2006).

**Financial risk**

Financial risk is the possible loss of money in relation to purchasing and using a product. It also refers to the possibility that a product does not considered worth purchasing in terms of financial price and cost. Horton (1976) also highlights the financially loss resulting from the possibility that product purchased may have to be repaired, replaced, and purchase refunded. Moreover, it also refers to the additional hidden cost that might be charged when ordering products or services online, such as handling cost or delivery cost (Hassan et al., 2006). In addition, Forsythe and Shi (2003) mention that financial risk is involved with the possibility of insecure usage of credit card shopping products/ service online as well as the credit card information. Many consumers believe that credit card information is easily to be stolen online (Caswell, 2000). Therefore, it is suggested that purchasing products and services online is a major threat to consumers’ personal information security and privacy.

**Time risk**

Time risk refers to an inconvenience and a waste of time caused by the considerable difficulties arising from pre-purchase search, navigation, submitting order, and delayed product delivery. It is also mentioned that disorganised and a confusing and complicated webpage is considered as a significant threat that contribute to a time inconvenient risk (Forsythe and Shi, 2003). Furthermore, time risk also relates to any effort in returning or exchanging the products purchased (Hassan et al., 2006). In other words, it is the possibility that purchasing products and services is considered as time consuming.

**Psychological risk**

Psychological risk is the possibility of risk that poses from psychological discomfort and any sufferings or feelings of tension caused by purchasing products and services online. Moreover, psychological risk also reflects concern about too much social isolation (Hassan et al., 2006).

Therefore, these are four types of perceived risk that were used in the present research study. However, the degree of risk perceived by customers may be different depending on channels of shopping. That is to say, customers’ perceived risk from online shopping situation may differ from how they perceive in offline shopping situation which present in the following section.
Perceived risk and channels of shopping

A mode of shopping is considered as a significant factor that has an influence on the degree of perceived risk. Spence et al. (1970) examined the differences of purchasing products in the mail-order situation compared to in-store or salesman situation based on twenties product types. The study shows that customers perceived greater risk when purchasing the same products from mail-order than when purchasing the products from the store or a salesman. It seems that this study echoes the finding from Van Den Poel and Leunis (1996) indicating that purchasing products from mail-order is considered as riskier comparing to in-store product shopping.

In the same vein, telephone shopping is also perceived as carrying higher risk than in-store shopping. The study from Cox and Rich (1964) also supports this notion. The study was conducted based on a telephone interview of housewives from New York and Cleveland who made a telephone shopping from department stores. It is found that the majority of women tend to make less purchase on telephone shopping which is resulting from a high degree of risk perceived. A fear of not getting what was wanted appears to be the commonly stated reason of why they did not shop by phone. Hence, it is likely that customers avoid shopping by phone as they perceived high risk and tend to reduce the risk by shopping in person at stores.

Moreover, the study conducted by Shamdasani and Yeow (1995) based on Singaporean shoppers demonstrates that in-home shopping, which includes shopping from mail order, telephone or televew (electronic shopping), has greater degree of risk perceived by shoppers than non-in-home shopping. This might be the consequence of the limitations of making price and product quality comparison, further information provided and physical product inspection along with the difficulties of product return. In essence, it can be said that these studies shed the light on the uncertainties that lead to negative consequences of in-home shopping.

Interestingly, a study from Vijayasarathy and Jones (2000) compared risk perception in Internet shopping and print catalogue shopping. The study was undertaken using a sampling of undergraduate students in the USA. The five components of risk were used in the study, comprising of economic risk, social risk, performance risk, personal risk and privacy risk. It is revealed that consumers perceived higher risk when shopping through the Internet.

Furthermore, this finding can be supported by the study from Alturas (2004) indicating that Internet shopping is considered as riskier than shopping from a catalogue and a salesperson. Astonishingly, it is found that purchasing products from the Internet has less level of risk compared to purchasing products from telephone and television. This research was conducted based on 5-point Likert scale (1 - not risky at all and 5 - extremely risky), and the data was derived from 378 respondents. The findings show the mean value of the perceived risk as follows: One-on-one at home (2.60), Sales party at home (2.61), One-on-one at workplace (2.76), Sales party in another place than home (2.87), TV shopping (3.49), Telephone shopping (3.89), Mail order and catalogue shopping (3.07) and the Internet shopping (3.36). However, it should be noted that these two studies were limited to the variety of product range. That is to say, Vijayasarathy and Jones (2000) used only few print catalogues in the study, while almost 60 per cent of respondents from the study from Alturas (2004) purchased products in the same categories, namely books and music (CDs and DVDs). It is possible that the research may yield different outcomes if different product categories were use.
When comparing the Internet and in-store shopping, Tan (1999) found that consumers perceive higher risk in terms of online purchasing than in-store purchasing. This study was conducted based on a 6-point Likert scale measuring level of risks perceived by 179 Singaporean business undergraduates. In this study, six types of perceived risks, namely financial, performance, physical, psychological, social and timing risks of products were used. Furthermore, the study from Samadi and Yaghoob-Nejadi (2009) also confirms the findings from Tan (1999). These two studies share one thing in common as they used the same six types of perceived risk to determine customers’ risk perception. However, the study from Samadi and Yaghoob-Nejadi (2009) was undertaken based on 360 Tehrani consumers and examined the level of risk perception by using a 7-point Likert scale measuring the statements associated with each of the six types of risk. Moreover, it should be noted that this study is based on one particular product type which is a computer-related product category. In essence, these studies seem to suggest that the degree of risk perceived is not only varied depending on the channels or modes of shopping situation, but also types of product purchased.

According to these studies (Cox and Rich, 1964; Spence et al., 1970; Shamdasani and Yeow, 1995; Van Den Poel and Leunis, 1996), consumers perceive that non-store shopping, namely mail-order, catalogue and telephone shopping, have higher perceived risk than in-store shopping. The findings from Tan (1999) also make a valid point that risk-averse consumers are less likely to purchase products and services online. Therefore, as Internet shopping is considered as non-store shopping, it also leads to the question whether consumers perceive higher risk from shopping through the Internet than shopping from the stores. Besides, it also leads to the question whether the findings from Tan (1999); and Samadi and Yaghoob-Nejadi (2009) will be confirmed if the different product will be used.

As mention earlier, it is indicated that customers tend to avoid shopping online if they perceived high level of risk. Thus, it can be said that the perceived risk also has an influence on the intention to purchase which is discussed in the following section.

**Perceived risk and intention to purchase online**

The study from Jarvenpaa and Todd (1996) reveals that perceived risk has no influence on the consumer’s intent to purchase online. The study was conducted based on 220 shoppers to find out which factors is the most significant factor when they browsed through the electronic malls on Internet. It is found that the factors that have an influence on attitudes towards online shopping include perceptions of product value, shopping experience, and risk. However, in terms of online purchasing intention, it is influenced by perceptions of product value, shopping experience, and service. Therefore, it can be seen that perceived risk has no effect on the consumers’ intent to purchase online.

Conversely, Vijayasarathy and Jones (2000), who compared perceived risk in the Internet shopping and the print catalogue shopping based on five components of perceived risk, argue that attitude towards online purchasing and the likelihood of the intention to purchase online is affected by the risk perceived by consumers. Another study which also supports the conclusion of Vijayasarathy and Jones (2000) is a study from Liu and Wei (2003) and Park et al. (2005) which found that consumers’ perceived risk in relation to the Internet shopping has a negative relationship with the online purchase intention. This is probably due to the fact that consumers who tend to avoid risks or uncertainties and negative consequences, are not likely
to purchase products and services online. Interestingly, it is indicated that perceived risk can be reduced if consumers have confidence in relation to their judgment in the Internet shopping. Consequently, their online purchase intention will be increased. Moreover, this notion also overwhelmingly supports the study from Bennett and Harrell (1975) showing that confidence is considered as a determining factor of predicting the purchase intention. Thus, this seems to suggest that the more confidence customers have, the more likely they perceive less risk. As a result, it increases the likelihood of intention to purchase online.

Furthermore, a further study that investigates the issue of perceived risk and online purchasing intention is the study from Salisbury et al. (2001). The finding shows that consumers have a considerable concern about security risk, particularly about credit card and identity threat when making the Internet purchase. As a consequence, consumers’ purchase intention increased when consumers perceived less privacy risk. However, it does not mean that perceived risk in terms of privacy risk is the only factor that has an effect on purchase intention. Other components of perceived risk may also exert a different effect on the degree of risk perceived by customers which as a result have an influence on the intent to purchase online.

It is important to notice that perceived risk also relates to the Internet shopping experience. The following section discusses customers' risk perception and the Internet shopping experience which is another factor that may contribute to different outcomes of level of risk perceived by customers.

**Perceived risk and the Internet shopping experience**

According to Jarvenpaa and Todd (1997) and Vijayasarathy and Jones (2000), it is found that the attitudes towards the Internet shopping and online purchasing intention demonstrate a strong association with the Internet shopping experience. However, these two studies define the Internet shopping experience in terms of enjoyment, convenience and compatibility with a lifestyle of consumers. Furthermore, according to the study from Citrin et al. (2000), it is found that the higher amounts of the Internet usage, the greater amount of consumer spend purchasing products on the Internet, which also contributes to the more likelihood to use the Internet for a purpose of shopping.

It appears that the Internet shopping experience has a marked effect on customers' intent to purchase products and services from the Internet. Therefore, this seems to suggest that customers' Internet shopping experience might also have a great influence on the risk perceived by customers. The study conducted by Srinivasan and Ratchford (1991) also examines the relationship of perceived risk and the Internet shopping experience. The study was conducted based on an automobile purchasing. It is indicated that the higher rate of online product purchasing frequency and the amount of positive shopping experience, the lower risk perceived by consumers.

In the same vein, the study from Doolin et al. (2005) also investigates further about online purchasing experience and risk perceived by consumers based on 700 Internet users in New Zealand. The findings indicate that the amount and frequency of online purchases made by consumers has an influence on the perceived risk. In this case, perceived risk was defined as risk if making poor purchasing decision, inability to compare price and inspect the product, and risk of compromising personal information. That is to say, an increase in the Internet shopping experience brings about a decrease in the level of perceived risk.
Interestingly, the study from Pires et al. (2004) investigated whether an increased Internet purchasing experience can reduce the degree of risk perceived by consumers. In this case, the Internet purchasing experience was measured by the number of online purchases, along with service bookings over the Internet. This research was undertaken based on 66 respondents and four purchase situations, which are high-involvement and low-involvement of goods and services, were also identified. That is to say, air ticket, insurance, toaster and mobile phone are used in this research. It is found that the Internet purchasing experience resulted in only a small reduction of risk.

According to these literatures (Srinivasan and Ratchford, 1991; Jarvenpaa and Todd, 1997; Vijayasarathy and Jones, 2000; Piers et al., 2004; and Doolin et al., 2005), it can be concluded that the Internet shopping experience has a significant impact on the degree of perceived risk. However, the degree might be varied depending on factors being used to gauge it. It seems to suggest that the factors of number of times consumers purchased products and services from the Internet, amount spent shopping online, and frequency of online purchases might also have the different effect on the level of consumers' risk perceived.

In essence, perceived risk is generally divided into six types, comprising of performance risk, physical risk, financial risk, social risk, psychological risk and time risk. However, this study is based on online shopping situation; only four types of perceived risk that were considered as a great concern by Internet shoppers were applied. In other words, performance risk, financial risk, psychological risk and time risk were the key risks.

References


Relationship Among Visitors' Demographic Characteristic, Spa Service Quality and Spa Purchasing Decision in Ayutthaya Province

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Abstract

The purposes of this study were to find out spa club visitors' prominent demographic characteristics (gender, age and income), the relationship among the characteristics, spa service quality (program, staffs and facilities) and spa service purchasing decision in spa clubs located in the center of Ayutthaya province. 251 people visiting 8 spa clubs in the center of Ayutthaya were accidentally selected as the samples of the study. Questionnaires were used to collect data for the study. Descriptive statistics and Chi-square test were used for the data analysis. The results of the study are the following.

251 visitors of 8 spa clubs in the center of Ayutthaya were divided into two groups in accordance with their genders. Most of them (64.90%) were female and the rest (35.30%) were male. Most of them (65.74%) were less than 30 years old, the rest (20.72%, 13.54%) were 30-40 years old and over 40 years old respectively. In terms of their income, most of them (42.23%) had monthly income less than 20,000 baht; the rest (35.46%, 22.31%) had monthly income 20,000-40,000 baht and over 40,000 baht respectively.

In terms of the relationship between spa service purchasing decision and demographic characteristics, it was concluded that the purchasing decision was significantly related to the visitors' gender and monthly income at .01 but not significantly related to their age. In term of the relationship between their purchasing decision and the perception of spa service quality, it was concluded that spa service purchasing was significantly related to spa club visitors' perception of satisfactory program service, staff service and also facility service at .01.

Keywords: Visitors, Spa service, service quality, purchasing decision

Introduction

Halbert, Dunn (1959), present about the conception of wellness that originate from his work where the place is U.S. physician. This concept discusses that concerning of wellness consolidate sense of well-being is from by spirit, mind, body and the environment. In addition, the protecting treatments are mainly from wellness spa and resort (Erfurt-Cooper and Cooper, 2009). Considering with the meaning of wellness tourism, the business of spa is a multiple mix in aspects of relaxation of business: travel, traditional therapy, food, leisure activities, and hydrotherapy in order to satisfy the needs of consumers. The thinking of spa has been developed from the pure definition of hydrotherapy to a health recreation activity that includes the creative activities of stress relieve project by natural resources used, as well as mix with nutritious and exercise, spiritual liberation, full body massage, relaxation, energy therapy, and food. Therefore, the benefit of wellness tourism is more wellness business than natural hot springs, the resulting in the needs for expanding spa houses and spa resorts. To sum up, the increasing of usual is composition of business, consumers, and remedies in the spa business as a worldwide phenomenon (Cohen, 2008). The adaptation of health awareness and the rising
importance on wellness among consumers appeared in the distinctive growth of the spa business.

As regarding from Smith, M.; Puczkó, L (2009), a tour of spa in a key from of wellness tourism, as well as the most services furnished include servicing of health-oriented called spa therapy (Erfurt-Cooper, P.; Cooper, M, 2009). Cohen (2008) illustrated that spa tour able to be classified to several types, although lots of them states in therapies stand on water resources and significant treatment and relaxation. For example, steam rooms, saunas, hot springs, and cool springs all of these is the therapy of mental and physical states. The several services present many definitions of spa, but the whole main concepts are improvement of happiness and health. The servicing of spa is depending on the local or natural resources such as weather, soil, cave and water quality for treatment that are properties treatment, moreover; the most spring therapies and traditional or spiritual massages are stay in Asian area of spa services (Puczkó, L.; Bachvarov, M, 2006).

In the beginning, spa business was entering in Thailand in 1992 by “The spa” at Koh Samui, so far, Thai spa business is alerted and popular in the way of acknowledge across the world in offering a blend between modern technology and Thai wisdom perfectly. The weather of Thailand and biodiversity accepts their people to take these huge natural resources to produce the unique of beauty care, health supplement product, and medical therapies which are not appear in anywhere. Currently, Thai spa business has increased and contributed enormously to national profit, there are proximately 1,436 spa business which have been certificated and registered by Minister of Health (DTN, 2010). Intelligent Spa (2009) refers there were people using spa service in Thailand around 3.3 million, component of 2.6 million foreigners and 0.7 million Thai people, thus, spa has been generated vaguely $268 million in earning and provided 10,600 works to the country. However, this business is contributing a large profit, Thai spa has less attention from both private sectors and government.

The big problem, for spa business in Ayutthaya is has to attract more customers both foreigner and Thais. That shows about the way to increase the sales in these businesses. Therefore, the more information of consumers’ demographics and satisfactory spa service quality will improve and increase income to spa businesses. Analysis of demographic as ultimate catagorisation tools, moreover; grouping customers base upon characteristics around organisations in order to better serving the needs of their customer. In term of marketing, it means selling product or service to the person more likely to purchase it base on their unique needs and preference (understandanalytics, 2015).

Nowadays, lacking of organising product standards and service quality or service response are discussed necessary in impulse to promote health business or spa business. Although various companies have the high product quality in the market, they are facing the problem with lacking of standard. In terms of staff, warm service and kindly people are basic demographics that are sensed by foreigners (Chieochankitkan, 2013), the sensed aspect is not enough to enlarge sales or create more competitiveness to the nation, including stimulate investment of private sector. Since trend of health and spa business are requiring a more hospitable and gentle approach, consequently, by relieving the service quality, it would impact both world class professionalism, and consumers, personnel and product qualities (Chieochankitkan, 2013).
Research Objectives
This is the research objectives in order to understand the factors which attract consumers' purchasing decision for spa in Thailand, and the research objectives are as follows:

1. To study characteristic of customers in spa clubs in Ayutthaya.
2. To study relationship between spa customers' characteristics and spa purchasing decision.
3. To study relationship between spa service quality and purchasing decision.

Literature review
Literature identified that spa in the world sale are increasing, especially in Thailand. Spas have initiated to provide several options to develop the spa experience by incorporating their treatments with beauty and pampering treatments. Hence, the spa industry has flourished. Selling spa in Thailand have grown up 201.2% from 52US$ million in 2002 to 155 US$ million in 2006 (Rossini, 2007). A number of spa industries in hotels and resorts have increased from 370 to 524 spas in 2006 to 2007 in Thailand where the place has become a major spa destination in Asia (Euromonitior international, 2008).

Demographic of spa
Kotler and Armstrong (1991) demonstrated that demographic is the individuality of mankind population. The significant demographic factors are marital status, age, gender, family life cycle, occupation, income, religion, education, nationality, race, social class, and family size. Various theory presents demographics are well-accepted and one of the most popular stands for customer and fragment market (Gronross, 2000; Bowie and Buttle, 2004).

Some of the necessary deviations among people who visit spa and the average Canada people found by the TAMS research continue compatible with other researches that have joined to history of spa goer, assembling a women's predominance (63.1%, but even superior when discussing both changeable at 67.4%) that are good educated (42.6% have a degree of university; 45.6% when discussing both changeable) and have the highest income of household ($85,105 USD). In addition, “visitors' spa were greatly expand in both outside activities culture and entertainment activities while on travels” (Lang Research Inc., 2007).

Anan Chieochankitkan (2013) describes that a sample of 162 people who is collected from Asia, which calculated for 39.23% of whole respondents, was perceived. Furthermore, the respondents were male for 46.91%. The age's respondents ranged from 21-60 years old; with the greatest age group was 33.33% of 31-40 years old, and the smallest group was 1.23% of people who has age over 60 years old. In part of income, the largest of respondent's income margin is 31.48% ($667-$1,000) and 27.78% ($1,001-$1,333). The respondents' Asian core objectives for trips to Thailand were 60.49% for relaxation, 17.28% for business, 11.73% for official objectives, and the smallest was 3.09% for conventions. In terms of tourist attraction in Thailand, the greatest group of Asian respondents was 74.69%, recognised islands, marine areas and beaches because their favored destination in Thailand, 40.74% for the cultural and historical sites, 34.57% for national forest parks and natural sites, and for 20.99% man-made tourist attractions, respectively.

Regarding the ISPA (International Spa Association), men presented 23% of spa visits and customer study determined that spa goers were 29% of men. Consequently, at percentage of
spa visits were 23 and 29% of spa goers – men go on represent an important sharing of market of spa. The ages between 16 and 24 of spa goers were at 14%, but the ages among 25-44 were more than half of spa goers. Men visit spa were a little more than a quarter (28%) of spa customer. The group of ages among 34-54 visit spas over 60% of market of spa, but the group of ages among 18:30 was growth. The visitor who graduated or higher was at 55% and income was less than $72,000; household. ISPA also followed data on the type of spa goers. The greatest number, 87% were Caucasian, despite African-Americans stand for 5% and customers of Asian decrease make up 4% (MediSpa Inc Confidential, 2015).

The decision-making process on spa

Bodoloi, 2013 found that almost of the process of making decision is from word-of-mouth that means the suggestion from friend is the most significant when choosing a spa. Consequently, trust plays a vital key for spa customers. Moreover, 23% of respondents illustrated that the staff’s attitude is the core necessary factor when consumers visit spa, following the most importance the anticipate factors is hygiene, atmosphere and treatments’ quality. Nearly bisection of the ability spa customers cited “not having enough time” as the key factor reason for presently not visiting spa.

According to the customer’s decision-making process, in relationship of the spa products, Hotelshcool (2007) describes that the number of international tourists in Thailand is anticipated to grow up every year., Thai government is proffering spa tourism of high quality but less cost than other countries. With this reason, the tourists have several chances to travel to Thailand. Consequently, Thai government is supposed to develop and promote Thai spa around the world in order to make Thai spa be the top of the world. Customer satisfaction is apparently the most concerned factor for spa proprietors because clients presently make decision in order that factor can mentally as well as physically fulfill their personal requirements. These are the needs for exact products and behaved services.

The service quality

Quality can explain consumer satisfaction. ISO (The International Organization for Standardization) pointed that quality can influence motivation in meeting needs (ISO, 1994a cited Chung, 1999). According to reliability, is referred to the agreement and reliable of the service. The services of spas and the products in Thailand, Thai spa has well-known for four unique. Initially, Thai spa practice staffs are spontaneously pleasant, always smiling, and service-minded. Next, most of Thai spas are decorated with Thai style. Thirdly, Thai massage’s techniques are unusual in the world. Lastly, products of exotic spa are broadening horizon to consumers (Thai Herbs, 2007). Besides, in the responsiveness, Dale (2003) claimed that the consumers’ attentiveness and the services’ readiness. There are several types of spas services: medical spas, day spas, health spas and the wellness spas, destination spas, and hotel and resort spas. In order to the Thai spas unique is back to nature themes and customer attractiveness for natural health and beauty spa is also cure with indigenous herbs. Healing of Thailand traditional is depended on using of herbal therapies (Phongvivat and Panadis, 2011). Additionally, assurance presents the suitable skill and knowledge used in the service, including the employees’ politeness, overall security, and trustworthiness. Spas in Thailand have improved
with the higher techniques such as aromatherapy and hydrotherapy (Thaiways, 2002). Owning to the steady rising in business of spa, the Government has created the regulation of spa role in order to protection for customers. This guarantee the highest potency and safety of the services, as well as Thai spa need to be certified by the Ministry of Public Health and registered as a “Certified spa” (Patin et al., 2009).

**Relationship between demographic and decision-making process in spa**

Chieochankitkan (2013) found that characteristics of the different influence of country had an impact to buying decision-making and service quality of customer. The relationship between service quality and residential area, along with decision behaviors, that was named ‘Tourism services in Greece’ (Tsiotsou and Vasioti 2006). The result proved an important dissimilarity among visitors from other residential areas. This is accepted by Lovelock et al., (2002) pointing that several demographics in an especially city of residence have huge necessary in buying decision making and fragmentation, as well as the service quality. They are taken as standard for the market segmentation and their character in consumer’s purchasing decision is remarkable and significant. Besides, the race has an essential impact on quality of service anticipation for skillfully services of part of the service quality dimensions.

There was no essential dissimilarity among their desires towards spa treatments with the income ranges of customers who served spa services in the Actice Beach Tourism Cluster, Thailand (Chieochankitkan, 2013). One plausible cause is consumers who visiting spa creation in this type are pretty high income or upper class as the spa remedies price is expensive. Consequently, for the consumer who purchase this spa category certainly the same income. It is recommended that spa business might put less discussion about the revenue of consumers relate with the desires toward treatment of spa, placed the spa treatment quality must create and meet their needs. To be accuracy, whole remedy expectation to compose of the friendly service preparation by treatment benefit obtained, spa therapist and specialty of treatments or outstanding. Thus, spa owner in this type supposed to accept that spa treatments fee need less concern or pricing strategy but spa treatment quality is considered initially (Chieochankitkan, 2013).

Other researches that agree this resulting include Stafford (1996) pointed the achievement of other type of quality of service in his research related with the demographic discriminatory of service quality in the banking industry. He presented that revenue was not essential as a discriminatory in this research, as well as bank did not make their strategy of market from income. The effect of demographics on appreciation in the research according with factors demographic impact on customer satisfaction in bank sector. The outcome displayed there was no necessary relationship among with the customer satisfaction and revenue variable (Anand and Selvaraj 2012).

**Relationship between service quality and decision making in spa**

The service area of Suan Sunandha Rajabhat University campus of Samut Songkhram, suggests an amount of spa service to students and staff, and is especially popular amongst the customer who lives in aboard. In each spa differ in terms of spa layout, location, service prices, and staff expertise that distinguish the spa shop recommending to consumers. Whole factors are probably influent the decision to purchase the service amongst clients (Uthasin, 2011). Clients concentrate on elements that dominance the option of the spa services: courteous
service, staff, price, no traffic issues, close to other shops, parking, affordable and satisfying spa service, customer care, including kindness service and able to understand consumer needs, as well as the property is clean (Klayson, 2016).

In decade years, apprentice, including researchers and managers, have concentrated more on the location of quality of service owing to their intense effect on business performance, customer satisfaction, profitability, lower costs and customer loyalty (Leonard and Sasser, 1982; Getz et al., 2001; Johnson and Anuchit Sirikit, 2002). It is accepted that quality of the service and satisfy customer are extremely related. It is agreed that the developed quality of service lastly heighten consumer loyalty level (Bolton and Drew, 1991; Lam and Zhang, 1999).

Research Methods

The population of study referred to the customers participating in 8 spa clubs during 2 to 8 October 2017. Those clubs are located in Ayutthaya center, Thailand. The researcher estimated all participants for a month from 8 spa clubs. The population was approximately 600 customers 150 people weekly. 240 samples were determined by using Yamane’s formula (Yamane, 1967) and selected by means of accidental sampling technique. Questionnaires were used to collect data. The questionnaire consists of three components:

(a) The first part referred to the respondents’ demographics (gender, age and income).
(b) The second part were items related to relationship between demographics and purchasing decision
(c) The Third part were items related to relationship between spa service quality and purchasing decision

The questionnaire was validated in term of content, format, language and feasible implementation by 3 experts specialized in research, measurement and tourism management. Regarding to this study objectives, the data analyses were divided into 3 parts; descriptive statistics were used for first part of the questionnaire. Chi-square test was used to find out the relationship among demographics, spa service quality and purchasing decision.

Results

Part 1 Spa club visitors’ demographic characteristics

<table>
<thead>
<tr>
<th>gender</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>88</td>
<td>35.30</td>
</tr>
<tr>
<td>Female</td>
<td>163</td>
<td>64.90</td>
</tr>
<tr>
<td>total</td>
<td>251</td>
<td>100</td>
</tr>
</tbody>
</table>

All respondents in Table 1 accidentally selected as the samples for this study were 251 visitors of 8 spa clubs in Ayutthaya. They were divided into two groups in accordance with their genders. Most of them (64.90 %) were female and the rest (35.30 %) were male.


2. Age

Table 2: Spa club visitors’ age

<table>
<thead>
<tr>
<th>age</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 30 years old</td>
<td>165</td>
<td>65.74</td>
</tr>
<tr>
<td>30-40 years old</td>
<td>52</td>
<td>20.72</td>
</tr>
<tr>
<td>over 40 years old</td>
<td>34</td>
<td>13.54</td>
</tr>
<tr>
<td>total</td>
<td>251</td>
<td>100</td>
</tr>
</tbody>
</table>

In accordance with table 2, it indicated that most of the respondents (65.74%) were less than 30 years old, the rest (20.72%, 13.54%) were 30-40 years old and over 40 years old respectively.

3. Income

Table 3: Spa club visitors’ monthly income

<table>
<thead>
<tr>
<th>Income (baht)</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 20,000</td>
<td>89</td>
<td>35.46</td>
</tr>
<tr>
<td>20,000-40,000</td>
<td>106</td>
<td>42.23</td>
</tr>
<tr>
<td>over 40,000</td>
<td>56</td>
<td>22.31</td>
</tr>
<tr>
<td>total</td>
<td>251</td>
<td>100</td>
</tr>
</tbody>
</table>

In accordance with table 3, it indicated that most of the respondents (42.23%) had monthly income less than 20,000 baht; the rest (35.46%, 22.31%) had monthly income 20,000-40,000 baht and over 40,000 baht respectively.

Part 2 Relationship between spa club visitors’ characteristics and spa service purchasing

Table 4: Relationship between spa club visitors’ gender and spa purchasing

<table>
<thead>
<tr>
<th></th>
<th>purchase</th>
<th>hesitate</th>
<th>not purchase</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n</td>
<td>%</td>
<td>n</td>
<td>%</td>
</tr>
<tr>
<td>male</td>
<td>30</td>
<td>34.09</td>
<td>18</td>
<td>20.45</td>
</tr>
<tr>
<td>female</td>
<td>100</td>
<td>61.35</td>
<td>30</td>
<td>18.41</td>
</tr>
<tr>
<td>total</td>
<td>130</td>
<td>51.79</td>
<td>48</td>
<td>19.12</td>
</tr>
</tbody>
</table>

χ² = 19.61**

**significant at .01

In accordance with table 4, it indicated that spa service purchasing was significantly related to spa club visitors’ characteristic of gender at .01. Most of female visitors (61.35%) had decided to purchase the service whereas the minor group of male visitors (34.09%) had decided to purchase.
Table 5: Relationship between spa club visitors’ age and spa purchasing

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Purchase n</th>
<th>%</th>
<th>Hesitate n</th>
<th>%</th>
<th>Not Purchase n</th>
<th>%</th>
<th>Total n</th>
<th>%</th>
<th>χ²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 30</td>
<td>100</td>
<td>60.61</td>
<td>30</td>
<td>18.18</td>
<td>35</td>
<td>21.21</td>
<td>165</td>
<td>100</td>
<td>1.66</td>
</tr>
<tr>
<td>31-40</td>
<td>35</td>
<td>67.31</td>
<td>10</td>
<td>19.23</td>
<td>7</td>
<td>13.46</td>
<td>52</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Over 40</td>
<td>20</td>
<td>58.82</td>
<td>7</td>
<td>20.59</td>
<td>7</td>
<td>20.59</td>
<td>34</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>155</td>
<td>61.75</td>
<td>47</td>
<td>18.73</td>
<td>49</td>
<td>19.52</td>
<td>251</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

In accordance with table 5, it indicated that spa service purchasing was not significantly related to spa club visitors’ characteristic of age. Most of the visitors with each group of ages (60.61%, 67.31 and 58.82) respectively had decided to purchase the service.

Table 6: Relationship between spa club visitors’ monthly income and spa purchasing

<table>
<thead>
<tr>
<th>Income Group</th>
<th>Purchase n</th>
<th>%</th>
<th>Hesitate n</th>
<th>%</th>
<th>Not Purchase n</th>
<th>%</th>
<th>Total n</th>
<th>%</th>
<th>χ²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 20,000</td>
<td>30</td>
<td>33.71</td>
<td>10</td>
<td>11.24</td>
<td>49</td>
<td>55.06</td>
<td>89</td>
<td>100</td>
<td>62.52**</td>
</tr>
<tr>
<td>20,000-40,000</td>
<td>85</td>
<td>80.19</td>
<td>10</td>
<td>9.43</td>
<td>11</td>
<td>10.38</td>
<td>106</td>
<td>100</td>
<td>df-4</td>
</tr>
<tr>
<td>Over 40,000</td>
<td>43</td>
<td>76.79</td>
<td>7</td>
<td>12.50</td>
<td>6</td>
<td>10.71</td>
<td>56</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>158</td>
<td>62.95</td>
<td>27</td>
<td>10.76</td>
<td>66</td>
<td>26.29</td>
<td>251</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

** significant at .01

In accordance with table 6, it indicated that spa service purchasing was significantly related to spa club visitors’ characteristic of monthly income at .01. Most of the visitors (80.19%, 76.79%) with monthly income of 20,000-40,000 and over 40,000 baht respectively decided to purchase the service whereas the minor group (33.71%) with monthly income less than 20,000 baht decided to do so.

Part 3 Relationship between spa service quality and spa purchasing

Table 7: Relationship between perception of program service and spa service purchasing

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>Purchase n</th>
<th>%</th>
<th>Hesitate n</th>
<th>%</th>
<th>Not Purchase n</th>
<th>%</th>
<th>Total n</th>
<th>%</th>
<th>χ²</th>
</tr>
</thead>
<tbody>
<tr>
<td>agree</td>
<td>130</td>
<td>72.63</td>
<td>30</td>
<td>16.76</td>
<td>19</td>
<td>10.61</td>
<td>179</td>
<td>100</td>
<td>75.66**</td>
</tr>
<tr>
<td>neutral</td>
<td>7</td>
<td>16.28</td>
<td>23</td>
<td>53.49</td>
<td>13</td>
<td>30.23</td>
<td>43</td>
<td>100</td>
<td>df-4</td>
</tr>
<tr>
<td>disagree</td>
<td>6</td>
<td>20.69</td>
<td>7</td>
<td>24.14</td>
<td>16</td>
<td>55.17</td>
<td>29</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>total</td>
<td>143</td>
<td>56.97</td>
<td>60</td>
<td>23.90</td>
<td>48</td>
<td>19.12</td>
<td>251</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

** significant at .01

In accordance with table 7, it indicated that spa service purchasing was significantly related to spa club visitors’ perception of satisfactory program service at .01. Most of the visitors
(72.63%) agreed with satisfactory program service decided to purchase the service whereas the minor groups (16.28%, 20.69%) with neutral and disagree perceptions respectively decided to do so.

**Table 8:** Relationship between perception of staff service and spa purchasing

<table>
<thead>
<tr>
<th>Satisfactory staff service</th>
<th>purchase n</th>
<th>%</th>
<th>hesitate n</th>
<th>%</th>
<th>not purchase n</th>
<th>%</th>
<th>Total n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>agree</td>
<td>141</td>
<td>85.97</td>
<td>11</td>
<td>6.71</td>
<td>12</td>
<td>7.32</td>
<td>164</td>
<td>100</td>
</tr>
<tr>
<td>neutral</td>
<td>7</td>
<td>14.58</td>
<td>33</td>
<td>68.75</td>
<td>8</td>
<td>16.67</td>
<td>48</td>
<td>100</td>
</tr>
<tr>
<td>disagree</td>
<td>6</td>
<td>15.38</td>
<td>7</td>
<td>17.95</td>
<td>26</td>
<td>66.67</td>
<td>39</td>
<td>100</td>
</tr>
<tr>
<td>total</td>
<td>154</td>
<td>61.35</td>
<td>51</td>
<td>20.32</td>
<td>46</td>
<td>18.33</td>
<td>251</td>
<td>100</td>
</tr>
</tbody>
</table>

**χ²**

| **185.68****<<** df =4

In accordance with table 8, it indicated that spa service purchasing was significantly related to spa club visitors’ perception of satisfactory staff service at .01. Most of the visitors (85.97%) agreed with satisfactory staff service decided to purchase the service whereas the minor groups (14.58%, 15.38%) with neutral and disagree perceptions respectively decided to do so.

**Table 9:** Relationship between perception of physical facility service and spa purchasing

<table>
<thead>
<tr>
<th>Satisfactory facility service</th>
<th>purchase n</th>
<th>%</th>
<th>hesitate n</th>
<th>%</th>
<th>not purchase n</th>
<th>%</th>
<th>Total n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>agree</td>
<td>120</td>
<td>75.00</td>
<td>30</td>
<td>18.75</td>
<td>10</td>
<td>6.25</td>
<td>160</td>
<td>100</td>
</tr>
<tr>
<td>neutral</td>
<td>17</td>
<td>28.33</td>
<td>33</td>
<td>55.00</td>
<td>10</td>
<td>16.67</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>disagree</td>
<td>6</td>
<td>19.35</td>
<td>8</td>
<td>25.81</td>
<td>17</td>
<td>54.84</td>
<td>31</td>
<td>100</td>
</tr>
<tr>
<td>total</td>
<td>143</td>
<td>56.97</td>
<td>71</td>
<td>28.29</td>
<td>37</td>
<td>14.74</td>
<td>251</td>
<td>100</td>
</tr>
</tbody>
</table>

**χ²**

| **87.60<<** df =4

In accordance with table 9, it indicated that spa service purchasing was significantly related to spa club visitors’ perception of satisfactory facility service at .01. Most of the visitors (75.00%) agreed with satisfactory facility service decided to purchase the service whereas the minor groups (28.33%, 19.35%) with neutral and disagree perceptions respectively decided to do so.
Discussion

1. Research question one: what are demographic characteristics of respondents visiting in 8 spa clubs in Ayutthaya?

It was found out those prominent demographic characteristics of respondents visiting in 8 spa clubs in Ayutthaya were gender, age and monthly income. Firstly, the majority (64.9%) of the visitors was female and the rest (35.1%) were male. Chieochankitkan (2013) also found that most of spa service customers (60%) were female whereas the rest (40%) were female (40%). Secondly, the majority (65.74%) of the visitors was under 30 years old, and the rest (20.72%, 13.54%) were 30-40 years old and over 40 years old respectively. Phongvivat and Panadis (2011) also found that spa visitors were mostly young with the age ranged between 25-32 years old. Thirdly, most (42.23%) of the spa visitors had monthly income between 20,000-40,000 Bath comparable to what Phongvivat and Panadis (2011) found out that the majority of spa customers’ income ranged 667-1,000 USD and 1,001-1,333 USD respectively. It was concluded that the three demographic characteristics of spa visitors indicated the visitors’ interest of spa service.

2. Research question two: were there relationship between demographics and purchasing decision on spa services in Ayutthaya?

In order to find out the relationship between prominent demographic characteristics and spa purchasing decision, Chi-square were used to determine relationship between those variables, including gender, age and monthly income and spa purchasing decision. The study found that spa service purchasing decision was related to spa visitors’ characteristic of gender and monthly income at .01. Clearly, Chieochankitkan (2013) found out that most of American people participating spa treatment were female. Moreover, Thompson and Kaminski (1993) found out that gender affected buying-decision on health’s products in USA. Also, people with moderate monthly income approximately 1,667-2,000 USD (31%) and 1,334-1,666 USD (20%) were likely to participate more spa treatment services. Nevertheless, this study found that that spa visitors’ characteristic of age was not significantly related to spa service purchasing decision. It could be inferred that young female visitors with the age under 30 years old and moderate monthly income between 20,000-40,000 Bath were most likely to be spa customers.

3. Research question three: were there relationships between spa service quality and purchasing decision on spa services in Ayutthaya?

In order to determine the relationships between spa service quality and purchasing decision, Chi square test was also used. In this study, spa service quality was referred to perception of program, staff and physical facility service quality. Also, level of purchasing decision included three levels: purchase, hesitate, and not purchase. It was found that that spa club visitors’ perception of program service, staff, and physical facility services were significantly related to spa service purchasing decision at .01. Chieochankitkan (2013), found that there was significant relationship between customers placed on the dimensions of spa service quality and the customers who used spa services in the Active Beach Tourism Cluster, Thailand. Moreover, spa service quality including staffs, and spa program treatment had a positive direct effect (via perceived value) on customers’ satisfaction, affecting to likely buying decision (Chieochankitkan 2013). Therefore, the findings mentioned indicated that spa service quality perceived by spa visitors could affect the spa visitors, purchasing decision. The more
service quality of programs, staff service and facility services, the more visitors were more likely to become spa customers.

**Recommendation**

1) Recommendation on visitors’ prominent demographic characteristics

Spa clubs should provide services relevant to visitors’ prominent demographic characteristics of gender and income especially the majority the visitors with those characteristics so that they will be able to encourage them make up their mind on purchasing services.

2) Recommendations on providing of better service quality

Customers’ satisfaction is very important for every business including spa service. So, spa clubs should improve the quality of program service, staff service and facility service so that they may be able to satisfy more visitors. Those are factors affecting the visitors purchasing decision. That is the feasible way to attract more customers to their business. They should keep in mind that the more customers, the more income and the more effective business they will have.

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Seasonality in Tourism in Thailand

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Abstract
Seasonality is a concept that is well studied and documented in the tourism literature. Being ubiquitous, all tourism enterprises and regions are impacted by seasonality whether severely or mildly. Seasonality causes the fluctuation in tourists and visitor numbers to a destination. Therefore, some destinations at certain times have more tourists and visitors than they are able to accommodate, while at other times, there are too few tourists and visitors to the country. With this, the objective of this study is to understand seasonality in tourism and how to cope with this effectively. This research is used qualitative by conducting an in-depth interview for 6 persons from various functions as management, front office, sales and marketing, guest experience and guests and analyzed data by using open coding and constant comparison analysis. The findings are strategic management plan, promotion, and marketing which are the key drivers of leisure tourism and business tourism.

Keywords: seasonality, strategy, hotel, Thailand, and marketing

Introduction
Tourism is one of the biggest and fastest growing industries in the world. It is increased Gross Domestic Product (GDP) as well as generate cash flow in the country. Also, maximizing employment rate that makes people have more jobs and a better standard of living. Tourism is a global business that is highly dependent on the seasonal changes in climatic conditions, economic activities as well as human behavior. That is why seasonality has become one of the most concern of global tourism industry.

Seasonality is counted as one of the most obvious characteristics of modernized tourism, and most destinations experience some kind of seasonal patterns. In academic terms, seasonality means an occasion in each season either summer, winter or rainy etc. These kinds of seasons have their characteristics and reasons why it is become offseason or peak season which brings seasonality to be considered.

Among many factors that influence tourism demand, seasonality is one of the most important. It can affect all aspects of supply-side behavior, finance, labor, and stakeholder operations. However, even it doesn't have a common or complete definition of seasonality, it could be said that seasonal concept in the tourism industry is an obvious characteristic that we may often see in the tourism industry. It may also mean a temporal imbalance in the phenomenon of tourism, which may be expressed in terms of dimensions of such elements as numbers of visitors, expenditure of visitors, traffic on highways and other forms of transportation, employment, and admissions to attractions. Seasonality causes the fluctuation in tourists and visitor numbers to a destination. Therefore, some destinations at certain times have more tourists and visitors than they are able to accommodate, while at other times, there are too few tourists and visitors to the region. Besides, there are many strategies that are used to address the effects of seasonality.
These include pricing strategies, diversifying the attraction, market diversification and seeking assistance from the government and industry bodies. Increasing the length of the tourist season and modifying the timing to school holidays are other strategies.

**Statement of problems**

There are a number of issues that make seasonality a difficult phenomenon to modify, not the least being that it has impacted upon all aspects of a destination, economic, social, cultural and environmental. Nowadays, it is essential to consider all of these issues when contemplating trying to change the seasonal pattern of tourism to a destination.

Combating seasonality is challenging and few places have managed to do this effectively over the long term. It is rarely possible to achieve such changes successfully at the destination level alone because successful intervention needs integrated efforts, not only with respect to airlines and other forms of transport but also with the full range of accommodation and other facilities being available throughout the year or the extended season. A destination will not appear attractive “out of season” if means of access are offered on an infrequent basis and only a limited range of opportunities and facilities are available compared to the traditional high season.

One of the unresolved problems associated with seasonality is how best to measure these temporal variations, whether they should be expressed in terms of bed nights, total numbers of visits, monthly income generated, or people employed. In most cases, total numbers of visitors or bed nights are used. Generally, the number of staying visitors is a better indication of the potential value of tourism and return on investment than simple tourist visits as the latter will include day visitors and cruise ship visitors who generally have lower daily expenditure and a concentrated spatial pattern of impact to a limited part of a destination.

**Research objectives:**

1. To study the seasonal variations in tourism and advantages of understanding seasonality in tourism.
2. To examine the main challenges of seasonality causes to accommodation sector and to local communities at a destination.
3. To comprehend issues behind causes of seasonality in tourism.
4. To understand management strategies applied by tourist industry to cope up with the seasonality in tourism.
5. To uncover the issues responsible for seasonality of tourism in Thailand.

**Literature review**

The literature review is an essential part of any kind of study as it shows the knowledge and awareness of the relevant work of others. This chapter includes effects of seasonality and cause of seasonality.

**Effects of seasonality** - The benefits and the impacts of tourism are quite spread in the literature with a lot of controversy amongst scholars about whether the negative effects overcome the positive. Most studies concentrate on the economic and socio-cultural impacts, and only a few discuss the ecological effects, with most of them analyzing the pressure generated up to the environment because of overcrowding and overuse of natural resources during the peak seasons. It is of high importance to note that destinations that “specialize only
in a single type of tourism\(^{-1}\) and those that present the phenomenon of mass tourism have the higher impacts of seasonality. It is interesting how effects can be positive and negative at the same time. For instance, tourism increases employment opportunity and thus the household income, but there might be also an increase in the cost of living during the peak seasons. The positive economic impact, in this case, is strongly linked with a negative social effect of employment of immigrant workforce and a positive which is the improvement in life quality of local residents, but we cannot be sure how much life quality improves as there is the negative effect of waste production, water consumption, and resource use.

**Cause of Seasonality**. The universal cause of seasonality, in general, is the movement of the earth around the sun. This can be magnified or diminished by the inclination of the earth towards the sun, and for specific places, the location, particularly the latitude, of a particular place on the earth. Seasonality, in terms of the three conventional seasons (Summer, Rainy, and Winter) is reflected in varying amounts of sunshine, rainfall, cloud cover, hours of daylight, and perhaps above all, temperature. These factors in turn influence and control the growing season for plants of all types and the breeding patterns of wildlife, both terrestrial and marine. For many centuries, these seasons controlled or at least heavily influenced the pattern of human existence and activity, for example in agriculture and fishing communities in particular. These factors can be combined as "natural" causes of seasonality. Increasingly, however, humankind has imposed its own patterns of behavior, including temporal constraints on human activities, and these influences are best termed "institutional" or social, in that they are created and established by human social, political, religious, and economic agencies.

**Methodology**

For this research, a qualitative method is applied. The qualitative research method is a type of social science research that collects and works with non-numerical data and that seeks to interpret meaning from these data that help us understand social life through the study of targeted populations or places. It aims to help for understanding the social world in which we live and why things are the way they are. To approach the participant, the researcher contacted them by calling and asking their available date, time and invite them to the hotel in order to do the interview process. The technique that was applied in this research was an in-depth interview. The in-depth interview is a qualitative method of analysis, which proceeds as a confidential and secure conversation between an interviewer and a respondent. Twenty-five people were distributed via email and call, of which only 6 answered. So, these six interviews were conducted in person during the fourth week of June 2017, sitting in quiet places in the hotel area.

**Data Analysis**

Transcribing of an interview is creating a written text of the interviews. This step includes bringing together all of the information gathering approaches into one written form that it could be read or understood. Also, interviews were transcribed and used for analysis. The study tried to gain an insight of the perception and strategies to face with seasonality tourism in Thailand with efficiency and effectiveness. Moreover, using constant comparison or coding process is a key to analysis data. Open coding is to review all the field notes, summary sheets, transcripts and other documentation. Allocating codes to the various statements and sections of
reports is meaning that making sections of data and giving them labels or name. To perform the constant comparison analysis by following methods, first, the researcher read through all data. Second, select a passage of text. Third, the researcher has to color marker on phrases of the data and assign a “code”. Last, all codes are combined by similarity and a theme is identified and documented based on each grouping.

The major challenge of data coding is to think about the data in a way that not only takes into account the informant’s perspective but also reveals hidden meanings of the informant’s text. With this, content analysis is also involved. Content analysis can categorize of verbal interview data in order to purpose of classification, summarization, and tabulation. Besides, content analysis is an attempt to quantify qualitative data by noting (frequency of words) that the research had experienced and interviewed with the informants.

Discussions and Conclusion

The themes of seasonality in tourism in Thailand which can divide to two aspects are strategic management plans, promotion, and marketing. The key findings from this research are promotion and marketing which is a key driver of leisure tourism and business tourism. Besides, Strategic planning by management team should be taken into account.

Strategic management plan - There are a number of issues that make seasonality a difficult phenomenon to modify, not the least being that it has impacted upon all aspects of a destination, economic, social, cultural and environmental. In an era of declared sustainability, it is essential to consider all of these issues when contemplating trying to change the seasonal pattern of tourism to a destination. Combating seasonality is a difficult task and few places have managed to do this effectively over the long term. It is rarely possible to achieve such changes successfully at the destination level alone because successful intervention needs integrated efforts, not only with respect to airlines and other forms of transport but also with the full range of accommodation and other facilities being available throughout the year or the extended season. A destination will not appear attractive “out of season” if means of access are offered on an infrequent basis and only a limited range of opportunities and facilities are available compared to the traditional high season.

Secondly, what is being tasked is to change peoples’ leisure behavior. Tourism (as a part of leisure) is essentially about freedom of choice (in destination selected, in activities engaged in, in time of engagement in tourism) and potential tourists are not likely to accept being forced to change their behavior.

Thirdly, not all parties/stakeholders may desire year-round or non-seasonal tourism. A “rest” season from tourism is often welcomed by residents, especially those who are not directly involved in the tourism industry, however supportive of tourism in principal they are. Ignoring this is likely to result in opposition to changes in tourism and even create a negative attitude among some segments of the resident population and even some tourism operators (especially niche operators offering a season-specific product that may be vulnerable to overuse).

Fourthly, in some destinations, year-round tourism may represent a serious problem to the ecology in terms of wildlife and vegetation with no respite from visitors and their actions and thus no time for breeding or re-growth and self-restoration from wear and tear. This, in turn, could reduce the appeal of the destination if the natural environment is a major factor in its attractiveness.
Finally, an off-season can represent a time for refurbishment, repair, and replacement of facilities, infrastructure, and attractions. If this does not exist, then a deliberate “close” season may have to be introduced.

**Promotion and marketing**  - Seasonality cannot be totally eliminated, mostly because of the reasons holidaymakers decide to travel, but there are some strategies that can be followed in order to reduce this phenomenon. There are four principal strategies for managing seasonality: changing the product mix, market diversification, differential pricing and encouragement/facilitation by the state of the staggering of holidays.

Although many would believe that the main goal of price differentiation is to maximize profits, differentiation strategy aims in increasing demand during the off-peak season by offering promotional pricing and group booking offers, control the operational costs of the business or even avert its closure during the low demand season. Another strategy that can be used is the so-called diversified attraction. Its main purpose is to promote tourism products in order to increase visitation and business in low periods, attract different market segments, expand operational season and encourage travelers to stay in the off-season. This strategy can be achieved through diversification into niche product or service areas, the development of the local environment and introduction of new products such as festivals, special events, holiday packages etc. Market diversification refers to marketing campaigns to attract new or alternative markets in different seasons, work closely with tour operators or travel agents to sell product/service and determinate the optimal segment mix. Finally, the government must participate in the management response towards seasonality as the destination-focused strategies cannot maintain all the costs of infrastructure, development of attractions, and promotion and marketing.

However, for the recommendations of this aspect, the researchers have chosen to emphasize three main strategies with implementation, as presented in the table of recommendations below.

**Recommendations**

**Table 1**: Strategies for addressing seasonality in tourism

<table>
<thead>
<tr>
<th>Management Strategies</th>
<th>Implementation by tourism industry</th>
</tr>
</thead>
</table>
| Differential Pricing  | • Seasonal (or promotional) pricing (e.g. discount or free offers)  
                           • Closure of business in off-peak season  
                           • Group booking offers |
Table 1: Strategies for addressing seasonality in tourism (Cont.)

<table>
<thead>
<tr>
<th>Management Strategies</th>
<th>Implementation by tourism industry</th>
</tr>
</thead>
</table>
| Diversified Attraction (changing the product mix) | • Introduction or development of festivals and events  
• Facility or structural development (e.g. public transport, public amenities)  
• Service level differentiation (reducing opening times in low season)  
• Offering off-season holiday package |
| Market Diversification | • Marketing campaigns to attract different markets in different seasons (a multi-segment approach) |

Source: Created by author

However, to better understand market segmentation and the motivations of tourists can assist in the development of a product or marketing approach that will encourage greater visitation during the low season.

Table 2: Promotion and Marketing of seasonality

<table>
<thead>
<tr>
<th>Promotion and Marketing</th>
<th>Implementation by tourism industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extending the season</td>
<td>• The most common action is to attempt to lengthen the main season at a destination, most often by reducing prices charged for accommodation and services in the months immediately before and after the peak season. The goal is to increase the attractiveness of the existing offerings through price reduction, thus attracting a wider market</td>
</tr>
<tr>
<td>Offering different attractions out of season</td>
<td>• If it is not possible to attract people out of peak season, perhaps because key attractions are only available during that time of year (e.g. Songkran festival), then a destination may decide to offer different and additional attractions apart of the peak season. Importantly, these attractions will not be dependent on weather conditions; it can be indoor attractions or events.</td>
</tr>
</tbody>
</table>


**Table 2:** Promotion and Marketing of seasonality (Cont.)

<table>
<thead>
<tr>
<th>Promotion and Marketing</th>
<th>Implementation by tourism industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revamping the destination</td>
<td>• A destination may decide to change its image, facilities, and market completely in order to attract a new market. This step is required extensive redevelopment of the destination, major investment, and promotion. This new attraction has to be capable of drawing people throughout the year to pay for the high cost of development.</td>
</tr>
</tbody>
</table>

**Source:** Created by author

**Limitations of the research**

A significant limitation of the research was the short time period available for fieldwork. Another limitation was the small sample size of respondents, thus the results presented in this study might not be representative and/or applicable to the whole hotel industry. Finally, some of the informants were quite concerned to share their information regarding seasonality. That is why the names of individual are confidential in terms of commitment given by the researcher.

**Future Research** - Even some strategies may receive from various departments, it may useful to know what they think about seasonality. Then the reader should adapt and get more details of individually strategies for matching and choosing the most fitted one to apply with the organization with concerning of economic, location, climate, environments, and culture. Besides, talking with a community or local people also important in order to let them involve and find out more solutions to handle with seasonality. In particular, environmental and social factors should be included in the economic decision processes in relation to seasonality as well.

**References**


Service Marketing Mix Affecting to Gastronomic Tourism Motivation in Ayutthaya, Thailand

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Abstract
This paper aims to examine service marketing mix affected to gastronomic tourism motivation, destination is Ayutthaya Province where the local food and dessert are the main motivating factors for travel. The questionnaire was conducted from tourists who travelling to Ayutthaya refer to food and beverage trip. A total of 400 individuals responded to the online survey. Data were tested by using t-test statistical analysis, One-Way ANOVA and Pearson correlation and multiple regression analysis. The results of this study showed that the majority was female, between the ages of 19-35 years old, single, bachelor degree. The average monthly income of 18,001-36,000 baht and all the 7Ps marketing mix components had a positive relationship with the tourist's motivation and, among the marketing mix components; product had the largest impact on the tourists’ motivation. And in terms of motivation to tourists, the highest result was food quality (taste and cleanliness), uniqueness of local foods and popularity of restaurants.

Keywords: gastronomy tourism, service marketing mix, motivation, Ayutthaya

Introduction
Ayutthaya Province, Thailand is the world's heritage town which is rich of tourism resources such as culture, history, ways of life, tourist attractions etc. Moreover, it is the city known for the popular cuisine. And the trend of gastronomic tourism is increasing and becoming popular. This is the city-destination that offers unique and diverse gastronomy such as charcoal grilled river prawn (kung-mae-naam-pao), the authentic styled rice noodle soup (kouy-tiew-rue) and a candy floss wrapped with roti flour (roti-saai-mai).

Nowadays, gastronomic tourism or culinary tourism is the main motivating factors for travel and plays an important role in the way tourists experience the destination as it reflects the culture and the ways of local people’s life of the city and memorizes an enjoyment when travelling. It is the huge market segment in Ayutthaya which affecting and relating to other various business.

The TAT states that in 2016, the number of travelers traveled to Ayutthaya was 7,204,278; Thai 5,390,323 and foreigners 1,813,955. And on average, they spent around 438.93 baht per person per day on food and beverage; foreigners spent around 526.80 baht and Thai spent around 409.77 baht per person per day with almost half (49.65%) of their travel budget going towards food-related activities such as meals and local food products.
### Table 1: Revenue (Million Baht)

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor</td>
<td>2,930.58</td>
<td>2,785.40</td>
</tr>
<tr>
<td>Thai</td>
<td>2,013.76</td>
<td>1,902.07</td>
</tr>
<tr>
<td>Foreign</td>
<td>916.82</td>
<td>883.33</td>
</tr>
</tbody>
</table>

**Source:** TAT 2017

### Table 2: Average Expenditure (Baht/Person/Day)

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor</td>
<td>1,886.29</td>
<td>1,835.94</td>
</tr>
<tr>
<td>Thai</td>
<td>1,718.37</td>
<td>1,670.15</td>
</tr>
<tr>
<td>Foreign</td>
<td>2,392.27</td>
<td>2,322.36</td>
</tr>
</tbody>
</table>

**Source:** TAT 2017

### Table 3: Revenue (Million Baht)

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Foreign</td>
<td>916.82</td>
<td>883.33</td>
</tr>
</tbody>
</table>

**Source:** TAT 2017

### Objectives

1. To study the affect of service marketing mix to gastronomic tourism motivation in Ayutthaya.
2. To suggest service marketing mix strategies for gastronomic tourism in Ayutthaya.

### Literature Review

**Gastronomic Tourism**

Gastronomic tourism is the combination of a place’s nature, culture, service, facilities, access, good hospitality and uniqueness (Termsak Singsomboon, 2014).

Gastronomy tourism is a new trend around the World. Italy, France, and Thailand have become very popularly with their cuisines and attracted many tourists (Karim & Chi, 2010).

As the motivation of the tourist revolves around food, experiencing new tastes, and exploring the history or culture becomes gastronomic tourism (Hall and Sharples, 2003; cf. Chaney & Ryan, 2012).

As long as gastronomy tourism are attracting tourists, the cuisines of countries or regions will take an important place in destination marketing management (Baran & Batman, 2013 cited in Berrin Guzel and Müge Apaydin).
According to Cañizares & Guzmán (2011) suggested that strategies should be designed and developed to promote gastronomy as one of the city's chief tourist attractions. Good tourism management based on initiatives such as the creation of culinary routes could be an alternative for implementing strategies aimed at the social and economic development and promotion of particular areas.

Food is more than a nourishment, it is also a part of the local culture, a tool for agricultural and therefore economic development and a local aspect influenced by the eating behaviors of the tourists (Hall & Mitchell, 2001).

**Service Marketing Mix**

Service Marketing Mix means marketing factors influencing tourists' motivation when taking gastronomic tour in Ayutthaya. This study focuses on seven aspects; 7Ps: Product, Price, Place, Promotion, People, Process, and Physical Evidence.

McCarthy (1978) first devised marketing mix into four broad elements, the 4Ps: Product, Promotion, Price, and Place. The 4Ps marketing principal is a set of marketing tools and works well and is useful for goods or tangible products (Kotler, 2003).

Lovelock & Wright, (2002) said that characteristic of service performances involving customers requires other strategic factors. However, Booms and Bitners (1981) suggested three additional Ps; Process, People, and Physical Evidence, which are most applicable for service industries. The service marketing mix known as 7Ps has been introduced to strengthen the service industry.

The 7Ps components are Product, Price, Place, Promotion, People, Process, and Physical Evidence. The details are as follows:

**Product:** This service marketing mix factor is about food, which includes all components of the service performance; taste, famous, unique and hygiene that a person receives in an exchange. A development of a product helps keeping a product constantly attractive by improving its existing characteristic and quality or adding some new features to satisfy both existing and new consumers (Lovelock & Wright, 2002).

**Price:** This service marketing mix factor affected to tourists' food buying decision. Price is the money that tourists are willing to pay for product that satisfies their expectation. An appropriate pricing makes consumers feel worthy to buy and then make decision to purchase.

**Place:** Lovelock & Wright (2002) state that Place refers to having the right product or service in the right location at the right time. The business owner has to decide when, where, and how to deliver services to customers. Additionally, place includes the various activities which business owner undertakes to make their product accessible and available to target customers (Kotler 1997).

**Promotion:** Promotion is a marketing strategy that happens between a business and its customers to create attitudes and purchasing behaviors. To achieve this objective, most business providers perform different activities depending on the type of products, customers or competitors (Prattana Thongplean, 2012).

**People:** Staff or Employee are an essential element of the marketing mix. Customers often judge the quality of the service they receive based on their assessment of the people providing the service (Lovelock and Wright, 2002). The skilled and motivated staff in supporting and advising customers, helps customers satisfy, thus, it creates a competitive advantage for their business over its competitors (Kotler and Armstrong, 2004).
**Process:** The effectiveness process management and well-designed work process will help business work flow when delivering the service or goods. And prevent for disadvantage in the business.

**Physical Evidence:** Physical evidence is a way to present the aspects of place and product that are particular to service purchases. It refers to all the physical elements that a customer of a service might come across (Prattana Thongplean, 2012).

**Gastronomic Tourists Motivation**
Maslow (1970) states that the needs must be understood not to be exclusive or single determiners of certain kinds of behavior. An example may be found in any behavior that seems to be physiologically motivated, such as eating, sexual play, or the like. Most behavior is over determined or multimotivated. Within the sphere of motivational determinants any behavior tends to be determined by several or all of the basic needs simultaneously rather than by only one of them.

Hall and Sharples (2003); also, Chaney & Ryan (2012) state that as the motivation of the tourist revolves around food, experiencing new tastes, and exploring the history or culture becomes gastronomic tourism.

Matilda Brokaj (2014) states that local food is an authentic experience. Food served in ethnic restaurants is a totally different experience in comparison with the food that one eats at home. Culture of the area and environment in which people eat is an authentic experience.

According to Wang (1999) when individuals eat food at home, they are living in an ordinary life. When people eat local food in a local area, they have an authentic and original experience. As a result, authenticity depends on environment, time, local setting, the process of cooking, and local people who prepare food.

According to the Smith & Costello’s study (2009) food-focused tourists travel as couples, have higher education, spend more than other cultural tourists, stay longer and accommodate in hotels and, the main motivations for them are to have the opportunity for rest, relaxation, and personal indulgence.

Food tourism is the visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel (Halland Sharples, 2003).

According to Hall & Mitchell (2002) said that food tourism occurs only when the food of a place acts as a primary motivator to travel to the destination.

**Research Methods**
In order to answer the research objective and understand how service marketing mix effecting to gastronomic tourism motivation in Ayutthaya Thailand, quantitative research method was chosen to use in this study.

**Sample**
The population was 400 tourists traveling to Ayutthaya Province Thailand during 1-10 October 2017. Questionnaires were used to collecting data. 400 samples were determined by using Yamane’s formula (Yamane, 1967). A list of questions that are made in the form of
closed-end questionnaire consists of three components; Demographic information, the level of significance of service marketing mix information and the level of Tourists' motivation.

Research Tool
To analyze the effect factor of service marketing mix as free variables of tourists' motivation, this study using five level of Likert Scale in order to rate the level of significance or insignificance. The answer was given a score of 1 to 5, extremely important (5) to not important (1). And to know tourists' motivation on gastronomic tourism in Ayutthaya, the way the measurement was to confront a respondent with a question and then asked to give answers; The answer was given a score of 1 to 5; Strongly agree, agree, undecided, disagree, and strongly disagree.

Data collection
The data were collected from 2 sources;
1. Secondary Data
   Data sources were obtained from documents, such as academic researches, documents, textbooks, journals, and magazines as well as from media, such as electronic media.
2. Primary Data
   Data were collected from survey research through the questionnaire. This samples were tourists traveling for Ayutthaya foods.

Data Analysis
Regarding to this research, the statistical methods and the data analysis was divided into 2 parts;
1. The descriptive statistic was used for the first part of the questionnaire; Percentage, Mean and Standard Deviation, to find out the relationship among service marketing mix and gastronomic motivation.
2. The Inferential Statistic was used to analyze the both hypothesis;
   2.1 Chi-square test was used to find out the Demographic Characteristic.
   2.2 Multiple Regression was used to find out the service marketing mix affecting to gastronomic tourism motivation.

Results
This research results were the empirical research using questionnaire to presented the data of service marketing mix affecting to gastronomic tourism motivation. The results are divided into 4 parts. Part 1 is Demographic information. Part 2 is the level of significance of service marketing mix information of gastronomic tourism in Ayutthaya. Part 3 is the level of Tourists' motivation of gastronomic tourism in Ayutthaya. Part 4 is the Assumptions.
<table>
<thead>
<tr>
<th>General Information</th>
<th>Number (n=400)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>181</td>
<td>45.25%</td>
</tr>
<tr>
<td>Female</td>
<td>219</td>
<td>54.75%</td>
</tr>
<tr>
<td><strong>2. Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 19 years old</td>
<td>84</td>
<td>21%</td>
</tr>
<tr>
<td>Between 19-35 years old</td>
<td>137</td>
<td>34.25%</td>
</tr>
<tr>
<td>Between 36-60 years old</td>
<td>120</td>
<td>30%</td>
</tr>
<tr>
<td>Over 60 years old</td>
<td>59</td>
<td>14.75%</td>
</tr>
<tr>
<td><strong>3. Marriage Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>312</td>
<td>78%</td>
</tr>
<tr>
<td>Marriage</td>
<td>75</td>
<td>18.75%</td>
</tr>
<tr>
<td>Divorce</td>
<td>13</td>
<td>3.25%</td>
</tr>
<tr>
<td><strong>4. Nationality</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thai</td>
<td>58</td>
<td>14.5%</td>
</tr>
<tr>
<td>French</td>
<td>61</td>
<td>14.5%</td>
</tr>
<tr>
<td>English</td>
<td>42</td>
<td>15.25%</td>
</tr>
<tr>
<td>German</td>
<td>23</td>
<td>10.5%</td>
</tr>
<tr>
<td>Italy</td>
<td>12</td>
<td>5.75%</td>
</tr>
<tr>
<td>American</td>
<td>18</td>
<td>3%</td>
</tr>
<tr>
<td>Japanese</td>
<td>19</td>
<td>4.5%</td>
</tr>
<tr>
<td>Korean</td>
<td>15</td>
<td>3.75%</td>
</tr>
<tr>
<td>Chinese</td>
<td>56</td>
<td>3%</td>
</tr>
<tr>
<td>Russian</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>5. Education Level</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lower than Bachelor's degree</td>
<td>89</td>
<td>14%</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>3</td>
<td>63%</td>
</tr>
<tr>
<td>Master's degree</td>
<td>52</td>
<td>22.25%</td>
</tr>
<tr>
<td>Doctoral degree</td>
<td>44</td>
<td>0.75%</td>
</tr>
<tr>
<td><strong>6. Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students/University Students</td>
<td>172</td>
<td>13%</td>
</tr>
<tr>
<td>Business Owner</td>
<td>37</td>
<td>11%</td>
</tr>
<tr>
<td>Government Officer</td>
<td>11</td>
<td>21%</td>
</tr>
<tr>
<td>Officer</td>
<td>84</td>
<td>43%</td>
</tr>
<tr>
<td>Retired</td>
<td>152</td>
<td>9.25%</td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7. Monthly Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 18,000 Baht</td>
<td>67</td>
<td>2.75%</td>
</tr>
<tr>
<td>Between 18,001 – 36,000 Baht</td>
<td>97</td>
<td>21%</td>
</tr>
<tr>
<td>Between 36,001 – 72,000 Baht</td>
<td>68</td>
<td>38%</td>
</tr>
<tr>
<td>Over 72,001 Baht</td>
<td></td>
<td>16.75%</td>
</tr>
</tbody>
</table>

This research found that different demographics variables affected to the different tourists’ motivation on gastronomy. The research also found that a number of tourists, which
study Bachelor degree, is higher than a number of tourists, which study under Bachelor degree. Moreover, different income of tourists affected to difference of tourists’ motivation on gastronomy in Ayutthaya Thailand as significant difference level of 0.05. Overall, the relationship of gender, ages, nationalities, marriage status, and occupation are not significant difference with motivation factors. So, they will not affect to tourists’ motivation on gastronomy.

Table 5: Mean, Standard Deviation of Service marketing mix factors

<table>
<thead>
<tr>
<th>Service marketing mix factors</th>
<th>( \bar{x} )</th>
<th>S. D</th>
<th>Level of significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Product</td>
<td>4.51</td>
<td>0.487</td>
<td>Extremely Important</td>
</tr>
<tr>
<td>2. Price</td>
<td>4.25</td>
<td>0.536</td>
<td>Extremely Important</td>
</tr>
<tr>
<td>3. Place</td>
<td>4.34</td>
<td>0.534</td>
<td>Extremely Important</td>
</tr>
<tr>
<td>4. Promotion</td>
<td>4.42</td>
<td>0.529</td>
<td>Extremely Important</td>
</tr>
<tr>
<td>5. People</td>
<td>3.27</td>
<td>0.656</td>
<td>Very Important</td>
</tr>
<tr>
<td>6. Process</td>
<td>3.84</td>
<td>0.546</td>
<td>Important</td>
</tr>
<tr>
<td>7. Physical Evidence</td>
<td>3.31</td>
<td>0.583</td>
<td></td>
</tr>
</tbody>
</table>

In term of service marketing mix factors, it shows that service marketing mix factors is at the level of extremely important. The extremely important elements are Product, Price, Place and Promotion. The very important element is Process. And the important elements are People and Physical Evidence.

Table 6: Mean, Standard Deviation of Tourists’ motivation, \( \bar{x} \)

<table>
<thead>
<tr>
<th>Tourists’ motivation</th>
<th>( \bar{x} )</th>
<th>S. D</th>
<th>Level of Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Uniqueness of Local Food</td>
<td>4.82</td>
<td>0.645</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>2. Reasonable and inexpensive prices</td>
<td>3.56</td>
<td>1.041</td>
<td>Agree</td>
</tr>
<tr>
<td>3. Food Quality (Taste and Cleanliness)</td>
<td>4.67</td>
<td>0.728</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>4. Differences of Food Image</td>
<td>3.69</td>
<td>0.851</td>
<td>Agree</td>
</tr>
<tr>
<td>5. Popularity of Restaurant</td>
<td>4.79</td>
<td>0.712</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>6. Social Media</td>
<td>3.74</td>
<td>0.872</td>
<td>Agree</td>
</tr>
<tr>
<td>7. Brand Loyalty</td>
<td>3.43</td>
<td>0.690</td>
<td>Agree</td>
</tr>
<tr>
<td>8. Reliability</td>
<td>3.63</td>
<td>0.757</td>
<td>Agree</td>
</tr>
<tr>
<td>9. Service Quality</td>
<td>3.53</td>
<td>1.003</td>
<td>Agree</td>
</tr>
<tr>
<td>10. Restaurant Location</td>
<td>3.59</td>
<td>1.029</td>
<td></td>
</tr>
</tbody>
</table>

According to Table 6 above, it shows that food quality (taste and cleanliness), uniqueness of local foods and popularity of restaurants are at the level of strongly agree. And the agreement elements are reasonable and inexpensive prices, differences of food image, social media, brand loyalty, reliability, service quality and restaurant location.
In accordance with table 7 above, then be explained that service marketing mix factors affected to gastronomic tourism motivation in Ayutthaya Thailand with the level significant difference of 0.05. Discussion in each factor.

Firstly, the Product factor is positive (Beta = 0.224). This showed that service marketing mix factor in term of Product affected to gastronomic tourism motivation in Ayutthaya Thailand as significant difference. Thus, if service marketing mix factor in term of Product changes, it will make gastronomic tourism motivation in Ayutthaya Thailand changes also.

Secondly, the Promotion factor is positive (Beta = 0.150). This showed that service marketing mix factor in term of Promotion affected to gastronomic tourism motivation in Ayutthaya Thailand as significant difference. Thus, if service marketing mix factor in term of Promotion changes, it will make gastronomic tourism motivation in Ayutthaya Thailand changes also.

Lastly, the Place factor is positive (Beta = 0.110). This showed that service marketing mix factor in term of Place affected to gastronomic tourism motivation in Ayutthaya Thailand as significant difference. Thus, if service marketing mix factor in term of Place changes, it will make gastronomic tourism motivation in Ayutthaya Thailand changes also.

**Conclusion and Discussion**

1. The results of this study showed that the majority was female (54.75%) and the biggest group are Thai (24%), most of them are between the ages of 19-35 years old (34.25%). And most of them are single (78%), Their educational level are mostly (63%) Bachelor Degree. Regarding occupations, most of them (43%) were officers. The average monthly income are 18,001-36,000 baht (38%).

2. Factors of service marketing mix that influence in gastronomic tourism motivation; the majority was product and followed promotion, place, price, physical evidence, process and people. Product found that the tourists were the highest influenced by quality food.
Promotion found that the tourists were the highest influenced by social media. After that was place that strongly influenced by convenient park, followed price found that the tourists were the highest influenced by distinct price. Next, physical evidence factor tourists were strongly attracted by comfortable traffic, moreover; process influenced tourists in part of effective order and payment. People, last, tourists were motivated by quality of staff.

3. The highest motivation of gastronomic tourism result that was food quality (taste and cleanliness), uniqueness of local foods and popularity of restaurants.

**Recommendations**

1. Restaurants in Ayutthaya can apply the results of this research, in term of effect of service marketing mix especially product promotion place and price, to motivate and attract gastronomic tourism in Ayutthaya.

2. Restaurants in Ayutthaya can apply the results of this research in term of service marketing mix affecting to gastronomic tourism motivation visiting to Ayutthaya Thailand as development strategies to improve and increase Business food in Ayutthaya.

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Prattana Thongplean, (2012). Service Marketing Mix Factors Affecting Customers’


Service Quality in Thailand 4.0

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Abstract

Development of service quality in the Thailand 4.0 is a response to the government's policy to develop the service sector to improve stability, prosperity and sustainability in order to respond to the needs of customers and the development of business organizations continuously. The study was divided into 3 parts: Part 1 The study of information relating to Thailand 4.0 model which consists of government policies for moving toward an innovation-driven economy, and the Creative Industry, culture and high-value service. Part 2 Information on service quality in the service sector includes information on quality of service, evaluation of service quality and previous research about customer's expectation and service quality perception and part 3 Service Quality Analysis in Thailand 4.0 was a synthesis of information related to the development of service quality. The efficiency and effectiveness of the organization as follows: 1) The operation of the service sector should be consistent with government policies and the corporate policy of the service sector, 2) The development of personnel to be effective service providers and of good service mind. To provide services in business sector that is tangible and sustainable, 3) The satisfaction of customer service quality is the survey of service quality expectation and perceived quality of service to be consistent in the same way, to create a sustainable service, 4) Technology development to respond to customer needs. By accessing the Internet, it is fast and easy to obtain and the information or images displayed in the PR must be consistent with the actual service and 5) Technology development in the business organization for effective management is to support the work of document storage. The information that has been gained by the organization must be used as a communication tool to be shared with PR.

Keywords: Service Quality, stability, prosperity, sustainability, Thailand 4.0 and Technology.

Introduction

Thailand 4.0 is an economic model that aims to develop Thailand’s economy by government and private sectors with the vision to make economic status “Stability, Security, and Sustainability” with strategic “New Engine of Growth; Product Growth Engine, Inclusive Growth Engine, and Green Growth Engine” for transform Thailand economic “Stability, Security, and Sustainability” and in the same way Thailand hospitality industry will transform from traditional service to be high-value service which is the new age of industry development to make a higher value in culture and service.

The transformation of the Thai hospitality industry to be high-value service has been effected constantly in Thailand’s development and economic stability and also supports other basic production sectors. Recently, industry is very competitive because of the digital age that enable the entire world to connected and interact. Thailand government has to adjust international trade policy structure by emphasizing the hospitality industry rather than trading like in times past Therefore, increasing potential in service becomes more important. Managing
Service Quality is the main point in service; it can make a business outstanding in the market by offering customer’s expected service. Customer’s expectations are from past experiences, word of mouth, and advertisement before and after service. Customers always compare the quality and standard service thus the evaluation in service quality is one thing that the service sectors have to be concerned about (Kotler, 2000).

Equally important, customer’s satisfaction is one of the significant factors in the hospitality industry because the main purpose in service is satisfied customers. Nanthapaiboon (2012) said product, price, place, sale promotion, environment, and service process firmly affect customer satisfaction. Hence, service quality in Thailand 4.0 Era will push the hospitality industry to be more effective and constantly improving quality of service then the service sector can develop business sustainability.

Objectives
1. To study about Thailand 4.0.
2. To study recent trends of service quality management in the hospitality industry.
3. To analyze service quality in Thailand 4.0.

Literature Review
1. Thailand 4.0

In the past Thailand had many economic development models “Thailand 1.0” that placed emphasis on agriculture which was call “Green Evolution” followed by “Thailand 2.0” which focused on light industry and advanced industry in “Thailand 3.0”. Now Thailand economy will be transformed to a new economic model, “Thailand 4.0” which will encourage Thai citizen to become more Globalized, Digitalized, Urbanized, and Individualized. Thailand 4.0 has 4 objectives: 1) Economic Prosperities. 2) Social Well – being. 3) Rising Human Values 4) Environmental Protection.

Maesincee (2017) said Thailand 4.0 aims to transform Thailand’s economic structure to be “Value-Based Economy” that there are more innovations than commodities. Technology, creativity, and innovation will be the main economic driving factor in Thailand 4.0 and more focus on the service industry. The 4 transformative shifts of Thailand 4.0 are
1. Transforming traditional agriculture to be smart farming with farm management and using more technology Farmers gain more income and become land owner.
2. Transforming traditional SMEs (SMEs) to be smart enterprises and high potential startups.
3. Transforming traditional service to be high-value service.
4. Transforming unskilled labor to be high skills labor.
5. Transforming industry for buying to technologies to making technologies.

Thus, development of knowledge, creativity, innovation, Science, technology, and research will encourage success of those transformative shifts which will lead to the following transformation in these clusters of innovations and startups:
1. Food agriculture and Bio – Tech
2. Health, wellness, and Bio – Med
3. Smart devices, Robotics, and Mechatronics
4. Digital, IT and embedded technology
5. Creative, culture, and high-value service

Consequently, the transformation to follow Thailand 4.0 must integrate knowledge, research, and require cooperation from government and private sectors. If Thailand 4.0 success, Thailand will unlock the country from several economic challenges and have more advantage points to compete in world trade and develop the countries sustainability.

2. Service quality

2.1 Information of service quality

Sareerat (2003) The service is an activity, benefit, or satisfaction that satisfies customers, such as cinemas, hotels restaurants, etc. which can be described as six types of services: 1) Intangibility 2) Inseparability 3) Variability 4) Checking, selecting and training of service personnel 5) Must satisfy customer and 6) Perishability.

Wannavanit (2013) The definition of service means service is an activity that occurs between two parties that interact with each other. The activities that occur whether or not they are combined with the product. In this paper, we present the results of this study both to achieve the same standard and satisfaction to customers. It consists of learning and understanding customer expectations. Visualizing what is happening in the service. Controlling customer service processes to standards.

Dimensions of service quality Gronroos (1990), Berry; & Parasuraman, (1990). The customers judge the quality of service with a number of dimensions, and a number of quality aspects of customer service. This is evident from several industry studies as shown in Table 1

<table>
<thead>
<tr>
<th>Service Quality</th>
<th>Dimensions of service quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangibles</td>
<td>The shape of the facility, the concrete parts, tools, personnel and materials used in communication.</td>
</tr>
<tr>
<td>Reliability</td>
<td>The ability to produce services according to the agreement can be trusted and accurate.</td>
</tr>
<tr>
<td>Responsive</td>
<td>Willingness to help customers and provide services immediately.</td>
</tr>
<tr>
<td>Assurance</td>
<td>The knowledge and politeness of employees and the ability to create trust and confidence.</td>
</tr>
<tr>
<td>Empathy</td>
<td>Attention to customer care. Providing customers with the “special attention” that the organization offers its customers.</td>
</tr>
</tbody>
</table>


2.2 The expectations and perception towards customer service quality

One of the most important factors in hospitality industry is managing service quality and maintaining the quality of service that make the hotels become outstanding. Better service quality will show in terms of quality of service that responds directly to customer expectations. Customer expectations arise from past experience, word of mouth, and hospitality organization’s advertisement. Customers will evaluate their satisfaction of the service by comparing their expectations with the levels of satisfaction after the use of service. If the
satisfaction is lower than the expectation, customers may decide not to repurchase. On the contrary, if the quality of service satisfies the customers and meets their expectation, they will become repeat customers (Kotler, 2000).

Service quality assessment with SERVQUAL (Gap 5)

Parasuraman, Zeithaml & Berry (1985) published ‘SERVQUAL’ tools model for assessing the quality of service in the hospitality industry. SERVQUAL was developed according to the theory of Gap 5 which explains the differences between customer service expectations and their perceptions. SERVQUAL consists of 5 dimensions - Tangibles, Reliability, Responsive, Assurance, and Empathy.

In conclusion, the 5-dimension SERVQUAL is the primary factor of the consumers in their service expectations and their perceptions. When the expectation of the service is higher than the perceived service quality (ES > PS), customers may not be satisfied. On the other hand, if their expectation and perceptions of the services are equal the customer will be satisfied and their perceived service quality after service are equal (ES = PS). And if their perceived service quality is higher than their expectation (ES < PS), customers will be more satisfied. In summary, if the perceived service quality is much higher than their expectation, customers will be happy. (Parasuraman, Zeithaml & Berry, 1985).

2.3 Previous research about customer’s expectation and service quality perception.

Lau et. Al. (2005) studied service quality in 4- and 5-star hotels in Malaysia with SERVQUAL model assessment tools aimed to assess the level of customer satisfaction and 5 SERVQUAL dimensions that affected the service quality. Researchers found that perceived service quality in 4- and 5-star hotels in Malaysia was lower than customer expectations and there was strategically significant differences in the perceived service quality and the customer expectations.

Phattanachai (2008) found customer satisfaction towards service quality of Chiangmai Phucom Hotel, Chiang Mai Province in tangibles dimension was at moderate level but the others four dimensions (reliability, responsive, assurance, and empathy) were at higher satisfactory level.

Thewphayul (2008) found foreign customers of Grand Jomtien Palace Hotel needed the hotel to improve the service quality in tangibles dimension relating to employees’ personality and politeness; employees’ timely service in reliability dimension; employees’ willingness to help in responsive dimension; employees’ quality of answering customer questions in assurance dimension; and the willingness to respond to customers’ requests in empathy dimension.

Tanpradit (2008) studied Customers’ Expectation and Perception affecting the quality aftersales service of Ingram Micro (Thailand) Ltd. Customers were satisfied with the service in all five dimensions at the strong satisfactory level. Customers were satisfied with the reliability in the service, the timely response in customer’s problem solving, the assurance in service, and the empathy. In the overall score and the four single dimensions score of customer satisfaction towards service quality consisted of tangibles, responsive, assurance, and empathy dimensions were not different in male and female customers, except the reliability dimension. Furthermore, the result showed that customer satisfaction towards aftersales service quality was higher than customers’ expectation.
Sroysing (2015) studied Customers' Expectations and Perception towards Satisfaction of Hotel Service Quality in Pattaya City, Chonburi Province. The purpose of this research was to study the level of expectations and perception towards customer service quality, to compare expectations and perception towards customer service quality and to evaluate satisfaction with the service quality of customers of the Hotels in Pattaya City, Chonburi. The population consisted of 400 customers who had received service. The research revealed that: 1) expectations of customers towards overall service qualities were at the high level while perception of customers towards overall service qualities were at the highest level 2) the difference of expectations and perception of customers towards service quality was statistically significant at 0.05; and 3) the customers were satisfied with the service quality. The average perception was higher than the average expectation towards service quality.

The study of information related to quality of service concluded that quality of service is the satisfaction of service recipients who have a multi-dimensional evaluation that covers the true service to Tangibles, Reliability, Responsive, Assurance and Empathy to be loyal to the service and access to the service continuously. In other words, a satisfied customer is a repeat customer.

3. Service Quality in Thailand 4.0

In the service industry's point of view, high service quality in Thailand 4.0 comes from offering required service to customers, making them satisfied, and compiling with government economic model “Thailand 4.0” by using innovations. Service industry acknowledges government model and uses more technology, creativity, and innovations. Each service sector must make plan, set new system, and new mission firmly to prepare organizations for the transformation.

The high-value service of Thailand 4.0 will increase service quality which will encourage customer's brand loyalty. Customer with loyalty will use the service repeatedly. Word of mouth which is free advertises for the service sector and consistent with vision of Thailand 4.0 model “Stability, Security, and Sustainability” There are many opinions, suggestions, and guidelines from professional in the hospitality industry as follows:

Nanthaphaiboon (2012) said the most effective factor for the service sector in Globalization is Information and Communication Technology (ICT). ICT will give opportunities and challenging the service sector to transform or adapt business to be in trend. Moreover, the benefits that will occur are 1) Offering accessibility for customers such as online booking plane tickets, online hotel reservations across the world and 2) Service sector can use ICT for information management such as to collecting data to research in promotion and planning in the future.

Malisuwan (2016) said the transformation of the service sector to be a digital innovation industry in Thailand 4.0, will make business run smoother or become the New Economic Model. New Business Model will make various types of business to cooperation with each other more efficiently to offer new products, new services, or new experiences about information and technology that can support two-way communication between service sector and customers including the service sector which can provide real-time service to customers. Sethapong concluded that the concerns in using digital technology innovation are:

1. The effectiveness of digital innovation can save costs for the service sector, increase customer’s satisfaction, keep regular customers, and keep the market share for
businesses. Digital innovations become a part of our lifestyle for example e-booking, e-ticket, Uber etc. Thus, smart digital strategy and new technology with skilled officers will provide effective benefits from digital innovations.

2. Various customers’ past experiences with digital innovations. Customers who always use online services report they are satisfied with online service that is accessible, reliable, and easy to use.

Yoojamrus (2017) said Thailand 4.0 could be adapted to Hotel 4.0 by using digital innovations. Digital innovations strongly affect customers’ behavior; therefore, hotels have to prepare organization for this transformation in each topic as follows:

1. Using digital innovations is a worthy long-term investment, it will lead people around the world and experiences better hotel value in the long term.

2. Service gives opportunities for officers to improve their performance.

3. Thailand’s cultural heritage is advantages in offering a complete tourism package by hotels.

Sirivaneepagorn (2017) The quality of service to entering Thailand 4.0 is the use of technology which is both, fast and convenient. It also can handle a variety of customer contact information systematically. But more important the improving the service quality in the service sector is to create the value of service providers and perception of customer service resulting from personal experience. When customers expect quality of service and get the service that meets expectations, the service is sufficient. So, using technology is a good thing, but it is also dependent upon human development.

Therefore, it is concluded that the development of service quality in Thailand 4.0 is to develop a service that provides stability, wealth and sustainability that lead to development in many things such as: development of personnel to be effective service providers and of good service mind. Enterprise development in modern technology meets demand and satisfaction in customer service quality. In order to be past of Thailand 4.0 it is necessary to be prepared to provide quality services by planning, conducting, monitoring and evaluating to develop the service quality of all sectors to drive sustainable services. The development of quality of service in Thailand 4.0 should include these factors to achieve the efficiency and success of the organization.

1) The operation of the service sector should be consistent with government policies and the corporate policy of the service sector.

2) The development of personnel to be effective service providers and of good service mind. To provide services in business sector is tangibles and sustainable.

3) The satisfaction of customer service quality is the survey of service quality expectation and perceived quality of service to be consistent in the same way, to create a sustainable service.

4) Technology development to respond to customer needs. By accessing the Internet, it is fast and easy to access and the information or images displayed in the PR must be consistent with the actual service.

5) Technology development in the business organization for effective management is to support the work of document storage. The information that has been gained by the organization must be used as a communication tool to be shared with PR.
References


Social Media and Mobile Service on Travel Experiential Values in Aging Tourists: A Conceptual Review and Perspective

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Abstract

The global socio-demographic transformation causes emerging aging tourism along with widely internet accessibility and highly-developed mobile devices have digitized tourism industry to a new scheme. Various use of social media and mobile services (SMMS) including video and photo taking, QR code scanning and location tracking fused with many travel activities generating different travel experiences. For aging tourists, these SMMS are undeniable obstacles waiting to be overcome. They have possibility to provide future benefit in in-trip perceived travel experiential values. This study aims to identify effects of SMMS uses to travel experiential values in cognitive, emotional and behavioral aspects in aging tourists.

Keywords: Social Media, Mobile Services, Travel Experiential Values, Aging Tourists

Introduction

Advance in medical technology have led to longer life in elderly people causing population aging phenomenon all over the world for the past decades (Mathur et al., 1998; Sun et al., 2014; Wellner, 2014; Woodward et al., 2012). Tourism Industry seems to gain positive advantages from this phenomenon because most elderly people have no time constrain and financial limitation (Möller et al., 2007) so they have high tendency to travel when they have free time (Alén et al., 2012; Batra, 2009). However, transformation to digital and smart tourism create invisible technological barriers to these aging tourists (Colombo et al., 2015; Minghetti & Buhalis, 2010).

Social media has influenced on tourists’ behavioral alteration (Fotis et al., 2012; Öz, 2015) and become popular channel for tourist engagement (Öz, 2015) to contribute and share their knowledge and trip experiences through online virtual community (Cabiddu et al., 2014; Heinonen, 2011). Besides, social media and mobile services or SMMS including text and picture messaging; photo and video shooting; QR code enabled information scanning; and location tracking and mapping are popular activities that tourists use along the trip (H. H. Lee & Lee, 2010).

In Thailand, 60-year-old and over population exceeded 10% of entire population in 2015 and are expected to reach 20% and 30% ratio in 2030 and 2050 (National Statistical Office, 2014). Previous studies have found that technology provides benefits to seniors in medical and healthcare (Khosravi & Ghapanchi, 2016), education and learning (Akbari et al., 2016; Kind & Evans, 2015) for better well-being and enhancing quality of life (Pesonen et al., 2015; Selwyn, 2004) based on individual capability. It is possible that the use of SMMS while traveling may improve experiential values including cognitive (Kang & Schuett, 2013; Llodra-Riera et al., 2015; Ma & Chan, 2014), emotional (Pouria Khosravi et al., 2016; Meneses Fernández et al., 2017; Sitti & Nuntachompoo, 2013) and behavioral (Ferreira et al., 2014) aspects in aging
tourists. Thus, this paper aims to identify how SMMS affect travel experiential values in cognitive, emotional and behavioral aspects in aging tourists.

Objectives
1. To review the extent of social media and mobile service as well as travel experiential values in aging tourist;
2. To identify the perceived of travel experiential values including cognitive, emotional and behavioral aspects through the use of social media and mobile service in aging tourists;
3. To critically identify the effect of social media and mobile service to aging tourists' cognitive, emotional and behavioral aspects in tourism context.

Literature Review

Social Media and Mobile Service (SMMS)
Higher internet penetration and tremendously growth of global mobile users increase social media accessibility. (We Are Social, 2016) Social media are categorized into social networking, media sharing sites, virtual-online community, microblogs (Akar & Topçu, 2011), instant messaging, online forum, and blogs (Lo et al., 2011). Some of them are popularly used during the trip to induce customer engagement in customer’s journey (Chang et al., 2015), such as social media (Fotis et al., 2012), virtual community (J. Y. Chung & Buhalis, 2008) and on-demand communication and media sharing (Hur et al., 2017; Munar & Jacobsen, 2014). Mobile service, including text and picture messaging, photo and video shooting, QR code enabled information scanning, location tracking and mapping (Eriksson, 2014; Kennedy-Eden & Gretzel, 2012), also play important roles in in-trip-experiences enhancement (T. H. Lee & Jan, 2015; Lyu, 2016). To explain how tourists adopted and accepted these technology, Ayeh (2015) and Ukpabi and Karjaluoto (2017) concluded that Technology Acceptance Model (TAM), consisting of Perceived Usefulness and Perceived Ease of Use (Davis, 1985), is dominated and uncomplicated theory commonly used to explain these behaviors. (See Figure 1). However, TAM itself was not able to understand traveler’s intention and attitudes. (Ayeh, 2015)

Tourism Technology: Social Media and Mobile Service
Social media are used for in-trip photos and video sharing from traveler's experiences. (Kang et al., 2013; Lo et al., 2011), and enabling real-time communication among the tourists (Chih et al., 2017). Mobile service provides additive tool for travel's experience enhancement as a digital photographic device (Lo & McKercher, 2015; Lo et al., 2011), and information source through QR code scanning (Pérez-Sanagustín et al., 2016) and location tracking (Shoval & Isaaacson, 2007; Wu et al., 2016). These SMMS have fused into tourism activities (Leung et al., 2013) creating new dimensions of travel experiences which consequently alter tourists’ behaviors (Chang et al., 2015; Gallarza & Gil, 2008; Neuhofer et al., 2014).

Aging Generation and Future Tourism
Emerging of aging tourism as a consequence of global aging phenomenon opens up new opportunity in tourism market. (Müller et al., 2015; Nikitina & Vorontsova, 2015). Taking frequent short-term trips for improving quality of life, technological skills and knowledge are popular among aging tourists (Alén et al., 2012; Alén et al., 2015; Batra, 2009; Losada et al., 2016; Möller et al., 2007; Nikitina et al., 2015; Pesonen et al., 2015). However, invisible technological barriers from using SMMS while travel become an issue which resulted in
technological anxiety, skill and knowledge deficiency and social isolation (Alén et al., 2015; Pouria Khosravi et al., 2016) that could reduce their enjoyment and eventually lower their future travel intention (Minghetti et al., 2010).

According to Pesonen et al. (2015), only 10% of senior travelers are capable of using technology during the trip. In health, medical and psychological aspects, training in using technologies could change their attitudes and provide positive outcomes to seniors (Ferreira et al., 2014; Mitzner et al., 2010; Sitti et al., 2013). However, study about effects of using SMMS while travelling on experiential values in senior travelers is scarce (Varshneya et al., 2017).

**Social Media and Travel Experiential Values**

Tourism experiential values are commonly based on functionality and usage experiences of travel-related products and services. Previous studies categorized experiential values to Cognitive Value (Grönroos, 1997; Sanchez et al., 2006), Functional or Utilitarian Value (Babin et al., 1994; De Ruyter et al., 1997), Emotional Value (De Ruyter et al., 1997; Sanchez et al., 2006), Psychological Value (Grönroos, 1997), Behavioral Value (Sanchez et al., 2006).

Based on SMMS usage characteristics along the trip, on-demand communication and media sharing provide cognitive experiential values by enhance tourists' experiences (Kang et al., 2013; Lo et al., 2011), induce memory sharing (Öz, 2015) and motivate knowledge interchange (Kind et al., 2015; Ma et al., 2014; Nezakati et al., 2015) which eventually leads to change in travel intention behavior (Chang et al., 2015). Mobile services which are additionally used for location based guiding and tracking (Wu et al., 2016) as well as QR Code scanning are considered a cognitive supportive tool (Pérez-Sanagustín et al., 2016). In terms of emotional values, selfie photography assist improving self-impression (Lo et al., 2015; Lo et al., 2011). Once seniors are able to use these SMMS practically, they will have confidence, less anxiety (Morrison, 2015) and may lead to increment in level of enjoyment while travelling (N. Chung & Han, 2016).

**Technology and Senior Tourists**

Senior users limited their use of technology in traditional and specific functionalities (Doh et al., 2015; Selwyn, 2004). Previous studies found that seniors who use information and communication technology (ICT) and social media tended to gain more self-efficacy (Ferreira et al., 2014), the ability to accomplish any task by one's own (Bandura & Wessels, 1994), which subsequently reduces isolation and technological anxiety (Chu et al., 2009; Meneses Fernández et al., 2017). (Figure I) Beside social media, mobile services and online community create social influence (Rice et al., 1990), a game-changer for individual's behavior (Narangajavana et al., 2017; Peng et al., 2017), among members and friends which could affect cognitive learning structure leading to behavioral changes (Gershman et al., 2017; Kang et al., 2013). (Figure I)
Future Research

Figure 1 shows the proposed conceptual framework of this study on how SMMS could affect on travel experiential values in aging tourists. The further study will consequently be conducted to verify and complete this conceptual framework from primary source of; therefore, experimental study will be adopted. The study is designed to recruit 60 aging tourists from purposively-selected senior clubs in Bangkok divided to two groups including control and experimental group. An accidental sampling method will be applied. In experimental group, each participant must meet inclusion criteria. Then, a half-day pre-test trip will be arranged for both control and experimental ones, using observatory participating technique to observe how participants use SMMS during the trip and their SMMS behaviors will be noted. At the end of the trip, each participant will need to complete a self-evaluation questionnaire about technological acceptant, self-efficacy, social influences, self-presentation, level of enjoyment, technological anxiety during the trip as well as future travel intention. Then, the experimental group will receive an one-day SMMS training workshops focusing on SMMS used during the trip by applying training techniques from Meneses Fernández et al. (2017) experiment on training IT to elders. Lastly, another half-day post-test trip will be arranged with the similar processes for observation and self-evaluation questionnaire. Moreover, 12 randomly-chosen participants, 6 from each group, will be chosen to conduct in-depth interviews about their SMMS usage and travel’s experiential values in cognitive, emotional and behavioral values. The collected pre-test and post-test data will be statistically calculated and compare both within and between the group using t-test and ANOVA. Then and observation data and interview verbatim-interpreted data will be compared and analyzed.
References


Sustainable of Community-Based Tourism: A Case Study in Baan Pong Huai Lan, Chiangmai Province

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Abstract
Community-based tourism, which is often described as ‘traveling like a local,’ has been going on in Thailand for decades but it is becoming an interesting choice for traveling. Community-based ecotourism has become one of the most popular practices throughout the country. This study sets out to explore the relationship between sustainable business for Thailand tourism and community-based tourism. There is also a case study of a tour company named ‘Local Alike’ which works closely with local people. The company mainly focuses on sustainable tourism and sustainable management that concerns local community, economy, and environmental. The tour programs are directly advantageous for local communities to gain more knowledge and job opportunities. This research aims 2 main objectives (1) to study how community-based tourism concern sustainable development and global climate change and (2) To analyze the overall sustainable development framework of community-based tourism where to focus in Baan Pong Huai Lan village, Chiangmai Thailand.

Introduction
The main concept is that the community can promote themselves as a responsible travel destination and at the same time conserve the environment and protect the way of life of the local people. It also teaches how travelers can conserve the natural and cultural heritage. The travelers involve with local and communities in the planning process, the travelers can brainstorm and share ideas. The travelers also develop and operate with an aim to improve their well-being empower community to be able to organize tours for small-sized groups. This paper undertakes a critical analysis of the relationship between Sustainable tourism and Community-based tourism, the principles and concepts that guide these approaches, their origin in institutional, historical issue and the similarities and differences between the two approaches. Sustainability is a concept that is frequently used in relation to tourism development. A qualitative research method was used for data collection. The in-depth interview is the data collecting approach that is done person to person which enables the researcher to receive more information from the interviewee.

Community-Based Tourism
According to Responsible Travel (2017), Community by definition implies individuals with some kind of collective responsibility, and the ability to make decisions by representative bodies. Community-based tourism is tourism in which local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation. Community-based tourism enables the tourist to discover local habitats and wildlife and celebrates and respects traditional cultures, rituals, and wisdom. The community will be made aware of the commercial and social value placed on their natural and
cultural heritage through tourism, and this will foster community-based conservation of these resources.

**Community-Based Tourism in Baan Pong Huai Lan, Chiangmai**

Mekloy (2017) wrote about Baan Pong Huai Lan as a little-known village in Chiang Mai's San Kamphaeng district. Thirty years ago, when transportation was not as convenient as today, it was virtually unheard of by most Thais. But His Majesty King Bhumibol Adulyadej visited the community several times. Back then the village was drought prone. The locals were poor, so much so it was said that no family in surrounding areas would want an in-law from Ban Pong. Over the past decades, thanks to His Late Majesty's initiatives, the livelihood of the people here has significantly changed for the better. These days Baan Pong is a model village of a self-sufficient economy, and the community members are happy to show to visitors their livelihood which is a living legacy of the benevolent monarch.

But that was not enough to guarantee a sustainable future for the village, now known as Baan Pong Huai Lan, hence the involvement of two other agencies, the Forestry and Fishery Departments. The first was responsible for the recuperation of the forest in the adjacent mountains to make sure Huai Lan reservoir would have another, more constant water source than the seasonal rain. The latter, meanwhile, was commissioned to produce and supply fish stocks in the reservoir as well as providing assistance and knowledge about fish farming to villagers. Each of the two agencies still has a station operating near Huai Lan Reservoir.

King Bhumibol returned to Ban Pong Huai Lan on March 5 of the same year to observe the new reservoir and make sure everything went as planned. The king also came officially on February 22, 1989, and on March 22, 1992, not to mention private visits in between, in which he was accompanied by his daughter HRH Princess Maha Chakri Sirindhorn.

According to history, Pong means mud. Baan means House or Place. The area was full of mud. It was a rural area and worthless. The soil was so dry and even the quality of water is not suitable for drinking. There was nothing that can grow in the forest. In 1987, King Rama 9 visited the area and realized that people should have a better life here. It should be improved so that the people can grow plants. Hence, he ordered to establish and create 2 units such as the Forestry and Fishery Departments and Reservoir to support the local peoples' life. Consequently, the Fishery Department and Forestry Department were established. The people moved to the upper lands in the mountain because the forest had been destroyed so much. Later on, they cultivated many sweet corn fields and rice on the top of the mountain because the lower land could not grow anything, therefore King Rama 9 decided to develop something in the place. He ordered the people to build a reservoir to reserve rainwater during the rainy season. The reservoir water was used for consumption and in the area. King Rama 9 also encouraged people to grow some trees around their own houses. There is also the fishery unit that is a part of the royal project. Wherein king Rama 9 also distributed Tilapia fishes in the river. The King Rama 9 aimed that the fishes will give some protein to the local people. The local life has improved so fast after the development.

The concept and theory of King Rama 9 has been adapted by the people to their everyday life. The royal project has set another kind of smaller dam to refine water before it gets into the big one. There was not only vegetable which the local people can plant for organic planting but they also got protein from the Tilapia fishes in the river. After building the reservoir and forest recuperation was completed, it became like a free large supermarket that people can
collect some crops such as mushroom, bamboo, vegetable, and rattan (same species of bamboo to make some product).

**Sustainable development and global climate change concern**

The conceptual framework aims to identify sustainable tourism business and community-based tourism practices which are based on a case study in Baan Pong Huai Lan, Chiangmai. It includes all programs and activities that particularly drive the business very well. In the village, there are two main parts for sustainable sectors, homestay, and local tour programs. Homestay is usually providing warm welcome to local communities. Tourist can visit anytime either walk-in or book in advance. The total number of room is 10 rooms with simple loft style. It is located on Baan Pong. The homestay named Baan Pong Lodge is surrounded by nature's greenery. The homestay provides a very nice room and authentic local breakfast. Local Tour Programs are launched officially by the community, the Forestry and Fishery Departments of Baan Pong Huai Lan. The tour programs include biking around the village, walking, visiting the reservoir, gardening in the backyard of homestay, picking organic ingredients and cooking. There are activities such as weaving handicraft, wicker handicraft, and herbal compress. The model will explain more about the relationship and the link between sustainable development and community-based tourism in Baan Pong Huai Lan where study area is. The research framework is shown in Figure 1 as a study model created by the researcher.

**Figure 1:** The research framework

**Source:** Author creation based on sustainability of community-based tourism: a case in Baan Pong Huai Lan, Chiangmai

This model relates to the research, the sustainable management has 3 major components for community-based tourism: First is the Environmental aspect. According to the study process, the researcher learned that local community in Baan Pong Huai Lan, Chiangmai is
highly responsible concerning environmental issues. The local people usually plant a tree every month and returns some useful waste to nature. For example, the local people believe that giving eggshell is the best breakfast for soil in the village area. The coffee ground is the best for growing butterfly pea plant. The local people try to avoid producing gas or air pollutants that may cause pollution problems. The local people learned how to reuse, reduce, and recycle from the Learning Center which is operated by the Forestry and Fishery Departments. The learning Center provides some training programs to give knowledge and improve the life pattern of local people.

Second is the socio-cultural aspect. The local community is mainly concerned about cultural conservation. The local people have policy that preserves their way of life. The local people wear only authentic clothes and share knowledge and skills to the tourists. The local people like to promote their community from local to global. It is about cultural preservation in long-term goal.

Third is the Economic aspect. It is how local people normally spend their time in sustainable activities. The local people also do sustainable business to increase the income that flows in the community itself. There is homestay part and tour activities part. For example, the tour programs include weaving handicraft. The local community leader assigns the community’s member to be in charge of the activity. It is about income distribution and how to develop both natural resources and human resources as well.

Community-based tourism also has three main concepts such as self-sustainable programs, security is guaranteed at local level, and cultural exchange between local and tourists. First, self-sustainable programs are normally launch by the local community. There are presentations on weaving handicraft, wicker handicraft, and herbal compress. It is how they create effective programs to preserve their culture and are also operated by the local people. Second, security is guaranteed at local level. It is about how the local community protects their culture and wisdom. The local community is also concerned about quality of tourists. People who are interested in nature, cultural, and environment are preferred. Baan Pong Huai Lan Village is designed for quality tourists who aim to enjoy the atmosphere or gain knowledge of the village. It is not for nightlife tourists, especially who drink. The local community tries to criticize the main concept of living in Baan Pong Huai Lan, Chiangmai. Thirdly, cultural exchange between local and tourists. It is about sharing knowledge and experiences from local people to tourists. These are the main purposes of community-based tourism. The sustainable business launched by the local community.

Local Alike Tour Company is a sustainable business that is the link between community-based tourism and the tourists. It is a very important platform that coordinates with private sectors and public sectors. The tour company is the representative of driving sustainable business to global. The tour company aims to maintain sustainable developments in the tourism of Thailand. It is quite challenging to promote the tourism and at the same time preserve the peoples’ way of life. The tour company has a standard to share benefit to the local community. It is win-win criteria for both stakeholder and local community. The tour company runs the business like a family business improvement. They help each other for community-based tourism in Baan Pong Huai Lan. The tour company is open minded to listen and brainstorm some ideas from the local community. They would like to create the development plan to push
community-based tourism to be a role model village in Chiangmai. The tour company also share some benefits of tour programs to the local community.

![Image](image.png)

**Figure 2**
Source: Author creation based on field trip activities in tour program

**Methodology**

**Respondents and Sampling Procedures**

The sampling method used by the researcher was convenient sampling along with participant observations at Baan Pong Huai Lan village, Chiangmai province. The researcher joined the one-day trip in the community that is mainly managed by three sectors. First sector is community forest preservation unit, which is a part of the Forestry and Fishery departments. The community forest preservation unit basically is in-charge of providing information at the learning center. The information includes history, general information, and training for local people. Second sector is the Local community itself. The local community is in charge of managing homestay, food, and activities. Third and the last sector is the Local Alike which is a tour company that has sustainable development concepts. The tour company aims to improve sustainable community-based tourism and local community quality of life.

**Observations**

A participatory observation such as visiting Baan Pong Huai Lan village in Chiangmai province, joining the tour to be familiar with the tourist. The researcher joined the tour on 14th June 2017. The researcher observed how local tour guide presents the local community since heading to the local community. The researcher also learned how the learning center is under the royal project of the Forestry and Fishery Departments. The director of the Forestry and Fishery Departments provided information and history of the area. There was a demonstration on the tapping of rubber trees in the forest and the process of making products from rubber trees. It is one of the incentives of the local community. Tourists usually buy the products to take back home as a souvenir. Later on, the researcher observed local people's way of cooking lunch. The local people used organic ingredients from their gardens and cooked these tourists. In the afternoon session, there are workshop activities that are related to the local community such as weaving handicraft. And they even allow tourists can involve with the activities and learn from doing the handicrafts themselves.
**In-depth Interview**

This study used two types of interview. In-depth interviews were carried out formally and informally to elicit perspectives and perceptions of a group of people who are involved in sustainable management in community-based tourism.

**Key Performance**

This study is composed of the following Key Performers: (1) Officer of the Ministry of Sports and Tourism; (2) Director of Forestry and Fishery Department; (3) local community leader; (4) a local community representative; (5) three local people; (6) a tour guide of a tour company in Baan Pong Huai Lan, Chiangmai province; and (7) a tourist. The researcher interviewed the above-mentioned 9 people by face-to-face communication and discussed with them their opinions and other aspects. Sampling was the method of selection which was based on the discretion or decision of the researcher. The objective questions were divided into 4 parts consisting of general tourism information with Ministry Tourism and Sports, Local Alike tour guide, Local representatives, and Forestry and fishery department in Baan Pong Huai Lam, Chiangmai.

**Result**

The conclusion of this research is shown in the findings results. The researchers used qualitative method to collect primary data.

**Table 1: Key Findings Results**

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Key Findings</th>
</tr>
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| 1. To identify new upcoming trend for Thailand sustainable tourism | ● Preserve for the next generations  
● Present people’s way of life  
● Fashionable agriculture  
● Preserve culture and traditions in term of tourism,  
● Quality tourists  
● Millennials |
| 2. To examine how the local community understand sustainable tourism and how they manage the tourism in the area | ● Government campaigns  
● Natural resources management  
● Human resources management  
● Workshop  
● Sustainable activities |
| 3. To estimate relationship with the sustainable destinations and through a case study of Baan Pong Huai Lan village, Chiangmai province | ● Environmental commitment  
● Society commitment  
● Reduce impact  
● Promote and support the local community |
| 4. To develop an action plan that helps the local community and environment to create more sustainable destinations in Thailand | ● Point in the benefits to sustain tourism  
● Less produce pollution  
● Educate and encourage people to travel in sustainable way |
The local people encourage people to travel and learn the culture and traditions from them. The tour company has benefit on creating a tour with local people. The benefit divides equally into every part. Community-based tourism is a global trend today. It is about quality management of the tourist attractions in the context of both travelers' and local communities' satisfaction.

It is how the related sectors develop community-based tourism in a sustainable development for Baan Pong Huai Lan. There will be many activities under the ministry of tourism and sports and the Tourism Authority of Thailand to educate local communities and support them. Some of people in Baan Pong Huai Lan village understand tourism products and services very well that take into account the environmental, economic, and social sustainability. Baan Pong Huai Lan village is one of the community-based tourism model development of Thailand.

This study focuses on the implementation of community-based tourism particularly in communities with a high level. In addition, further research should be done through qualitative research to increase effective results. Since local communities engaging in community-based tourism helps a lot in term of economy and culture present itself for tourists. This is community-based tourism where local people take part in designing the trips and activities so travelers can travel like a local. It will be effective for studying how to lead the community success in sustainable development. It will successfully achieve the goal if create more channel of promoting the preservation of Thai culture and traditions. When the researcher sorted out the information about Baan Pong Huai Lan village. The real information of the destination had not much for searching online. It will be more productive if provide more information both in Thai and English languages to attract people from around the world.

Figure 3
Sources: Author creation based on field trip activities in tour program
Limitation

Time limitation and interview were the major obstacles, encountered in the conduct of this research. The researcher had only a short stay at Baan Pong Huai Lan community hence, the research does not cover all the information about homestay that the local community owned and managed by themselves. There are two main limitations in this research. First, the researcher aimed to gather data from other successful community-based tourism in Chiangmai province such as Ban Mae Kam Pong. However, due to the time limit allowed for the conduct of the research and which also coincided with the heavy monsoon rains in the north which is from May to October, the researcher was able to gather data from one (1) community. Second, the researcher collected data from only a small number of people which may not be used to generalized or provide more details on sustainable tourism business.

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The Concept of Green Marketing and Sustainability Marketing

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Abstract
An unlimited demand of customers to fulfil their satisfaction point impacts the limited natural resources. Not only the company and government can help ameliorated this chaotic, but also the consumers. In fact, in this era, the prevalent from marketing influencing the degree of purchasing decision either pre- and post-purchase has been proved by many researchers and companies. Therefore, the marketing mix in a sustainable structure is pertinent to the holistic approach of ‘triple-wins’ situation, company, consumer, and the world.

Keywords: Sustainability Marketing, Sustainable Food, and Green Consumers, Purchasing Decision.

Introduction
Over time the focus of research in this area, the studies on sustainable business have shifted from primarily large-scale organisations to micro, small and medium-sized enterprise (SME) (Quinn, 1997; Clemens, 2006; Hussey & Eagan, 2007). In regard to sustainability marketing, in attempt to align company ‘success strategies,’ the high growth SMEs grow by the differentiate strategies, particularly the external environmental factors, which reflects the decision made by managers (Kuhn, 1982; Porter, 1980). Notwithstanding the principle of a sustainable approach, it is not a simple task for SMEs, especially the encouragement of environmental responsibility and profit maximization (Stafford & Hartmann, 1998; Friedman & Miles, 2001; Jenkins & Yakovleva 2006). The source of uniqueness that effectively drives the differentiation strategy for SMEs to gain the market potential begins with introducing the innovative or new food products (Scherer, 1980; Hambrick, MacMilan, & Day, 1982; Cavanagh & Clifford, 1983, Buzzell & Gale, 1987; Rudder, Ainsworth, & Holgate, 2001).

With a rapid rising and changing of living standards and environmental factors in Southeast Asia, the consumption habit of consumers has altered to health, nutrition, and hygiene issues (Ngamkroeckjoti, Speece, & Dimmitt, 2005). Hence, the food processing SMEs in Thailand is determined as frequent competitive in domestic, but partial competitive in the global economy (Ngamkroeckjoti, et al, 2005). In a sense, as following the literature reviews (Suwannaporn & Speece, 2000, 2003; Ngamkroeckjoti & Johri 2000; Ngamkroeckjoti, et al, 2005) of selected areas, the interface between Thai agriculture under the concept of healthy eating pattern (USDA, 2010)–particularly vegetable oil industry and environmental factors seems to contribute the development of successful strategy in order to succeed in developing new products, which in returns leading those of other countries in Southeast Asia in the food processing sector.

Literature Review

Green marketing or sustainability marketing
Green marketing or sustainability marketing is defined as the holistic marketing activities reflecting upon the organisational structures for both short and long terms, wherein the business functional process responsible for society profitable and customers' satisfactions
in terms of the quality and price with a minimal detrimental impact on natural environment (Peattie, 1995; Peattie & Crane, 2005; Pride & Ferrell, 2008; Awan & Pakistan, 2010; Upadhyaya & Shukla, 2011). Fuller (1999) has identified the sustainable marketing processes may obtain the standardization under these following logical marketing's managerial criteria: ‘the process of planning, implementing and controlling the development, pricing, promotion, and distribution of products in a manner’ (p. 4).

Regarding the ultimate objectives, the triple-bottom lines or ‘win-win-win’ situation (TBL or ‘people, planet, profit’) are a sustainability development scheme where capture a board spectrum of values for organisational success consisting of these dimensions approaches: socio-ecological and economic rationality (Elkington, 1994; Charter, Peattie, Ottman, & Polonsky, 2002; Saxena & Kwandelwa, 2010).

Paradoxically, the word green or sustainability is a buzz phrase, which has been taken for granted as a marketing tool to promote the corporate growth in some aspects (Edwards, 2005). It is a powerful word and free of references in a world of make-me-believe (Adam, 2009). However, an incapacity to undertaken the green marketing strategies can lead to a symptom called green washing (Ottman, 1992, 2011).

**Concept of sustainability marketing**

A concept of sustainability marketing is a holistic approach for successfully commercializing the sustainable products (Leitner, 2009). A common characteristic of sustainability marketing and relationship marketing is integrated social and ecological criteria into the whole process, which compromises six key elements (Belz, 2005; Belz & Karstens, 2005; Belz & Peattie, 2009).

![Figure 1: The Six-Key Managerial Approaches for Sustainability Marketing](source)

**Source 1:** Belz, 2005, p. 3; Belz & Peattie, 2009, p. 32
To clarify the implication of Thai SMEs towards this concept, the reflective of empirical study in business success of Thai SMEs may indicate the proximity between concepts and results. Based on the research findings of Chittihaworn, Islam, Kaewchana, & Muhd Yusuf (2011) discuss that a majority of Thailand SMEs adopted the Porter’s Generic Strategies such as differentiation, cost leadership, and focused. Besides the strategic factors, the resolutions of Thai SMEs success are scrutinized from the characteristics among corporation, customer and market as well as other external environment factors. Reflectively, by matching the concordant contexts, it implies the subservient attributes between the sustainability marketing concepts and the business success of SMEs in Thailand. Similarly, to Chinese SMEs, it claims that it either be profitable to customers or socio-ecological development goals (Zhi-bin, 2012).

**Sustainability marketing mix**

The sustainability marketing mix is determined as a part of practical marketing execution in sustainability operational marketing. The operational concept through sustainability marketing mix integrates the conventional marketing mix ‘4Ps’ (McCarthy, 1960) with relative concepts of social and ecological aspects (Belz, Karstens, 2005).

1. **Product**

The socio-ecological product quality of food products indicates a holistic involvement of sustainable production process and marketing. Therefore, the integration of two concepts, value creation chain and sustainability criteria for a food industry, has developed for the complexity of exemplary parameter to evaluate the socio-ecological food product quality (Schmidt-Riediger, 2008). In consideration of packaging, is one of the integral elements for sustainable product quality, the resource recovery strategies (Williams, Wikstrom, & Lofgren, 2008) that can be distinguished into three factors: 1) packaging reuses; 2) material recycling; and 3) material transformations (Fuller, 1999, p.154-164). In terms of consumption, the stage of energy usage for food preparation reflects the minor environmental impact relative to the production aspect (Schau & Fet, 2008).

2. **Price**

The consequence of monitoring marketing regimes, the price of environmentally sustainable products tends to be higher than the conventional products (Peattie, 1995; Peattie & Crane, 2005; Bhaskaran, et al, 2006). Latacz-Lohmann and Foster (1997) asserted that particularly in terms of food product, the ‘price and availability’ and ‘lack perceived of value’ are the prior factors for restricting demand of organic food (p.277).

3. **Distribution**

Belz (2005) cited that “a high degree of distribution is essential if the sustainable products can succeed beyond the niche market” (p.19). Therefore, the multichannel distribution strategy can be the alternative approach through the combination of direct and indirect channel (Belz & Karstens, 2005), which accordingly applied to mainstream distribution channel to niche such as supermarkets and pharmacies, wholesalers, retailers, local food stores, and discounters (Peattie, 1995; Lohmann & Foster, 1997; Cressimanno, Di Marco, & Guccione, 2002; Jonas & Roosen, 2005; Riediger, 2008).

4. **Communication**

Belz and Peattie (2009) indicated the inflexibility and unidirectional approach of conventional marketing approach where apparently differs from the alternative approach from sociology, which concerns human interaction and understanding about information and
knowledge (p. 179). Leydesdorff (2001) asserted that the relevant promoting the sustainable development and marketing can emphasize the consumers’ relationship in long-term.

**Market Segmentation (Socio-Demographic)**

Theoretically, market segmentation is a well-defined marketing section from a large homogenous market to a subset of identifiable consumer segments that has a similar demand and purchasing behaviour, which is a useful fundamental step for company’s strategic implementation (Kotler & Armstrong, 2004; Kerin, Hartley, Rudelius, & Theng, 2009; Kotler & Keller, 2012). Regardless the types of segmentation scheme, the segmentation variables—geographic, socio-demographic, psychographic, and behavioural segmentation (Kotler & Kelly, 2012) are the relevant identification for practical strategic sustainability marketing, either targeting in the socio-ecological niche to market segments or the mass market (Belz & Karstens, 2005). Dibb and Simkin (2009) noted that the sophisticated segmentations are taken place for competitive market segments where the additional sensory and emotional factors may be appropriate. Hence, the key strategic decisions for a better underlying segmentation whether in the socio-ecological niche, selected market segment or mass market, are the company commitments such as transparency and authenticity as well as the nature of a product from the pattern of market development in transition economies (Schmidt-Riediger, Wilson & Mukhina, 2012). Therefore, it can imply to the research study that seems to fulfil the previous studies by focusing on socio-demographic: age, gender, education, occupation, and income (Bujang, Zarin & Jumadi, 2010). Barhar, Ahmad & Wasi (2012) assert that the characteristics of demographic factors on urging the purchasing decision are income and age.

**Green consumer**

Green consumers are defined as those who have a high ethical consideration on environmental responsible towards purchasing preference in favour of environmental protection (Lee, 2008; Ferraro, 2009; Boztepe, 2012). Many academicians and professionals mentioned that the concept of green consumers influences from the impact of environmental marketing strategies due to the incremental demand for green products based on the growth of consumers’ ecological conscience (Papadopoulos, Karagouni, Trigkas, & Platogianni, 2010; Juwaheer, Pudaruth, & Noyaux, 2012).

**Sustainable food product**

Sustainable food product is defined as product that has a high socio-ecological efficiency such as phosphate-free, detergents, sustainably produced materials, and organically farmed foods (Belz, 2005, p.17; Bhaskaran, Polonsky, Cary, & Fernandez, 2006). According to Erickson, Ingram and Liverman (2009), the identification of food systems such as 1) producing food, 2) processing food, 3) packaging and distributing food, 4) retailing and consuming food can be a significant determination of food security recognition. Magat (2009) has found that the coconut eco-plantations could reduce the air pollutant emissions as well as being a substitution of biomass from coconut oil. Its gradual benefits from the life cycle of agriculture production process is logically minimizes the climate change. Regarding to the coconut oil consumption, it is recognized as an organic health food, which can be a fundamental composition of cosmetics industry (Kad & Weir, 2008).
Conclusions

The marketing mix aspect of product has a high level of importance because consumers pays attention and gives relevance to products, with regards in particular to Product composition, Product benefit and Product quality. This creates confidence of consumers who have decided to purchase the product. This is consistent with Aiking and Vellinga (2000) assert that the social acceptance and technological possibility of the potential explication in healthier eating behaviour, which are derived from the life cycle assessment.

The marketing mix aspect of price has moderate importance because consumers pays attention and gives relevance to pricing, with regards to Price comparing to the product benefits and nutrition and Price comparing to the product substitutes. This allows consumers to make up their minds and buy the product. This is consistent with Belz & Karstens (2005). Similarly, at the micro-level, Fuller (1999) has classified the influential factors on pricing decisions into three segments: unit cost structure, customer perception, and competitive products and prices. The consequence of monitoring marketing regimes, the price of environmentally sustainable products tends to be higher than the conventional products.

The marketing mix aspect of distribution has moderate importance because consumers pays attention and gives relevance to distribution channels, with regards to the convenience of purchasing and that the product supply conforms to the market demand. This allows consumers to make up their minds and buy the product. This is consistent with Belz & Karstens (2005), which accordingly applied to mainstream distribution channel to niche such as supermarkets and pharmacies, wholesalers, retailers, local food stores, and discounters.

The marketing mix aspect of communication has moderate importance because consumers pays attention and gives relevance to communicating, with regards to how consumers learn of the products and its features. This stimulates the consumers to want to make the purchase and thus making communications an important strategy towards purchasing the products. This is consistent with advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth marketing, and personal selling (Kotler, 2003; Kotler & Armstrong, 2004; Kotler & Keller, 2012).

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The Difference of Gender on the Level of Risk Perceived in Online Shopping

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Abstract

This research paper investigates the customers' risk perception in associated with online shopping behaviour. This research aims to compare gender differences and online purchasing intention. The independent sample t-test was also used to compare the mean difference between the level of risk perceived from online shopping between male and female customers. The research results indicate that consumers perceived higher risk from the online shopping than from the in-store shopping, and females appeared to perceive higher risk than males.

Therefore, the results of this study suggest that the online marketers should modify online business processes and strategies in order to successfully minimise and reduce consumers' risk perception which might be consequently resulted in an increase in intent to purchase online.

Key words: Gender, Online-shopping, Risk.

Introduction

Increasingly, the Internet technology has become a significant factor in every business environment. According to the increasing of the Internet users and electric commerce, there are also a growing number of retail businesses that have changed their business model from the traditional business model, such as from brick and mortar, to click and mortar business, as well as a rapid emergence of virtual businesses.

In terms of online shopping industry in Thailand, there is a limited number of research studies can be found. Moreover, there is few attentions devoted to explore the impact of risk perception in the context of online shopping based on Thai consumers. Therefore, this study aims to fill this gap by providing additional evidence on the influence of consumers’ perceived risk in Internet shopping based on four factors of risk perceived in relation to consumers’ behaviour when purchasing products online in the growing online market, Thailand.

Literature Review

There are a growing number of publications of research studies in an area of perceived risk in different purchasing situations since the advocacy of Bauer (1960) who first proposed that consumers’ behaviour be considered as risk taking. Perceived risk is viewed as a situational and personal construct (Dowling and Staelin, 1994).

Perceived risk and gender differences

According to the study from Samadi and Yaghoob-Nejadi (2009), it is revealed that male consumers are likely to fully engage with online purchasing activities than female consumers. This finding is also in line with the studies from Li et al. (1999), Teo (2001), and Doolin et al. (2005) which found that men are more likely to purchase products and services from the Internet than women. Moreover, Teo, (2001) also points out that male consumers tend to have less
techno stress than female. This might be due to the fact that male is more interested in technological learning than female consumers (Qureshi and Hoppel, 1995).

According to the study from Bhatnagar et al. (2000), it is found that the effect of gender differences on the likelihood of purchasing products and services on the Internet seems to be varied depending on a product category. Therefore, it could mean that the effect of gender differences on consumer’s perceived risk may also differ.

In terms of risk perceived, it is indicated that women are more likely to perceived more risk than men (Forsythe and Shi, 2003; and Griffin and Viehland, 2011). Although these two studies reached the same conclusion, the types of perceived risk examined in these studies are different. Forsythe and Shi (2003) used four types of risk, namely financial risk, performance risk, time risk, and psychology risk, while Griffin and Viehland (2011) used the overall perceived risk (derived from the same types of risk used by Forsythe and Shi, plus social risk and physical risk) to compare the level of risk perceived by males and females.

Another finding which supports the notion of the higher degree of risk perceived by female customers is the study from Garbarino and Strahilevitz (2004). Garbarino and Strahilevitz identified types of risk into five main types as following: credit card misuse, fraud sites, loss of privacy, delivery problems, and product performance. Moreover, the study based on 7-point scales indicates that women seem to perceive greater risk than men in all types of risk mentioned, but the finding shows that women has significantly greater risk perceived than men in three risks, particularly credit card misuse, fraud sites and loss of privacy. This seems to suggest that women seem to show considerably concern about safety and privacy than men. Moreover, Garbarino and Strahilevitz (2004) also make a valid point that the risk perceived has no relation to the experience and expertise consumers have before purchasing products and services online. Moreover, it is found that the women’s risk perception is likely to be affected by recommendations from friends, while men are unlikely to be influenced. The notion of privacy concern also echoes the conclusion from the study conducted by Bartel-Sheehan (1999). The study which was conducted based on 889 internet users indicates that personal privacy is considered as the most serious concern among women than men.

However, as the Internet is widely available nowadays, the study of consumers’ perceived risk in terms of gender differences may yield the different result compared to previous studies. Furthermore, as mentioned, female consumers tend to concern more about financial and privacy risks than males. However, if the considerations of the four factors of perceived risks are taken into the account, it would lead to the question whether women would perceive higher risk than men in the four factors.

In essence, perceived risk are generally divided into six types, comprising of performance risk, physical risk, financial risk, social risk, psychological risk and time risk. However, this study is based on online shopping situation; only four types of perceived risk that were considered as a great concern by Internet shoppers were applied. In other words, performance risk, financial risk, psychological risk and time risk were used in this study. According to prior research studies in relation to perceived risk from purchasing products and services online, the degree of risk perceived by customers are varied depending on channels of shopping, Internet shopping experience, and gender. Moreover, it is possible that perceived risk has a great influence on the intention to purchase products and services from the Internet.

**Objective of the study**
To examine the influence of consumers’ Internet shopping experience and the difference of gender on the level of risk perceived.

Research Model

![Figure 1: Research Model](image)

Research Hypotheses

Male consumers are likely to perceive less risk than females. It can be seen that these hypotheses were derived from the preceding discussion and findings of earlier studies in the literature review. Hence, in order to test these hypotheses, a quantitative research has to be conducted.

Results

**Perceived risk and Gender**

*Hypothesis: Male consumers are likely to perceive less risk than females.*

T-test analysis of independent samples was applied to compare mean difference of the level of risk perceived between male and female consumers. As presented in Table 10, it is found that the mean values of males and females in three types of risk perceived, namely performance risk, time risk and psychology risk, are significantly different ($p < 0.05$). While, there is no significant differences between male and female consumers in terms of the level of perceived financial risk. It seems to suggest that females are likely to perceive higher risk than males in all types of risk examined, but the difference is significant only in performance risk, time risk, and psychology risk. Therefore, the finding supported the Hypothesis.

<table>
<thead>
<tr>
<th>Table 1: Effect of gender, mean rankings</th>
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<tr>
<td></td>
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<tr>
<td><strong>Mean</strong></td>
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<tr>
<td><strong>Male (N = 97)</strong></td>
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Conclusion

Gender was also taken into account in determining the level of risk perceived when shopping online. The findings indicated that females are likely to perceive all types of risk higher than males. Contrary to expectations, this study did not find a significant difference between males and females in terms of the level of perceived financial risk. Generally, these findings are in line with the conclusion of Bartel-Sheehan (1999); Garbarino and Strahilevitz (2004); and Griffin and Viehland (2011), which showed that males perceived less risk than females. However, there is a slight difference between the current study and the research.
findings from Bartel-Sheehan (1999); and Garbarino and Strahilevitz (2004), as these studies found that women have significantly greater risk perceived than men in terms of financial risk. Whereas, the findings from this current study revealed that performance risk was a major concern for both Thai males and Thai females, particularly female customers as the significant difference of risk perceived between males and females were found. Nevertheless, there are similarities between the current study and the study from Forsythe and Shi (2003) in terms of perceived performance risk as this study also found the same thing that both males and females perceived high degree of performance risk compared to other types of risks examined. However, it should be considered that customers expressed different concerns about online shopping which may vary dependent upon a product purchase category (Bhatnagar et al., 2000). Since a digital camera is considered as a high-involvement product category which requires a careful and detailed consideration before making purchasing decision, customers, particularly females, are likely to be sensitive and express deep anxiety associated with the performance risk. As a result, the performance risk appears to be a major concern among customers, especially females. The phenomenon of a high-involvement product which contributes to high perceived performance risk is also confirmed by the study from Griffin and Viehland (2011), which found that customers perceived highest performance risk when they purchased clothes.

Despite the phenomenal growth of online business industry in Thailand, this study contributes to a profound understanding of the influence of risk perceived by Thai customers from the Internet shopping. This study provides preliminary findings, showing the extent to which channels of shopping; the Internet shopping experience and gender difference have impacts on the level of risk perceived by Thai customers. The results of this study suggest that the online marketers should modify online business processes and strategies in order to successfully minimise and reduce consumers’ risk perception which might be consequently resulted in an increase in intent to purchase online.

References


The Mediating Effect of Organizational Structure on Leadership Styles and Organizational Performance: A Case Study of Hospitality Industry in Thailand

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Abstract
This study aims to investigate the specific link between leadership styles and organizational performance by focusing on the impact of mediating effect of organizational structure especially in the hospitality industry in Thailand. As a working paper, the intention is to provide readers with a wide range of the literature on given variables and their relevant relationships that eventually form the potential conceptual framework for the study. According to literature review, the study posits that transformational leadership style including idealized influence, inspirational motivation, intellectual stimulation and individualized consideration could directly have a positive association with organizational structure and organizational performance while transactional leadership styles including contingent reward, management by exception (active), management by exception (passive) and laissez-faire could directly have a negative association with organizational structure but a positive relationship with organizational performance. Moreover, the study expects that the effect of leadership styles on organizational performance could be mediated by organizational structure in the case of the hospitality industry in Thailand. Then the prospective contribution of the paper could be to enhance organizational performance of Thailand’s hospitality businesses. The guideline for managing appropriate leadership style and suitable organizational structure that could result in high organizational performance could be made based on further analyses.

Keywords: Organizational Performance, Organizational Structure, Leadership Styles

Introduction
Over the last ninety-six years that leadership issue has been considered as a significant field of study in business. For instance, Bass (2008) claimed that science 1920s to 1980s the definition of leadership variance through the time. Several scholars have devoted considerable attention to developing and investigating models of leadership style and organizational performance (e.g. Iscan, Ersari, & Naktiyok, 2014; Khan & Adnan, 2014; Sofi & Devanadhen, 2015; Wang, Jen, & Ling, 2010; Zumitzavan & Udchachone; 2014). Furthermore, previous research has addressed several aspects of the impact of leadership styles on organizational performance directly (Awino, 2015; Osano & Hazel, 2013), examination the organizational structure as the mediating role to explain the organizational performance and employed the knowledge management to explain the dependent variable (Kafashpoor, Moghadam, Khaleghi & Hajitabar, 2014). Hence, previous empirical study has focused primarily on examining the impact of leadership style on organizational performance in terms of direct effect and considered the organizational structure as mediator variables in the relationship between knowledge management and organizational performance, very little has been done on investigating the relationship between leadership style and organizational performance which mediated by organizational structure. Consequently, in this investigation intended to study the
relationship between leadership style and organizational performance by addressing the gaps in studying the direct and indirect effect simultaneously, especially in the context of the hospitality in Thailand.

Thailand is the best countries that several travelers or investors selected to travel or invest because Thailand is 10th place in the open for business section, 8th place for heritage, 6th place for best countries to invest, and 4th place for both adventure and movers when compared among developing counties or rising economies (Roberge, 2016). Furthermore, Tourism Economic Review reported the number of tourism direct gross domestic product (TDGDP) continuously increased and employment rate is increased from this situation as well, for instance, TDGDP is increased 5.45 percent when compared with the last year and enhanced the employment rate 11.64 of all country (Office of the Permanent Secretary, Ministry of Tourism & Sports, 2015).

Objectives
1. To investigate the impact of mediating effect of organizational structure on leadership styles and organizational performance in the hospitality industry in Thailand
2. To study the direct and indirect effect of leadership style on organizational performance that organizational structure explains and organizational performance in terms of financial and non-financial performance in the hospitality industry in Thailand.

Literature Review
Organizational Performance
Organizational performance investigated as the dependent variable of interest for researchers concerned particular in the management field (Richard, Devinney, Yip, & Johnson, 2009). Moreover, the organizational performance became a major component of empirical research especially in the field of business policy (Dess and Robinson, 1984). Furthermore, when researchers or practitioners studied about organizational performance, majority they defined that performance as a dependent variable for seek the variable that effect on performance, and organizational performance interested in the organizational strategy field that defined organizational performance as its primary focus but for the only performance can be predicted, understood, and shaped an ordinary all over the field (March & Sutton 1997). Furthermore, organizational performance has been considered by several scholars who attempted to identify and develop the best definition and measurement of the organizational performance concept (Kieu, 2010).

According to Richard et al. (2009) cited that the organizational performance surrounded in three specific areas of firm outcomes: (1) financial performance (profits, return on assets, return on investment, etc.); (2) market performance (sales, market share, etc.); and (3) shareholder return (total shareholder return, economic value added, etc.). Hence, the organizational performance as the dependent variables that the various scholars and practitioners considered to investigate. Moreover, the organizational performance as outcomes of the firms that covered with three perspectives included financial, market, and shareholder return perspectives. Furthermore, the majority of researchers always considered the objective within the organizational performance when measuring the organizational performance (e.g. Jacobson, 1987; Richard et al., 2009; Danielson & Press, 2003)

Non-financial performance can be represented the organizational performance as well. Furthermore, the majority of researchers always referred to the non-financial performance
parallel with financial performance. For instance, previous scholars considered the determinants of non-financial performance as level of satisfaction indicated the non-financial performance measurement by customer, operational performance, and innovation, employee, and supplier perspectives (Ahmad & Zabri, 2016; Cumby & Conrod, 2001; Marie, Ibrahim & Nasser, 2014; Zuriekat, Salameh, & Alrawashdeh, 2011).

Thus, the organizational performance referred to the process of internal and external of the firm which contained the financial performance and non-financial performance as indicators.

**Leadership Style**

According to the contemporary approach described the leadership styles by the transformational leadership, transactional leadership, and laissez-faire leadership. Transformational leaders referred to the person who offered an assistance to followers to accomplish requested tasks for the firm (Burns, 1978). Similarly, Intuluck (2014), Robbins and Judge (2013), and Tanchaisak (2009) described the transformational leaders to represent the person who exchanges the necessary thing and motivate the follower to achieve the organizational goal. Therefore, the transformational could be represented to the person who able to suggest and motivate the followers in the right way to accomplish the common goal. According to Bass (1990) explained the characteristic of transformational leaders by four I's including:

Idealized Influence referred to the person who provides vision and sense of mission, instills pride, gains respect, and trust.

Inspirational Motivation described to the person who communicates high expectations, uses symbols to focus efforts and expresses important purposes in simple ways.

Intellectual Stimulation represented to the person who promotes intelligence, rationality, and careful problem solving.

Individualized Consideration explained to the person who gives personal attention, treats each employee individually, coaches, and advises (Bass, 1990).

Transactional leaders described the person who exchanged the relationship between leader and followers that aimed to the satisfaction point by their own self-interest (Burns, 1978). Moreover, Robbins and Judge (2013), Tanchaisak (2009), and Yukl (1998) similarly defined in terms of the person who analyzed and seek to change the motivations and current value toward the followers, and Intuluck (2014) explained further the transactional leaders can be represented the ability of the person who able to bring the significance of exchange. Hence, transactional leaders could be described as the person who driven and motivated the followers by direct and indirect methods to achieve their own benefit. According to Bass (1990) and Robbins and Judge (2013) explained the characteristic of transactional leaders by four dimensions as following:

Contingent Reward (CR) related to contracts exchange of rewards for effort, promises rewards for good performance and recognizes accomplishments.

Management by Exception (Active) (AME) represent to the person who watches and searches for deviations from rules and standards, takes correct action.

Management by Exception (Passive) (PME) explained the person who intervenes only if standards are not met.

Laissez-Faire (LF) referred to the person who abdicated to responsibilities, avoids making decisions.
Consequently, the leadership styles indicated the process of leader conducted the followers by motivation and exchange the benefit together, furthermore, the contemporary approach appropriated to investigate in this study.

**Organizational Structure**

Organizational structure referred to coordinate of the member within the firm to perform the task and achieve the common goal (Elsaid, Okasha, & Abdelghaly, 2013). Similarly, Kanten, Kanten, and Gurlek (2015) claimed that organizational structure can be represented the coordination system which included the roles, authority, and power of decision making. Furthermore, Mintzberg (1980) demonstrated the five basic structure included the simple structure, machine bureaucracy, professional bureaucracy, divisionalized form, and adhocracy. Besides, Mintzberg (1980) indicated the five basic parts of the organization, five basic mechanisms of coordination, the design parameters, and the contingency factor to describe the organizational structure, and the determinants within organizational structure concept related to the present researchers.

Accordingly, the synthesizing from Mintzberg (1980), Elsaid et al. (2013), and Kanten et al. (2015) can be defined the organizational structure as the group of members in the firm that responded an individual task to achieve the common goal. Furthermore, a majority of scholars presented the variables within the organizational structure to describe the detail as well as these variables can be led to develop the instrument to measure the organizational structure (e.g. Elsaid et al., 2013; Kanten et al., 2015; Mintzberg, 1980).

**Transformational Leadership and Organizational Performance**

The relationship between the transformational leadership and organizational performance that several researchers indicated the significantly positive direction (Chi, Yeh & Yu, 2008; Khan & Adnan, 2014; Mutahar, Rasli & Al-Ghazali, 2015; Overstreet, 2012; Sofi, 2015; Zumitzavan & Udchachone, 2014). Moreover, the transformational leadership as the independent variable can be explained and predicted the organizational performance. According to review the previous literature can be developed and proposed the proposition one including:

Proposition 1: Transformational leadership positively affected the organizational performance.

**Transactional Leadership and Organizational Performance**

Zumitzavan and Udchachone (2014), Khan and Adnan (2014), Sofi and Devanadhen (2015) indicated the transactional leadership as the independent variable can be predicted and explained the organizational performance, although Sofi and Devanadhen (2015) and Isan et al. (2014) indicated insignificant affected the organizational performance. Besides, Puni, Ofei and Okoe (2014) Khan and Adnan (2014), and Zumitzavan and Udchachone (2014) demonstrated the identically result that the laissez-faire leadership negatively affected the organizational performance, but based on Bass (1990) and Robbins and Judge (2013) framework the laissez-faire factors as one of four dimensions of the transactional leadership, hence this investigation omitted to set the laissez-faire leadership as the independent variable or main dimension. Therefore, the literature review can be suggested and developed the proposition two following:

Proposition 2: Transactional leadership positively affected the organizational performance.
Table 1: Summary of Relationship between the Leadership Styles and Organizational Performance

<table>
<thead>
<tr>
<th>Factors</th>
<th>Relationship</th>
<th>Scholars</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Transformational Leadership</td>
<td>Positive</td>
<td>Chi and Yeh (2008)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Overstreet (2012)</td>
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<td></td>
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<td>Mutahar et al. (2015)</td>
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<td></td>
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<td>Zumitzavan and Udchachone, S. (2014)</td>
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<td></td>
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<td>Mutahar et al. (2015)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Khan and Adnan (2014)</td>
</tr>
<tr>
<td>2. Transactional Leadership</td>
<td>Positive</td>
<td>Zumitzavan and Udchachone (2014)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mutahar et al. (2015)</td>
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<td></td>
<td></td>
<td>Khan and Adnan (2014)</td>
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<td></td>
<td></td>
<td>Sofi and Devanadhen (2015)</td>
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</table>

Leadership Styles and Organizational Structure

Garg and Krishnan (2003) and Shoghi, Asgarani and Ashnagohar (2013) indicated the relationship between leadership style and organizational structure. Accordingly, leadership styles and organizational structure concluded the table 2, the previous researchers suggested and led to developing the proposition three and four including:

Proposition 3: Transformational leadership positively affected the organizational structure

Proposition 4: Transactional leadership negatively affected the organizational structure

Table 2: Summary of Relationship between the Leadership Styles and Organizational Structure

<table>
<thead>
<tr>
<th>Factors</th>
<th>Relationship</th>
<th>Scholars</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Transformational Leadership</td>
<td>Positive</td>
<td>Shoghi et al. (2013)</td>
</tr>
<tr>
<td>2. Transactional Leadership</td>
<td>Negative</td>
<td>Shoghi et al. (2013)</td>
</tr>
</tbody>
</table>

Organizational Structure and Organizational Performance

Osano and Hazel (2013), Kafashpoor et al. (2014), and Awino (2015) empirically investigated and demonstrated the relationship between organizational structure and organizational performance as the independent and mediator variables. Besides, the previous researchers implied the organizational structure significantly and positively affected the organizational performance as demonstrated in table 3 thus, the reviewing the literature can be developed the proposition five as following:

Proposition 5: Organizational structure positively affected organizational performance.

Proposition 6: Organizational structure as mediated between leadership style and organizational performance

Table 3: Summary of Relationship between the Organizational Structure and Organizational Performance
Factors | Relationship | Scholars
---|---|---
Organizational Structure | Positive | Osano and Hazel (2013)
Kafashpoor et al. (2014)
Awino (2015)

Research Methods

**Conceptual framework**

![Conceptual Framework](image)

**Figure 1:** Conceptual Framework

**Population**

This investigation would pay attention to study the mediating effect of organizational structure on leadership styles and organizational performance. The potential population would be from a wide range of employees in five-star hotels in Thailand. The Stratified sampling type would be employed from which population would be divided into sub-population and sample would be randomly selected with respect to given characteristics in the population. According to this sampling technique, the questionnaires would be distributed to employees within the five-star hotels in Thailand.

**Instrument and Measurement**

**Independent Variables**

Majority of scholars referred the leadership styles by two dimension included transformational and transactional leadership, the idealized influence, inspiration motivation, intellectual stimulation, and individualized consideration as the observe variables of transformational leadership, while the contingent reward, management by exception in terms of active and passive and laissez faire as the observe variables of transactional leadership (e.g. Bass, 1990; Chi & Yeh, 2008; Intuluck, 2014; Khan & Adnan, 2014; Mutahar et al., 2015;
Overstreet, 2012; Robbins & Judge, 2013; Sofi & Devanadhen, 2015; Zumitzavan & Udchachone, 2014). Furthermore, Judge and Piccolo (2004) claimed that the Multifactor Leadership Questionnaire (MLQ Form 5X) that developed by Avolio, Bass, and Jung (1999) can be measured the leadership style in employee perspective consistently and validity. Moreover, Intuluck (2014) used 7-point Likert scale to ask and present the respondent’s answer. Therefore, the Multifactor Leadership Questionnaire (MLQ Form 5X) utilized to measure the leadership style by seven-point Likert scale.

**Mediator Variable**

Several scholars considered the three main dimensions included formalization, complexity, and centralization as the observe variables of organizational structure (e.g. Awino, 2015; Garg & Krishnan, 2003; Kafashpoor et al., 2014; Osano & Hazel, 2013; Shoghi et al., 2013). Moreover, Jogaratnam and Ching-Yick referred to Khandwalla (1977), Naman and Slevin (1993), Covin and Slevin (1988) that developed and presented seven-point Likert scale to evaluate the organizational structure. Hence, the seven-point Likert scale based on Jogaratnam and Ching-Yick (2006) employed to evaluate the organizational structure in this study.

**Dependent Variable**

Generally, the organizational performance presented by the financial performance and non-financial performance. For instance, Sofi and Devanadhen (2015) considered the deposit growth, profitability, and market share as observe variable to measure the financial performance, while the quality of products and service, competitive advantage, and employee satisfaction as the observe variable to measure the non-financial performance. Furthermore, Richard et al. (2009) indicated the accounting measure to explain the organizational performance in terms of financial perspective. Khan and Adnan (2014) measured the organizational performance by financial performance, business performance, and organizational performance. Similarly, Ahmad and Zabri (2016) used the quality control, internal efficiency, customers, and employee satisfaction to represent the non-financial performance. Therefore, this investigation based on Sofi and Devanadhen (2015) because the researchers employed the structural equation model to test the relationship and prediction between leadership style and organizational performance.

**Data Analysis**

According to Ho (2014) claimed that structural equation modeling can be estimated the multiple and interrelated among variable simultaneously. Therefore, the Statistical Packages for Social Sciences (SPSS) employed to describe the descriptive statistic, and Analysis of moment structure (Amos) utilized to investigate the relationship, impact, predict and describe the dependent variables regarding the given propositions and then the conceptual framework would eventually formed.

**Expected Results**

The study expects that the effect of leadership styles on organizational performance could be mediated by organizational structure in the case of the hospitality industry in Thailand. Then the prospective contribution of the paper could be to enhance organizational performance of Thailand’s hospitality businesses. The value of using the Structural Equation Modelling technique (SEM) to form a conceptual framework which could provide an information about the direct and indirect effect of leadership style on organizational performance. This would provide a guideline for managing appropriate leadership style and suitable organizational
structure that results in high organizational performance could be made based on further analyses.

Limitation
This study would solely lie on the building of conceptual framework regarding only four selected variables namely transformational leadership style, transactional leadership style, organizational structure and organizational performance. By examining the impact of mediating effect of organizational structure on leadership styles and organizational performance and studying the direct and indirect effect of leadership style on organizational performance that organizational structure explains and organizational performance in terms of financial and non-financial performance in the hospitality industry in Thailand using the quantitative technique which would probably need to be supported by qualitative techniques such as a focus-group interview and/or in-depth interview in order to make more sound and valid result. As a working paper, researchers should further test the proposed framework against the six given propositions and more factors should be added to increase our understanding of organizational performance and expand more target population like the employees in other hospitality businesses.

References


The Model Development of Spa Businesses in Thailand to Create the Competitiveness in AEC

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Abstract
The objectives of research were 1) to survey a real situation of Spa business in nowadays, 2) to analyze and SWOT the model development of Spa business in Thailand to create the competitiveness in AEC, and 3) to survey the needs of tourists towards the wellness program in Thailand, 4) To develop the model of ‘The model development of Spa business in Thailand to create the competitiveness in AEC’. The research methodology combined between qualitative and quantitative as well as Focus Group and Depth. The sampling are 400 tourists. The use of Social Sciences for Windows (SPSS/FW) and advance statistic.

The research findings indicated that mostly spa businesses are day spas which have a high competitiveness at the present day cause. The strength of spa businesses is the spa entrepreneurs must get a spa certificate to run their businesses legally. The place and enough therapist to serve the customers. 2) By analyzing SWOT, the strength is the network and cooperation between the entrepreneurs. Consequently, they have a long term relationship in network and coordination in businesses. 3) The personal information of spa usage are female age 51–60 years old, Europe, bachelor degree, private company, average income 40,000–50,000 monthly and single. 4) In this study, the researcher found that the five favorable The model development of Spa business in Thailand to create the competitiveness in AEC, the Confirmatory Factor Analysis process (CFA), the model referred to as ‘5 M’s’ was revealed.

Keywords: Wellness Tourism, Spa Businesses, The Competitiveness, AEC

Introduction
Wellness Tourism is one form of tourism which has a significant role in tourism industry in nowadays as generated 11% from the total income in the world economic and (Wanlanai Saiprasert, 2011). In tourism, service offerings based on health and wellness have become essential parts of suppliers’ product ranges. From a consumer perspective, health tourism can be defined as traveling for the maintenance enhancement or restoration of wellbeing in mind and body (Carrera and Bridges, 2006). From a supplier perspective, health tourism can be defined as traveling to destinations which provide facilities and health-care services explicitly and in addition to their regular tourist amenities Ivtzan, I. (2008); Bertsch, G., & Ostermann, G., 2011)

The reason why wellness tourism is popular for many tourists because the wellness tourism is an optimization of health and overall wellbeing to avoid a health problem related to Tourism Research and Marketing (2006) found that the tourist traveled for many reasons, relaxing, 50% travel for friend and relatives 25% travel for healing or wellness 16% and the rest is travel for business.

Consequently, the spa entrepreneurs aimed at people looking for re-energizing, body and mind refreshing treatments and stress-reduction target group of consumers includes people,
seeking long-term health optimization, improvement of their quality of living, aiming to balanced and harmonious self - knowledge of their physical and emotional life. According to the trend of health concern, Thailand as a developed country now are focusing to runs the spa and beauty as a growth business and its popularity.

Therefore, they try to adapt their change in globalization era, keep on standard and train the therapists to be knowledgeable. Thailand itself is popular in herbal healing, thai massage and so on. That’s why the tourists trust on Thai massage and healing (Ramirez de Arellano ,2007; Myers, J.E., & Sweeney, T.J.,2004) as Thailand is advantage in Thai hospitality and the competence of staff

Several countries in many regions are promoting medical tourism. Some of these include Costa Rica and Cuba for South America and the Caribbean; Hungary and Lithuania in Eastern Europe; Jordan, India, Israel, Malaysia, Thailand and Turkey in Asia; South Africa in the African continent. Runckel (nd.) mentioned that the major hub destination of medical tourism is in Asia. The countries include India, Singapore, and Thailand; whereas the minor hub destinations are Costa Rica, Hungary and South Africa. Thailand is one of 7 most popular countries in wellness tourism in the world.

According to the above reason, Thailand has to find a current situation and opinions of the spa entrepreneurs, current way of serving and operation of the spa entrepreneurs the foreigners’ need in Spa Businesses in Thailand and moreover, develop a model development of spa businesses in Thailand to create the competitiveness in AEC.

Objectives
1. To Explore a current situation and opinions of the Spa Entrepreneurs.
2. To explore a current way of serving and operation of the Spa Entrepreneurs.
3. To Explore the foreigners’ need in Spa Businesses in Thailand.
4. To Develop the Model Development of Spa Businesses in Thailand to Create the Competitiveness in AEC

Literature Review
Wellness tourism
Medical and healthcare tourism are an expanding segment in global tourism and present an opportunity for hospitals to increase growth by capturing the international patient market (Teh & Chu, 2005; Tourism Research and Marketing, 2006, cited in Wanlanai Saiprasert ,2011). This tourism segment has also been viewed as an alternative to patients who cannot afford the medical treatment in their home country. It is an alternate opportunity to combine medical and travel opportunities together.

Wellness and wellbeing tourism have become important topics in tourism research and tourism business and the concepts of wellbeing and wellness have established their standing in tourism terminology (Kangas and Tuohino, 2008). Topics are seen as interesting themes for tourism companies’ point of view because products and services connected to wellbeing tourism are not dependent on any particular tourism season. Wellbeing tourism can help companies to increase demand, and at the same time, bring profits on slow seasons.

Wellness tourism is broadly defined as people traveling from their place of residence for health reason which include the maintenance, enhancement or restoration of the individual’s well-being in mind and body. In addition to conventional health service, this definition encompasses cosmetic surgery, addiction treatments, spas, retirement communities, and some
alternative health services and comprise of acupuncture aromatherapy, beauty care, facial, exercise and diet, herbal healing, home therapy, massage, spa treatment and yoga (Diaz-Briquets, S., 2001; Carrera & Bridges, 2006; Heintzman, P., 2010).

Medical tourists
Medical tourists generally come from North America, Europe and the United Kingdom, Middle East and Japan. This is because of their large populations, comparatively high wealth, high expense of health care, lack of healthcare options locally, and increasingly high expectations of their populations with respect to healthcare (Heintzman, P., 2010). For example, many Japanese companies even send their employees to Thailand and Singapore for annual physical examinations, as the savings on medical fees and high quality medical care make the airfare inconsequential (Bernal, R.L., 2007).

Research Methods
To study the Model Development of Spa Businesses in Thailand to enhance the Competitive capacity of the AEC from the customers' perspective. The research focus on the current spa businesses' administration a current situation and opinions of the Spa Entrepreneurs, current way of serving and operation of the Spa Entrepreneurs the foreigners' need in Spa Businesses in Thailand and the Model Development of Spa Businesses in Thailand to Create the Competitiveness in AEC. The researcher identified the limitations that are worth of being heightened in this paper.

1. The research is a mixed method, qualitative and quantitative, using Focus Group and In-Depth Interview, The in-dept interview consist of the current situation in spa entrepreneurs, the opinion of spa entrepreneurs, the management style, the service style of spa user. The questionnaire question consist of the information about tourists' behavior about the travelling and using wellness providers (Spa & Beauty) as a selected wellness service while travelling in Thailand and the expectation of wellness program while using in wellness services in Thailand comprise of self-responsibility, nutritional awareness, healthy living, stress management, physical fitness and environmental sensitivity. The SPSS and advanced statistic are employed for questionnaire's analysis.

2. Research themes are the practical and management of the Model Development of Spa Businesses in Thailand to Create to enhance the competitive capacity of the AEC by analyzing the SWOT of the current situation. Then integrate the analysis with the survey of spa businesses of Thailand to demonstrate the practical model of of Spa Businesses in Thailand to enhance the competitive capacity of the AEC.

3. The population
3.1 The government or the representatives of government who support and are in charge in spa businesses of Thailand (10 people)
3.2 The representatives of private sectors of spa businesses of Thailand (10 people/business)
3.3 The experts or specialists spa businesses of Thailand (5 people)
3.4 The main population for the questionnaire survey are the tourist who visit Thailand and experienced in spa service. (400 tourists in each country)

Results
The Model Development of Spa Businesses in Thailand to Create the Competitiveness in AEC to enhance the competitive capacity of the AEC may use the ‘5 M’s’ model consisting of 5 implemental strategies. They are (i) Massage & Surgery, (ii) Multi-treatment, (iii) Muscle Massage anti-aging and Botox, (iv) Maximize tri-massage, (v) Meditation, Shirodhrara & Digestion to modify and deal with their Spa Businesses in Thailand respectively.

**Conclusion and Discussion**

**Current situation, opinions and way of serving and operation of the Spa Entrepreneurs**

At the present day, spa businesses is a high competitiveness industry. According to the growth rapidly. Mostly spas are day spas. The strength is the Thai standard which is controlled by the government. The spa entrepreneurs must have a certificate to run their business legally. The therapist is well-trained and educated in anatomy & physiology, thai massage and also another extra treatment such as, Indian head massage, yoga, etc. The Current way of serving and operation of the Spa Entrepreneurs found that the tourists always be a repeated quest who trusted in the same spas. Hence, a new spa has a trouble in reliability. The way how the create the value and reliability is quite a hard thing. The opportunities of spa business are the integration of the government and private sector both in Thailand and a neighboring country since the first to final destination.

**The foreigners’ need perspective in Spa Businesses in Thailand**

The personal information is Mostly spa quests are female, 51-60 years old, Europe, Bachelor degree, a staff in private sector, the average income are 40,000 -50,000 baht, single.

The popularity foreigner are 1) Group 2) VIP 3) FIT (Foreign Individual Traveller) respectively.

The frequently of travelling in Thailand are 1) 1-2 times annually 2) 3-4 times annually 3) 5-6 times annually respectively.

The frequently of visiting Thailand related to budget are 1) less than 20,000 baht 2) 35,001 -45,000 baht 3) 20,001 -35,000 baht respectively.

The duration in using spa business are 1) 3 -4 days 2) 1 -2 days 3) 5 -6 days respectively.

The influence factors are 1) destination 2) the spa popularity 3) lover respectively.

The motive factor are 1) word of mouth 2) brochure 3) google searching respectively.

The channel of factor to travel and use a spa service are 1) The interesting of program 2) The variety of program 3) The spa reliability respectively.

The interesting spa program are 1) Thai massage 2) Swedish massage 3) Aromatherapy respectively.

**The Model Development of Spa Businesses in Thailand to Create the Competitiveness in AEC**

They were (i) Massage & Surgery, (ii) Multi-treatment, (iii) Muscle, Anti-aging and Botox, (iv) Maximize tri-massage, and (v) Meditation, Shirodhrara & Digestion.
Figure 1: The demonstration model of Spa Businesses in Thailand to Create the Competitiveness in AEC

Massage & Surgery comprise of 1) Anatomy & physiology that is a fundamental course for spa service provider to ensure the reliability of staff. 2) Aromatherapy is a smell therapy by essential oil and extract of the Thai flower and Thai herb. 3) Indian Head Massage is a technical massage in the ancient of India in order to heal the stress or migraine by massaging with an essential oil (Andrews, 2014; Bertsch & Ostermann, 2011; Dustin, Bricker, & Schwab, 2009; Moscardo, 2011; Smith & Kelly, 2006; Kelly, 2010).

Multi-treatment comprise of 1) Plastic Surgery which is done by the professional surgeries to enhance the beauty of some part of the bod (Smith & Kelly, 2006; Kelly, 2010) 2) Laser Surgery which is done by the professional surgeries especially on face such as a blemish on the skin or a precious stone. 3) Vitamin boost is a way to have a tablet of variety vitamins to be anti-aging and a good health (Bertsch and Ostermann, 2011; Dustin, Bricker, & Schwab, 2009; Mangla, 2015; Moscardo, 2011; Smith & Kelly, 2006; Kelly, 2010).

Muscle, Anti-aging and Botox comprise of 1) Muscle Massage is a hand massage to relax the muscles in the body. 2) Anti-aging is a treatment to slow down the age and looks younger 3) Botox is a healing by the protein to relieve the muscles. (Moscardo, 2011; Kelly, 2010; Voigt et al., 2011)
Maximize tri-massage comprise of 1) Swedish Massage is a classic massage in a medium to high weight of massage in order to stimulate the blood circulation by effeurage, petrissage, tapotement and friction. 2) Circulation massage is to stimulate blood circulation and drain a toxin blood out of the lymph. 3) Abdominal and rib massage is a massage to a trigger point along the tissue of muscle (Bertsch & Ostermann, 2011; Moscardo, 2011; Mangla, S I, 2015; Schuster et al., 2004; Voigt et al. 2011)

Meditation, Shirodhara & Digestion comprise of 1) Meditation by concentrate with a mind body and spirit 2) Shirodhara is a mix massage of Indian massage plus spa treatment and concentrate on face and forehead by using a thai herb. 3) Digestion is a stimulation of massage in digestion, stomach and defecate systems (Deci & Ryan, 2000; Ivtzan, 2008; Puczo, 2010; Heintzman, 2010; Myers & Sweeney, 2004; Smith & Kelly, 2006; Voigt et al., 2011; Smith and Puczko, 2009)

Recommendations
1. The future research should survey another spa such as hotel spa, mineral spring spa etc.
2. The future research should analyze the specific tourist such as Scandinavian, ASEAN, Europe, etc. in order to clearly create the specific target market of each group as a tourist.

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There Are Significant Differences Between Perceived Credibility of Endorser and Consumers' Purchase Intention of Hotel Room on Social Networks

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Abstract
Consumers are bombarded with thousands of advertisements in various advertising mediums such as print ads, tv/radio ads, online ads, and so on, in that it becomes more difficult for a brand or a product to stand out and get noticed. The role of advertising in establishing a presence in the market has been widely used and explored by businesses. In order to get ahead of its competitors, businesses employ celebrity endorsers, mainly to catch the attention of potential consumers in order to deliver their message and to ultimately increase sales.

Keywords: Endorsers, Consumers' intention, Social Network.

Introduction
According to Ace Metrix, an ad testing firm, the rationale behind the belief of celebrity ad endorsements' effectiveness is that celebrities are able to connect with viewers easily by increasing attention levels, by employing perceived credibility in promoting the product and by infusing positive celebrity associations with the product. Celebrity endorsements is widely used by companies and this has been demonstrated through “an estimated $50 billion invested globally on corporate sponsorships and endorsements” (Crutchfield, 2010).

McCracken (1989) stated that celebrity endorsement in advertising is a “ubiquitous feature of modern marketing.” In addition, McCracken also stated that there is much greater effect on consumers' buying behavior if the person endorsing the product is well-known; more so if the consumers can easily identify themselves with the endorser (Erdogan, Baker, & Tagg, 2001). According to Charbonneau and Garland (2005), “celebrity endorsers break through media clutter and hold viewers' attention.” Generally, celebrities in advertisements attract more attention, especially to consumers who identifies themselves with the celebrity endorsing the product or service. This in turn creates trust between the consumer and the celebrity, and consequently, the brand. According to Erdogan et al. (2001), consumers with similar goals, interests and lifestyle as the celebrity endorser would easily consider the information delivered by these celebrity endorsers rather than from someone they do not feel any connection with.

Literature reviews
As a marketing strategy, the use of celebrity endorsement by companies has increased exponentially throughout the years. This has been the case in order to increase sales and extend their share of the market. The huge amounts of money spent by these companies in hiring celebrities to represent their products or brands are believed to be an effective way of attracting consumers (Katyal, 2007). As celebrity endorsement is considered as a billion-dollar industry (Kambitis et al, 2002), companies expect that utilizing celebrity endorsers would create a signaling strategy in the market (Mustafa, 2005) and that it is believed to give a touch of glamour to the brand or product (Reynolds, 2000). Although celebrity endorsements have its rewards, it
also retains certain risks that companies of today must weigh before deciding when to employ a celebrity endorser and who to employ as a celebrity endorser. Studies on celebrity endorsements delved into different issues and areas of interest. These studies intended to have a clear understanding on how to utilize this marketing tool more efficiently and to recognize celebrity endorsements’ need and contribution, or lack thereof, to the business industry. Consequently, this paper aims to describe the similarities and differences with studies made on celebrity endorsements from the findings of this paper which deals with celebrity endorsements through social media sites.

Types of Celebrity Endorsement
Celebrities are employed by companies to act as one or more of the following (Jain, 2011): as one who gives a testimonial, an endorsement, an actor, and/or a spokesperson. A testimonial involves an endorser attesting to the quality of the product that she is using. She then recommends it to the public by mentioning its benefits and how consumers can get those benefits by purchasing the product. Where celebrities, expert in the field related to the product or service or not, lend their names to these products or services. An individual asked to enact a part or a character in presenting a product is an actor endorsing the product. A individual becomes a spokesperson when they appear in TV ads, print ads, online ads and PR sets.

Celebrity vs. Non-Celebrity Endorsement
A celebrity is perceived by consumers to be credible sources of information (Goldsmith et al, 2000). Academic literatures and studies revealed that celebrity endorsers have a positive influence on brand credibility and recall, likeability of the advertisement and consumers’ purchase intention (Menon, 2001; Pornpitakpan, 2003; Pringle and Binet, 2005; Roy, 2006). In addition, research shows that source credibility, which includes trustworthiness and expertise, source attractiveness, and the match between the celebrity and the brand or the product, contributes to the effectiveness of the advertisement (Kahle & Homer, 1985). However, in a research done by Mehta (1994), celebrity endorsed products and non-celebrity endorsed products don’t have significant differences when it comes to three constructs, “attitude towards the advertisements, attitude towards the brand, and purchase intentions of endorsed brands”. Mehta explained that advertisements of non-celebrity endorsed products cause consumers to concentrate on the brand and its features while celebrity endorsed products cause consumers to focus on the celebrity in the advertisement. Moreover, recent studies showed that consumers do not trust the recommendations from celebrities and would rather believe in the opinions of their family members (Kolodny, 2012; Babej, 2011).

Social Media Trend
Social media is perceived as a trend, technology and a powerful business tool that is very useful in communicating to the target audience. It was examined why companies adopt social media networks and most of the respondents’ reason was because of connectivity, ease of use, viral growth, global reach, anonymity and relevance.

According to CFP Professionals, the findings of the survey stated that the use of social media reached 73% and only 45% stated that they use it for professional purposes. They reiterated that the use of social media enables the network with other financial planning professionals to widen exponentially. The second reason why individuals use social media sites is that to keep up with professional news and trends, and the last one is for marketing and business promotion.

Related Studies on Celebrity Endorsement
As celebrity endorsement have become more popular in the advertising industry, a reliable and valid scale in measuring celebrity endorsers' credibility was developed by Ohanian (1990) which includes three dimensions namely source attractiveness, source trustworthiness and source expertise. However, in a follow-up study Ohanian made in 1991, findings revealed that only perceived expertise of celebrities are significantly related to purchase intention. This is in contrast with other studies made by scholars, that perceived attractiveness positively influences persuasion (Chaiken, 1979; Horai, Naccari, & Fatoullah, 1974; Reingen & Kernan, 1993; Shavitt, et al., 1994) and that trustworthiness also positively influences persuasion (Deshpande & Stayman, 1994; McGinnies & Ward, 1980).

Research Framework

![Research Framework Diagram]

Figure 1: Research Framework

Research Hypothesis

H1: There is a significant difference between perceived credibility of endorser (attractiveness, trustworthiness and expertise) and consumers' purchase intention.

H2: There is a significant difference between respondents' frequency of visit to social networking sites and consumers' purchase intention.

H3: There is a significant difference between respondents' number of profile in social networking sites and consumers' purchase intention.

H4: There is a significant difference between respondents' frequency of visits to social networking sites and respondents' perceived credibility of endorser (attractiveness, trustworthiness and expertise).

H5: There is a significant difference between respondents' number of profile in social networking sites and respondents' perceived credibility of endorser (attractiveness, trustworthiness and expertise).
Research Method

A Quantitative research was conducted with the use of questionnaire. A total of 400 Thai adult consumers were employed as the respondents of the study.

Result

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Sig</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: There is a significant difference between perceived credibility of endorser (attractiveness, trustworthiness and expertise) and consumers' purchase intention.</td>
<td>0.000</td>
<td>Accept</td>
</tr>
<tr>
<td>H2: There is a significant difference between respondents' frequency of visit to social networking sites and consumers' purchase intention.</td>
<td>0.910</td>
<td>Reject</td>
</tr>
<tr>
<td>H3: There is a significant difference between respondents' number of profile in social networking sites and consumers' purchase intention.</td>
<td>0.971</td>
<td>Reject</td>
</tr>
<tr>
<td>H4: There is a significant difference between respondents' frequency of visits to social networking sites and respondents' perceived credibility of endorser (attractiveness, trustworthiness and expertise).</td>
<td>0.674</td>
<td>Reject</td>
</tr>
<tr>
<td>H5: There is a significant difference between respondents' number of profile in social networking sites and respondents' perceived credibility of endorser (attractiveness, trustworthiness and expertise).</td>
<td>0.978</td>
<td>Reject</td>
</tr>
</tbody>
</table>

Conclusion

As there have been numerous researches in this field, the author would like to suggest a few issues that can be explored which could provide more insights for marketers and businesses as well. This research made use of online advertisements as the stimulus of the study. A similar study of this type could investigate the influence of the same characteristics of endorsers (attractiveness, trustworthiness and expertise) but for different types of products to know a good fit between the endorser and the product being endorsed. Different types of endorsers should also be considered such as tv/movie/sports celebrities, experts in the field of study where the endorser is attesting to the positive effects of the product, or an industry specialist promoting the product. Different media platforms such as tv/radio commercials, print ads such as newspaper ad, magazine ad and billboards, should also be used to compare which medium reaches a wider target market. The medium in which the celebrity endorsed product is seen might have a different impact on the effectiveness of the celebrity endorsement.

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Using an Extended Theory of Planned Behaviour to Explore a Behaviour Towards Food Waste of Bangkok Youths

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Abstract

Food waste is the global problem. Each year food lost and food waste are estimated about 1.3 billion tonnes. Bangkok as top international tourist destination city in Southeast Asia. The food waste problem is so serious that are concerns to affect the image of Bangkok city. Waste reduction at the level of household consumption is critical because the environmental impact accumulates throughout each of the following stages of the life cycle. Youths proved to be the segment of the population most inclined to waste food and therefore they need to be monitored. This study aims to investigate youths' behaviour towards food waste within the framework of the Theory of Planned Behaviour (TPB) extended with the theory of interpersonal behaviour and the comprehensive model of environmental behaviour. The samples of this study are 350 youths residing in Bangkok. Questionnaires will be used to measure the habitual food waste, attitude to food waste, subjective norms, perceived behavioral control, emotions in relation to food waste, behavioral intention to reduce food waste and food waste behaviour. Participants have to answer four questionnaires over a period of 6 months. Since this article is a working paper, it is waiting for the empirical test results to be received in the future. If this research is complete, the results provided by this study could assist policy makers and stakeholder in making more accurately initiative for the sustainability of the food waste management.

Keywords: Behaviour, Food Waste, Youth

Introduction

Food waste is a significant global problem, recent estimates suggest that globally food losses and waste amount 24 percent of all food supplied for human consumption. This contributes to food waste resulting from the decision to discard food that still has nutritive value and is most often associated with the behaviour of the food service and consumers (Aschemann-Witzel et al., 2015). The environment cost of food waste is significant and can be seen in the environmental burden and resources required to produce the food as well as emissions associated with any food wasted (Sally et al., 2017). More than 95% of the food waste ends at landfill sites, where it is converted into methane and other greenhouse gasses. Its effect on climate change is catastrophic (Melikoglu et al., 2013).

The high volume of food production related to a huge quantity of food waste is generated in Thailand (Ong K.L et al., 2017). Thais are generating around 0.14 kg of food waste per day per capita which leads to a high amount of food waste generated in Thailand every year. The estimates suggest that 9.3 million tonnes are thrown away annually (Thi et al., 2015). The reduction of waste has also been addressed by Thai Government within the national save food campaign, endorsed by partner of the Save Food Network, and it is the first of its kind in the ASEAN region (FAO, 2015). It was observed that EU-28 youth aged 15-24 are the segment of population most inclined to waste food and therefore they need to be monitored more
carefully (FAO, 2012). From the literature review, however, there are a limited number of relevant studies on Thai’s youth behaviour toward food waste reduction.

The aim of this study is to examine both cognitive factors (attitude, subjective norms, perceived behavioural) and non-cognitive factors (emotions and habit) which are determinants of youths’ food waste behaviour, by surveying youths residing in Bangkok. These data will be used to test a conceptual model of food waste behaviour that are based on the theory of planned behaviour, the theory of interpersonal behaviour and the comprehensive model of environmental behaviour.

Objectives
To examines both cognitive and non-cognitive factors determinants of youths’ food waste behaviour.

Literature Review
1. The Theory of Planned Behaviour
The theory of planned behaviour (TPB) has been used widely for many studies of environmental behaviour included in food-relate behaviour to explain behavioural intention. The TPB suggests that behaviour is directly determined by intentions, which in turn are prediction by attitude, subject norms and perceived behavioural control (PBC). Attitude refers to an internal quality of a person which influences his or her behaviours, interaction and responses to do something they like or dislike over the surrounding environment, including people, things and social phenomena they associate with. Subjective norms are made up of the perceived expectations of other people who are important to the subject which account for consumers’ social pressure to engage in the behaviour and are hypothesized to contribute to stronger intentions to perform the behaviour (Ajzen, 1991). The final antecedent of intention included in the TPB, perceived behavioural control, was added to extend the applicability of the theory to behaviours which are not under complete volitional control (Stancu et al., 2016).

Thus, researcher expect that attitudes, subjective norms, and perceived behavioural control will account for significant variance in intentions and theses variables will emerge as positive predictors of intentions. In line with the TPB, researcher also expect that intention will be a significant and negative predictor of food waste behaviour which the greater the intentions to reduce food waste, the lower the food waste behaviour that will be observe (Rusell S. V., 2017).

The TPB also proved to be easily adaptable and flexible for analyzing the additional role of concepts not included in the original model (Collins and Mullan, 2011). This study using the TIB (Triandis, 1977) and the comprehensive model of environmental behaviour (Klöckner, 2013) are supplemented of TPB. The relationships which link this complex behaviour and the various components foreseen by this conceptual model framework are illustrated in Figure 1, the following researcher hypotheses (Hs) were formulated.

H1. Attitudes, Subjective norms and Perceived behavioural control of food waste will be related to intentions to reduce food waste.

H2. Intentions to reduce food waste will be related to food waste behaviour.

H3. Habitual food waste behaviour will be a direct positive predictor of food waste behaviour.
H4. Emotions in response to food waste will have a direct positive relationship to behavioral intention to reduce food waste and food waste behaviour.

![Conceptual model framework to determine of food waste behaviour](image)

**Figure 1**: Conceptual model framework to determine of food waste behaviour

2. **The Theory of Interpersonal Behaviour**

The theory of interpersonal behaviour (TIB) (Triandis, 1977) includes the theory of reasoned action (TRA) and theory of planned behavior (TPB) concepts. New factors are also included in this context, which are emotional factors and habits (Moody and Siponen, 2013).

The TIB identified emotion as a key driver of behaviour by Triandis (1997). Researchers argue that emotions are likely to play an important role in driving food waste behaviour. In so doing, the TIB provides a broader understanding of what may lead to personal use of the reduce food waste.

Past research has shown that emotions have an effect on conservation decisions which there is also evidence to suggest that positive emotions may also be important in determining environmentally relevant behaviours. The positive anticipated emotions had a positive effect on intentions to engage un energy saving behaviour (Webb et al., 2013). Moreover, although qualitative research has suggested that emotions may be related to consumers' food waste behaviour, some showed that participants reported a sense of guilt about wasting food. Thus, researchers expect that emotions in response to food waste will have a direct positive relationship to behavioural intention to reduce food waste and food waste behaviour.

3. **The Past Behaviours**

Habits can be defined as psychological dispositions to repeat past behavior which is the extent to which people automatically perform behaviors because of prior learning (Amoroso and Lim., 2017). Most researchers agree that habits often originate in goal pursuit, given that people are likely to repeat actions that are rewarding or yield desired outcomes. In addition, habit strength is a continuum, with habits of weak and moderate strength performed with lower frequency and/or in more variable contexts than strong habits (Neal et al., 2012).
TPB lacked predictive power for those behaviours that were repeated over time and not enough to predict many behaviours that are guided by more automatic and affective processes included habits (Klöckner, 2013 and Russell, 2017). Although the TPB has received strong empirical support in explaining environmentally relevant behaviours, one of the key criticisms is that it under represents the contribution of the non-cognitive determinants of behaviour is particularly habits (Klöckner, 2013). Habits are particularly important in explaining current or future behaviour which usually conceptualized and measured as the frequency of past behaviour as it is thought that behaviours that are performed frequently form habitual patterns that became automatic responses in future situation. Given that the creation and disposal of food waste is a repeated and often habitual behaviour. We therefore considered these insights to be of particular relevance (Triandis, 1977).

From relation of food waste and habits which are likely to play an importance role. Given their frequency and automaticity, researcher argue that food waste behaviours have a marked habitual and pronounced emotional component. Thus, researcher expects that will report high levels of current food waste behaviour.

Research Methods

1. Participants

This study focused on those youths who require monitoring and education in order to modify their behaviour to prevent food waste. The samples of this research which are 300 students will be randomly interviewed from students enrolled at the Dusit Thani College (DTC). The participants are youth who usually consume food with their families. The survey involves only students who are living at their home. Youths proved to be the segment of the population most inclined to waste food and therefore they need to be monitored (Mondejar-Jimenez et al., 2016).

2. Data collection

According to conceptual framework (see Fig. 1), individual behaviour towards food waste behaviour, a four-phased online questionnaire study will conduct with a sample of 350 individual youths from DTC. According to past research there is one of limitations that is a reliance on single cross-sectional designs. The designs are useful to understand the relationships between variables. There is the possibility of common method variance that may inflate the relationships between variables of interest (Podsakoff et al., 2003). By measuring our independent and dependent variables at different points in time we attempt to overcome these limitations and to test the robustness of the relationships between the variables of interest (Russel et al., 2017). The questionnaires will measure emotions and habits in addition to the standard TPB in relation to food waste behaviour.

Participants must be response to all four surveys of this study. The first questionnaire survey includes the independent measures concerning demographic characteristics, attitude, subjective norms, PBC and habitual food waste behaviour. The second survey will measure emotions. The third survey will measure behavioral intention to reduce food waste and the final survey will measure food waste behaviour. In the first, third, and fourth survey, the respondents will give answers indicate their level to agreement to a five-point Likert scale with 1 referring “strongly disagree” and 5 referring “strongly agree”. While the questions in the second survey, responses are dummy coded with 1 to indicate the presence of the emotion and code with 0 to indicate absence.
3. Data analysis
The quantitative data obtained will be analyzed with descriptive statistics such as Mean, Standard Deviation and inter-correlation among the independent and dependent variables. The attitude, subjective norm, PBC and behavioural intentions will measure the level of internal reliability by Pearson correlation. Thus, a hierarchical multiple regression analysis will conduct using the revised TPB framework. A path analysis will conduct using M-Plus structural equation modelling (SEM) software program to test and validate exploratory models.

Conclusion and Discussion
This study as a quantitative is to explore the food waste behaviour of younger consumer by using a comprehensive model integrating with cognitive factors determine by attitudes, subjective norms and perceived behavioural control, consisting with theory planned behaviour (Ajzen, 1991) and non-cognitive factors determine by particularly habit and emotions consisting with theory of interpersonal behaviour (Triandis, 1977) and comprehensive model of environmental behaviour (Klöckner, 2013).

Following the TPB, researcher expects attitudes, subjective norms and PBC will emerge as positive predictors of intentions to reduce food waste. Also, expect that intentions will be a significant and negative predictor of food waste behaviour, in that the greater the intentions to reduce food waste, the lower the food waste behaviour. Consisting with the TIB, suggests that emotions in general are important predictors of behavioural intentions. Thus, researcher expects both positive and negative emotions in response to food waste will have a direct positive relationship to behavioural intention to reduce food waste and food waste behaviour. Finally, consisting with comprehensive model of environmental behaviour that habits will be a direct positive predictor of food waste behaviour, thus researcher expect that the greater past food waste behaviour the more likely participants will report high levels of current food waste behaviour.

Since this is a working paper, the empirical results of the study will be provided in the near future. At the same time, it is anticipated that the findings will be beneficial to management teams in Bangkok or Thailand where they can be applied for strategic planning, policy and guidelines food waste reduction, including an engagement plan to enhance youths’ awareness and behaviour regarding the food waste reduce scheme. This can become a good practice with the sustainability development concept of Thailand.

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Using Data Mining Technique to Predict International Tourists' Satisfaction towards Bangkok Street Food

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Abstract
Street foods are ready-to-eat foods and beverages prepared and sold by vendors especially in the street. Because of its low cost and convenience, street food is consumed by millions of low-and middle-income consumers especially in developing countries. Street food presents throughout South-East Asia, and represents the most important tourist attraction in Thailand. Bangkok is a capital city where offers a variety of street foods for tourists to choose. Millions international tourists visit Bangkok each year and street food in Bangkok is one of the most attractive factors for tourists in deciding to visit or revisit. Many studies revealed attitudes, behaviors, and satisfaction of tourists towards street foods. This study aims to build a model to predict overall tourists' satisfaction toward Bangkok street foods. The input variables derived from previous research are food quality, price, service quality, convenience, and ambience. Data will be collected using a closed-ended questionnaire and will be distributed using purposive sampling method. An artificial neural network model (ANN), one of the most powerful predictive model in data mining techniques, and a logistic regression model, an effective classic statistical model for prediction, will be built to predict overall tourists' satisfaction. Since this is a working paper, it is waiting for the empirical test result to be received in the future. If this research is complete, the result could assist the researcher or the policy makers to have a reliable prediction model to predict the satisfaction of international tourists towards the street food.

Keywords: tourists' satisfaction, data mining, neural network, street food

Introduction
Tourism is one of the most important industries in Thailand. The Ministry of Tourism and Sports of Thailand (2017) reveals the number of international tourists nearly 55 million in 2016 which increased 3.95 per cent from the year 2015, and earned more than 1,272 million THB in revenue, which is equivalent to nearly 20.2% of national GDP of the country. It is also assumed that by 2032, Thailand will be receiving around 100 million visitors. Thailand is 10th in the most visited countries in the world (Worldatlas, 2017), and 3rd in the country with most revenue from tourism receipts (UNWTO, n.d.). Thai food plays an important role in the image of Thailand as a destination because it reflects the lifestyle of Thai culture. It also promotes the distribution of income to local communities, leading to the development and creation of jobs (Manager, 2017). Many studies indicated that Thai food is the most important factors for tourists in deciding whether they want to visit or revisit a destination, and it is an important motivator for tourists to visit Thailand (Chavarria & Phakdee-aupsorn, 2017). The most popular tourist activity, about 87.6 per cent, in Thailand in 2016 is eating Thai food (MOTS, n.d.).

Street food are ready-to-eat foods and beverages prepared and/or sold by vendors or hawkers especially in the streets and other similar places (FAO, 1995). It has been sold around
the world by vendors since ancient times but it’s a relatively recent trend that has seen the emergence of high quality offerings (Quick Bite, 2014). Due to the increasing popularity in this trend, Street food is now consumed by an estimated 2.5bn people worldwide, each day (The Foodie Adventure, 2016). The top five most popular street food cuisines are Mexican, Chinese, Thai, Indian and British. Favorite street food dishes are sandwiches/wraps, noodles/rice pots, burgers, vegetarian, and hot dogs (Quick Bite, 2014). In Thailand, the street food industry plays a very important role. There are approximately 90,000 street food outlets across the country (Chavarria & Phakdee-auksorn, 2017).

Bangkok, a capital city, is the most important tourist destination in Thailand. In 2016, there are 5,405,573 international tourists visiting Bangkok, and each of them spends more than 1,000 baht per day for food and beverage (MOTS, n.d.). It was listed as the first of 23 best cities in the world for street food according to CNN travel (2017).

Although several studies have examined the satisfaction of tourists towards food in Thailand, little attention has been explored the satisfaction towards street food. This study attempts to build a statistical model to predict the international tourists’ satisfaction towards street food in Bangkok, Thailand. All information in this research was gathered by using variables based on previous research studying about satisfaction on restaurant business and food industry (Larasati et al., 2012; Yoophothong, 2014; Jianwarophat, 2015; Kukanja et al., 2017). The analysis technique used in this study is Artificial Neural Network (ANN), one of the powerful and effective prediction model in data mining, and this study will compare an ANN model to a Logistic Regression Analysis model.

Objectives
1. To apply data mining technique to build a model to predict international tourists’ overall satisfaction towards Bangkok Street Food.
2. To compare a prediction model from data mining techniques with a model from classic statistical method, Logistic Regression.

Literature Review
(1) Data Mining Technique
Data mining is the exploration and analysis of large quantities of data in order to discover meaningful patterns and rules. Many problems of intellectual, economic, and business can be phrased in terms of the following six tasks: classification, estimation, prediction, affinity grouping, description and profiling, and clustering (Berry & Linoff, 2004). Data Mining techniques are widely used in tourism industry especially in predicting. The technique to be applied based on data characteristics and business requirements (Giraud-Carrier & Povel, 2003).

(2) Prediction
Prediction means to forecast a future event or generally means to estimate an unknown value (Provost & Fawcett, 2013). Data mining techniques used in prediction are decision tree, naive Bayes, K-Nearest Neighbors(kNN), Linear Regression, Neural Network, Support Vector Machines, Attribute Selection, and Compare classification performance (Pacharawonsakda, 2017). The choice of technique depends on the nature of the input data, the type of value to be predicted, and the importance attached to explicable prediction (Berry & Linoff, 2004).
Although many studies have applied data mining techniques to model tourist behavior, none of these studies take place in street foods. This study will use artificial neural network model to forecast tourists' satisfaction because artificial neural network model is a supervised learning model and suitable for classification purposes (Larasati et al., 2012).

(3) Artificial Neural Network Model

Artificial Neural Networks (ANN) - the “artificial” is usually dropped as neural networks - are popular because they have a proven track record in many data mining and decision-support application. ANN is a class of powerful, general-purpose tools readily applied to prediction, classification, and clustering. They have been applied across a broad range of industries, from identifying clusters of valuable customers to identifying fraudulent credit card transactions, from recognizing numbers written on checks to predicting the failure rates of engines (Berry & Linoff, 2004).

From previous reviews, there are many applications of ANN in tourism studies. Tsaur et Al. (2002) used ANN as a tool for analyzing the guest loyalty toward international tourist hotels and found that ANN models demonstrated satisfactory model fitting performance. Larasati et al. (2012) used ANN to predict customer satisfaction in a student-operated restaurant and found that ANN has a better performance to predict overall customer satisfaction than a logistic regression model. However, ANN may not be the best model to determine the most significant input variable toward an output variable. Phillips et al. (2015) used ANN model with ten input variables to investigate the relationship among user generated online reviews, hotel characteristics, and RevPar. The findings reveal four hidden nodes that have a significant impact on RevPar.

ANN has four following assumptions (Fausett, 1994): (1) information processing occurs at many simple elements that are called neurons (2) signals are passed between neurons over connection links (3) each connection link has an associated weight, which in a typical neural net, multiplies the signal transmitted (4) each neuron applies an activation function (usually nonlinear) to its net input (sum of weighted input signals) to determine its output signal. The simplest version of ANN shows in Figure 1 (Azzalini & Scarpa, 2012). Figure 1 show p explanatory variable (input in a relationship with q response variables (output). The most characteristic aspect is the layer of r latent variables, which is not observable (hidden) and comes between the two previous groups in sense that the covariates influence the latent variables; these in turn influence the response variables. The number of input and output variables is determined by the problem, but the number r of latent variables is something we can choose, because they are only conceptual entities.

According to Berry and Linoff (2004), Neural networks are good for prediction and estimation for problem having the following three characteristics: (1) inputs are well understood (you have a good idea of which features if data are important, but not necessarily how to combine them) (2) output is well understood (you know what you are trying to model) (3) Experience is available (you have plenty of examples where both the inputs and the outputs are known.)
Street Foods

The definition of street food defined by Food and Agriculture Organization is that street foods are ready-to-eat foods and beverages prepared and/or sold by vendors or hawkers especially in the streets and other similar places (FAO, 1995). According to the definition of the Italian Association of Street food, street food is a culture to bring back that cannot be separated from the road or social experience in which it was born. Therefore, while reinventing the old traditions, recovering foods disappeared or extinct and also of rural areas and inaccessible interior, street food intends to different paths related to common objectives: an alternative to globalization, an instrument of socialization, a means to do business and communicate with target young people in a new way (Privitera & Nesci, 2015). In many countries, street food is considered as a touristic resource and government encourage the diversity of offers because of its colorfulness and liveliness of destination landscape (Chavarría & Phakdee-auksorn, 2017).

Tourists' Satisfaction

This study aims to predict tourists' satisfaction, which is represented by the overall tourists' satisfaction level. The overall tourists' satisfaction is driven by customer perception toward the performance of dining satisfaction factors. Larasati et al. (2012) used DINESERV factors as dining satisfaction factors consisting of 32 input variables such as food quality, taste, freshness, price, service quality, friendly service, fast service, convenience, comfortable, clean facility etc. Yoophothong (2014) used location and atmosphere, equipment and ingredients, food and taste, seller, and service as keys categories to evaluate the satisfaction of international tourists toward Thai street food and found that it was high in all of them. Jianwarophat (2015) studied the behavior of foreign tourists towards consuming street food in Muang Chiang Mai district by using marketing mix and found that top elements of each service affecting behavior of tourists consist of taste of food, sanitary cooking process, reasonable price comparing to its
quality, warm personality and friendliness of vendor/staff, location, presentation of food, cleanliness of street cart, and attractive sign to persuade people. Kukanja et al. (2017) studied a restaurant quality model based on marketing factors by using SERVQUAL, DINESERV, Dinserv.per, Tangserv, and CIERM models and concluded that there are three categories which are people, placement, and product and physical evidence. This research will use satisfaction factors from these reviews as a independent factors.

Research Methods
This is a quantitative research consisting of research methodology as follows.

(1) Variables
The independent variables used in this study were derived from literature reviews which cover food quality, price, service quality, convenience, and ambience. The dependent variable is overall satisfaction towards the street foods.

(2) Population and Sample
From the Ministry of Tourism and Sport, there are 5,405,473 international tourists visiting Bangkok. Because there is no record on the number of international tourists consuming street foods, this research will use a formula find a number of sample by a formula of Cochran (Wanichbancha, 2011). The sample size of this research is 384.16, for convenience, rounded up to 400. The Purposive Sampling method will be used to choose international tourists consuming street foods.

(3) Data Collection
This study will collect data through a sampling survey in Bangkok by distributing a questionnaire to international tourists. The questionnaire consists of 2 parts: 1) tourist demographic data, and 2) tourists' satisfaction towards the street food. To find out the objectives of this study, only second part of the questionnaire will be used to analyze. That part of the questionnaire uses five-points the Likert type scale. On tourists' satisfaction, 1 refers to very dissatisfied and 5 refers to very satisfied.

(4) Data Analysis
First steps to analyze the data is to divide collected data into three parts: training data set, validation data set, and testing data set by the proportion of 50%, 30%, and 20% of data respectively. Random seed will be used to separate each type of data. Freeware Rapid Miner Studio 7 will build the data mining technique model and logistic regression model. Split test will be used to measure the predictive performance among the models.

Conclusion and Discussion
The literature reviews mentioned in above section indicated that a data mining technique is becoming a great tool to data analysis especially for the big data which is now wildly used in tourism research. One of the useful task in data mining is a prediction. Prediction model helps data analyst forecast the future result of the study with present or past information, called supervised learning. Artificial neural network (ANN) is a powerful predictive model used in this research. Many previous studies revealed that ANN give a reliable prediction result in many subject areas.

Since this is a working paper, the empirical results of the study will be provided soon. The findings will be beneficial to the individuals who study or do a research in satisfaction of
tourist in street foods. This can be a good background for further study for both people in tourism industry and in data analytic development.

References


Quick Bite Magazine Online. (7 July 2014). *Trend for street food continues to grow.*


Working Paper: Exploring and Developing Possible Strategies through Organization Development Intervention (ODI) for Tourism Management Students' Academic Performance Achievement Improvement in Nigeria

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Abstract
This paper is a proposal of an empirical study which focuses on exploring and developing possible strategies utilizing an Organization Development Intervention (ODI) approach with the main purpose of contributing towards the improving academic performance achievement of tourism and hospitality management students in Nigeria. It showcases the theoretical, conceptual and research frameworks for the study. It also discloses action research and survey feedback approach in three phases of pre-ODI, ODI and post-ODI as the intending research approach for the study for three main purposes. First, to diagnose current situation of tourism management education in Nigeria. Second, to explore and develop strategies for the tourism management students' academic performance achievement improvement. Third, to evaluate impact of application of ODI on an expected outcome in an educational context.

Keywords: Nigeria, Open System, Organization Development Intervention, Tourism and Hospitality Management Education

Introduction
This working paper takes an Organization Development Intervention (ODI) perspective utilizing action research and survey feedback approaches to explore and develop possible strategies for the academic performance achievement improvement of tourism and hospitality management students in Nigeria. Therefore, the country of Nigeria will provide the context for the study to be undertaken in this study.

The Statement of the Research Problem
Tourism employment opportunities are available in Nigeria but the unemployment rate is high among the graduates due to high expectations of the employers on skills and most especially on academic grades achievement. The expected academic grades by the job employers remain a major factor affecting the employability of the job seekers in the Nigerian labor market. Hence, academic performance achievement outputs of the students upon graduation affect their employment into the tourism public and private sectors in the country (Asuquo & Agboola, 2014).

Academic Qualifications Set Standard by the Nigerian Tourism Job Recruiters
In addition to the mandatory National Youth Service Corps (NYSC) Certificate or an exemption certificate for employment, the private and public employers in Nigeria during
recruitment exercises, first consider university graduates with not less than Second Class Upper degrees or polytechnic graduates with not less than upper credit awards. The researcher in this study, however, observes that the required employment academic qualification is considered more important for employment. Meanwhile, only few graduates are meeting up with the required degree requirement upon graduation.

As a result, the employment condition remains a major issue facing Nigerian graduates including those of tourism and hospitality management. The issue at hand, therefore, is instigating lack of adequate manpower to filling the vacancies in the hospitality and tourism management sector of the nations' economy. Thereby, posing a serious threat to the achievement of the objectives of the National Tourism Policy of the Nigerian tourism sector sustainability as enumerated in the table below.

**Table 1: The Main Objectives of the National Tourism Policy**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>To protect and promote Nigeria's cultural heritage as a resource for home grown socio-economic development</td>
<td>National Tourism Policy for Nigeria (2005, p. 2).</td>
</tr>
<tr>
<td>To encourage community and public partnerships in tourism development</td>
<td></td>
</tr>
<tr>
<td>To generate foreign exchange, enhance income redistribution, alleviate poverty, and create employment</td>
<td></td>
</tr>
<tr>
<td>To promote Nigeria as a desirable tourism destination within the context of Africa's cultural renaissance</td>
<td></td>
</tr>
<tr>
<td>To promote geo-political integration, healthy international cooperation and understanding</td>
<td></td>
</tr>
<tr>
<td>To ensure environmental sustainability in the development of tourism resources</td>
<td></td>
</tr>
</tbody>
</table>

Nevertheless, the Nigerian government in her effort to address tourism related issues in the country including tourism and hospitality human resources capabilities in tourism and hospitality education context organized Nigeria Tourism Master Plan Committee (Tourism Development International, 2005). The committee aims to find issues affecting tourism and hospitality management human resource capabilities. The findings of the committee reveal that the education sector is faced with several challenges which are affecting tourism management students' academic performance achievement suitable for employment in the nations' tourism industry.

**Challenges Facing Tourism Management Education Programs in Nigeria**

Although, the tourism management education system in the country encourages undergraduate and graduate academic programs but the system is faced with several challenges. As a result, table 2 below portrays the findings of Nigeria Tourism Master Plan committee as affecting the tourism and hospitality management education and human resources and capabilities in Nigeria.
Table 2: Findings of the Nigeria Tourism Development Master Plan Committee on Human Resources Capabilities

<table>
<thead>
<tr>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>The human resources capabilities of the tourism and hospitality sectors are lagging far behind in terms of quality, standards, and skills delivery.</td>
</tr>
<tr>
<td>There is a lack of balance between management and supervisory training and craft skills training.</td>
</tr>
<tr>
<td>The numbers receiving craft skills training need to be greatly increased.</td>
</tr>
<tr>
<td>The National Institute for Hospitality and Tourism (NIHOTOUR) is grossly overstaffed and ineffective in its present role as a provider of educational services. The institute has no credible on-site practice facilities nor has it any experience of delivering skilled personnel to the work force.</td>
</tr>
<tr>
<td>The various education providers do not specify skills or program outcomes. There is no way of ensuring consistent delivery of quality outcomes nor is there any way for auditing the quality of outcomes of the various training and education institutions.</td>
</tr>
<tr>
<td>The conditions in the training institutes are very poor, dirty, ill equipped, badly maintained and are under-funded. The management and staff morale is poor and at a low level. Number of institutions train their course attendees in theoretical aspects but have no on-site practice training facilities.</td>
</tr>
<tr>
<td>There is a significant shortage of suitably qualified instructors, teachers and lecturers across the teaching faculty. They also lack industry experience and an international aspect. The consequences that the teaching methods and course content are out of date.</td>
</tr>
</tbody>
</table>


Undoubtedly, academic performance achievement of the students is connected to the findings of the committee (Ahmadu, 2011; Ugo, Igbojekwe & Ogbonna, 2011). However, no strategies have been developed in that regard in order to curb the challenges. Hence, this study is geared to filling the gap towards exploring and developing strategies for the academic performance achievements of the hospitality and tourism management students in Nigeria through ODI.

Objectives of the Research

The findings of the committee above inform the development of this study. Hence, the findings of the committee above will remain the driver behind the research. Thus, the main objective of this study will be to explore and develop possible strategies for academic performance achievement improvement of the tourism management students in Nigeria in an ODI perspective and action research and survey feedback. Other objectives of this study will include:

To explore tourism management education contexts in an open system perspective focusing on the environment, input (human resources, curriculum, learning assessment), processes (objectives and goals, teaching-learning design and preparation, teaching-learning method and resources, support provision and resources) and output (academic performance achievement).

To research and explore the concept of ODI and its application in non-industrial settings especially the educational sectors.

To encourage participation of the study organization members to be part of the research process.

To collaborate with the education stakeholders to further diagnose the current tourism and hospitality management education system in Nigeria.
To explore and develop possible strategies in collaboration with the education stakeholders for academic performance achievement improvement of the tourism and hospitality management students in Nigeria.

To make recommendations on possible strategies for academic performance achievement improvement of the students.

**Research Questions**

The main research question, therefore, is, what is the true picture of tourism management education system contexts in an open system perspective in terms of the environment, input (human resources, curriculum, learning assessment), processes (objectives and goals, teaching-learning design and preparation, teaching-learning method and resources, support provision and resources) and output (students’ academic performance achievement and satisfaction)? The following study sub-questions are also proposed for this study.

What is the current situation of tourism management education system in Nigeria? What are the possible strategies to improve the Nigerian tourism management students’ academic performance achievement? Can application of ODI in an educational context study yield expected outcome?

**Rationale for the Action Research and Survey Feedback Study**

This study will involve the stakeholders’ participation and collaboration instead of relying on the academic researcher's personal efforts and existing models for academic performance achievement improvement (Kemmis, McTaggart & Nixon, 2014; Margerison, 1978; Mayaka & Akama, 2007). This is because, according to (Cummings & Worley, 2009), organizational members tend to get deeply involved in implementation of strategies that they are part of.

However, there are a number of authors that contribute to an understanding of this topic and support this research study. Margerison (1978) suggests that researchers should digress from relying on models and make personal efforts to develop action research approaches involving stakeholders' participation and collaboration. Mayaka and Akama (2007) also call for recognition of the stakeholders while conducting research affecting the tourism management education sector. Cummings and Worley (2009) make significant impact in the field of study and disclose that ODI provides models and processes for the action researcher and encourages stakeholders’ participation in non-industrial settings including education sector.

Although, the concept of ODI and action research survey and feedback are still underexplored in Nigeria (Khairuddin, Adekalu & Genty, 2014). The concept, however, has gained popularity amongst European, American and Asian researchers in achieving performance improvement in organizations (Austin & Bartunek, 2006; Cooperrider & Godwin, 2011; Cummings & Worley, 2009; Darling & Heller, 2009; Hammond, 2013; Kemmis et al., 2014; Koshy, Koshy & Waterman, 2011; Pupat, 2009; Quereshi & Afzal, 2008; Stavros & Hinrichs, 2009; Stavros & Saint, 2009). These authors will therefore inform the exploration in Nigeria.

**Theoretical, Conceptual and Research Frameworks**

Unlike in Europe, America and Asian countries, the application of ODI to performance improvement and effectiveness issues especially in an educational context is a relatively
emerging concept in Nigeria (Blankenstein, 2004; Cummings & Worley, 2009; Durlak, Weissberg, Schellinger Dymnicki & Taylor, 2011; Khairuddin et al., 2014; O’Day, 2002; Stavros & Hinrichs, 2009).

However, based on teleological tradition of purpose and end results, this study discusses two theoretical foundations for this research, namely; the general model of planned change (Cummings & Worley, 2009) and systems theory (von Bertalanffy, 1955). It further conceptualizes tourism management education as an open system and ODI will inform its research framework.

**General Model of Planned Change**

Cummings and Worley (2009) articulate the general model of planned change as shown in the figure below which is built on the Lewin’s change model, an action research model and positive model. The model as shown below portrays four major participative processes and activities by OD practitioners/consultants/change agents during OD projects.

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**Figure 1:** General model of planned change

First, entering and contracting, second, diagnosing, third, planning and implementing and fourth, evaluating and institutionalizing. Theoretically, “the lines connecting the activities emphasize that organizational change and development is not a straight forward, linear process but involves considerable overlap and feedback among the activities” (Cummings & Worley, 2009, p. 29). The stages overlap whilst initial plans may become irrelevant in the light of individual or group learning from experience.

Nevertheless, in reality, OD process may be unstable, clear, and reactive. However, Beer and Nohria (2000) declare that the perception about the process often generates paradoxical suggestions. Meanwhile, Cummings and Worley (2009) are of the opinion that such a paradoxical suggestion is often as a result of misunderstandings about the necessity for change, resource limitations, and a notion on better or a more preferred change program.

Significantly, the model will provide basis for the research process in this study. The application of the basic steps according to the model means that ODI is systematic in nature.
involving OD researcher in collaboration with and participation of the study organizational leadership and members. The process, therefore, will be of high relevance to OD researcher to explore, implement, evaluate, facilitate, refine and institutionalize outcome of the ODI effort to other organizations to increase effectiveness and improve performance (Dickens & Watkin, 2006; Gummesson, 2006).

However, the researcher in this study observes that “entering and contracting” may not be the appropriate activity for an academic OD researcher such as a doctoral degree researcher. Signing a contractual agreement with the organization is necessary so as to spell out the terms and agreement. Such agreement thereby, suits OD consultants and practitioners because they are contacted by an organization to conduct an OD project while an academic OD researcher is not contacted rather engages in self-identification and selection of a particular study organization for his or her OD research. Thus, the OD researcher in this research suggests that “entering and contracting” in the model should be tagged ‘entering and consenting’ for an academic OD research.

Furthermore, this research also adds analyzing to the diagnosing stage and made feedback pronounced in the model. This is because analyzing diagnostic data is paramount to an academic OD researcher. Presence of analyzing in the model tends to serve two purposes. First, to serve as a reminder to the researcher before presenting the feedback to the study organization leadership and members. Second, to know and remember that there is need to analyze the diagnostic data collected for proper understanding.

In addition, identification of feedback will in no small measure help an OD academic researcher to remember and always prepare for feedback to the leadership and members of the study organization prior to the next stage of the research. Thus, the suggested general model of planned change for an academic research will provide basis and relevant to the research design in this study. The model is placed side by side with the general model of planned change.

**Systems Theory**

Systems theory is theories of social organizations, holding that organizations-like biological organisms-may according to inputs from their environment, outputs resulting from organizational activity, and feedback leading to further inputs. Also, that change in any one part of a group or organizational system affects all other parts (Milakovich & Gordon, 2009, p. 174). Systems theory, therefore, perceives organization as a synergy comprises of a set of interrelated elements that interact with one another, joined by the environment in which they operate and interact continually. Because the interrelated set of components performs functions as an operating unit in an open system organization, it therefore, demands control of the flow of components of the system across boundary as shown on the figure below (Nelson & Quick, 2006; von Bertalanffy, 1955).
However, systems theory offers a structure for observing human organizations from a social psychological perspective. Nelson and Quick (2006) disclose that organization exists in a task environment comprising agencies and clients, competitors, customers and regulatory agencies. The system derives input comprising material, capital and human from environment. In the process, people interact with structure, technology and tasks to produce products and services.

**Conceptual Framework**

Globally, tourism courses are often referred to as tourism management, hospitality management, tourism and hospitality management, leisure management, events management and so on. Goeldner and Ritchie (2009) disclose that tourism management education is akin to management and aims to imparting generic and specific managerial knowledge to students during course of study. The program is often designed to prepare students to utilize resources to achieve smooth operations in the tourism industry and sectors upon graduation. Thus, the study derives the elements of each component from the literature search as shown in the figure below.

**Figure 2: Organization as an Open system**

The course administrators and instructors expose the students to functions of management comprising controlling, organizing, coordinating, leading, staffing, motivating, directing, creativity, and communication for proper management of tourism organizations and sectors. Cheng, Ng and Mok (2002) in an open system perspective articulate that the tourism education system comprises five basic components namely; environment, input to the education system, process of the education system, output from the education system and feedback. The synergy of activities in the system and every loop means that every phase exchanges feedback, which assists to evaluate the system and promote learning with others.

The conceptual framework embodies independent and dependent variables. The independent variables comprise elements of education teaching environment, inputs and processes. The environment includes interactive, autonomy, flexible, virtual and internal control. The inputs elements entail human resources, curriculum and learning assessment systems while the processes elements entail objectives, teaching-learning design and preparation, teaching method and resources. The output represents the dependent variable performance achievement as the only element (Becket, 2013; Busby, 2013; Cooper, Wheel & Ruhanen, 2012; Elliot & Smith, 2013; Stergiou, 2013; Stuart-Hoyle, 2013; Tribe, 2013). Significantly, the model in line with the theoretical foundations will provide components and elements for diagnosing during the research process.

**Research Framework**

The research framework comprises three stages, namely; pre-organization development intervention (pre-ODI), organization development intervention (ODI), and post-organization development intervention (post-ODI) with four major activities of consenting and agreement,
diagnosing and analyzing, planning and implementing, and evaluating. The steps cover consenting and agreement, diagnosis, strategy exploration and development and post data evaluation.

Thus, due to application of ODI and action research and survey feedback in this educational context. The study will therefore, involve, participation and collaboration with the education stakeholders comprising the study organization staff and students. It will entail iterative actions comprising cyclical steps of data gathering, data analysis, deliberate and conscious action planning, action taking, action result evaluation, and feedback to the study organization staff and students.

**Study Organization: Background of School of Hospitality, Tourism and Events Management, Kwara State University, Malete, Ilorin, Nigeria, West Africa**

The study selects School of Tourism, Hospitality and Events Management, Kwara State University, Malete, Ilorin, Nigeria, West Africa as the study organization for the research. Kwara State University, Malete, Ilorin, Nigeria, formerly refers to as KWASU was founded and commenced academic activities in 2009. She became 77th registered and 95th recognized university in the country by National Universities Commission (NUC) (Eolawaye, 2013; NUC, 2014). The institution is referred to as “university for community development.” The institution operates a collegiate system comprising colleges, schools and departments. The provosts, deans and head of the departments headed colleges, schools and departments respectively. The main purpose is to mobilizing the community, setting assessment strategies, and as well as identifying the needs within the community. The Dean of the School of Tourism, Hospitality and Events management is responsible to the Provost College of Humanities, Management and Social Sciences.

Due to lack of awareness of the tourism management program, the program was not listed among the initial proposed programs at the commencement her academic program. A Pioneering Vice Chancellor in the person of Professor AbdulRasheed Na’Allah upon assumption of office because of his abroad exposure deemed it fit to include tourism and hospitality management programs in addition to other courses. Hence, the birth of the department of tourism, merchandising and hospitality management.

In one of the departmental meetings held on 7th August, 2014, the former head of the department in person of Prof. P. U. C. Dieke notified the staff that the department has been renamed to School of Tourism, Hospitality and Events Management with three departments namely, tourism management, hospitality management and events management (Minutes of School of tourism, hospitality and Events Management Meeting, 2014, AOB section; Babalola & Olapade, 2014).

Philosophy of School of Tourism, Hospitality and Events Management: The Bachelor of Science in Tourism and Hospitality management is a 4-year degree program designed to prepare students with the necessary pre-requisite education and leadership dexterity aimed at equipping them to face tomorrow’s challenges within the tourism and hospitality environment. Secondly, to produce graduates who are expected to be pacesetters in upgrading and redefining tourism and hospitality industry management locally and globally “(KWASU Student Handbook, 2011, p. 88). Vision statement of the School: “Redefining global movements and hospitality through sound Education” (KWASU Student Handbook, 2011, p. 88).

**Research Methodology**
This research in an ODI perspective comprising three stages will utilize an action and survey feedback and employ semi structured questionnaires to provide answers to the research questions. Although, according to Cummings and Worley (2009), the research approach as one of the recognized parent theories of OD entails long study time and reiterative processes. Nevertheless, Lewin (1958) (as cited in Kemmis, et al., 2014; Dickens & Watkins, 2006) disclose that an action research and survey feedback design tends to encourage participation and collaboration of the stakeholders of the study organization while conducting research.

Coughlan and Couglan (2002) declare that AR is “research in action, rather than research about action; participative; concurrent with action; a sequence of events and an approach to problem solving” (p. 222). However, the academic action researcher remains “co-researcher, project manager and process facilitator” (Fletcher, 2007, p. 422). Hence, the research design in this thesis “...is partly created by [the academic] researcher and helps to create the research situation and the research questions” (Dick, 2002, p. 159).

This study will employ mixed methodology comprising quantitative and qualitative methods. Quantitative data collection method will be employed at pre-ODI and post-ODI phases while qualitative data collection method is to be employed at the intervention stage. The study will employ the data collection methods for three purposes. First, to diagnose current tourism management education. Second, to develop possible strategies for the students' academic performance achievement improvement in Nigeria. Third, to evaluate influence of application of ODI perspective in Nigerian tourism management educational sector on the achievement of the research expected outcome.

During the pre-ODI phase, the researcher is reviewing literature using Emerald, Jstor and Google Scholar search engines and storing and retrieving from endnote bibliography manager. The researcher has also selected a study organization for the study. She has collected a letter of introduction from the PhD HTM program coordinator before approaching the study organization where the researcher secures the consent and agreement with the leader of the study organization. Thus, the college members and students of the institution form the stakeholders and sample size for the study.

The research has begun with literature review, which provides clue into the global contexts of the tourism and hospitality management education system. It also provides useful insights for components and sections of the survey instrument. Due to unavailability of a tested research instrument on this research, the study has developed a semi structured survey questionnaire for pre and post data collection based on the literature review.
Table 3: Results of the Reliability Tests (Statistics) on the Pilot Questionnaire for the Students

<table>
<thead>
<tr>
<th>Students: Sections and Sub-Sections of the Pilot Questionnaire for the Research</th>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section III: I. Environment</td>
<td>935</td>
<td>939</td>
<td>8</td>
</tr>
<tr>
<td>II. Input: Human Resources</td>
<td>951</td>
<td>951</td>
<td>12</td>
</tr>
<tr>
<td>Curriculum</td>
<td>884</td>
<td>885</td>
<td>3</td>
</tr>
<tr>
<td>Learning Assessment System</td>
<td>929</td>
<td>932</td>
<td>11</td>
</tr>
<tr>
<td>III. Process: Objectives and Goals</td>
<td>927</td>
<td>930</td>
<td>4</td>
</tr>
<tr>
<td>Teaching Learning Design and Preparation</td>
<td>.743</td>
<td>.759</td>
<td>4</td>
</tr>
<tr>
<td>Teaching Learning Method and Resources</td>
<td>937</td>
<td>941</td>
<td>14</td>
</tr>
<tr>
<td>Support Provision and Resources</td>
<td>949</td>
<td>952</td>
<td>13</td>
</tr>
<tr>
<td>IV: Feedback: Feedback on Continuous Assessments and Examinations</td>
<td>.859</td>
<td>.862</td>
<td>6</td>
</tr>
<tr>
<td>V: Output: Academic Performance Achievement and Satisfaction</td>
<td>959</td>
<td>962</td>
<td>3</td>
</tr>
<tr>
<td>Section IV: General Evaluation of the System</td>
<td>981</td>
<td>982</td>
<td>11</td>
</tr>
</tbody>
</table>

Table 4: Results of the Reliability Tests (Statistics) on the Pilot Questionnaire for the Staff

<table>
<thead>
<tr>
<th>Students: Sections and Sub-Sections of the Pilot Questionnaire for the Research</th>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section II: Close Ended Questions: General Evaluation of the Current Status of the Education System</td>
<td>954</td>
<td>960</td>
<td>11</td>
</tr>
<tr>
<td>Section IV: Close Ended Questions: Evaluation of Organization Development Intervention (ODI) on Strategic Exploration and Development for Tourism and Hospitality Management Students’ Academic Performance Achievement Improvement in Nigeria</td>
<td>828</td>
<td>854</td>
<td>8</td>
</tr>
</tbody>
</table>

The purpose of the research instrument is to collect data to achieve three purposes of the research design methods chosen for this study as stated above. The researcher submits the developed questionnaire to the advisor for approval before conducting pilot study to test reliability of the research instrument using SPSS Cronbach’s alpha (Coakes & Steed, 2007). Thus, tables 3 and 4 above display the result of the pilot study test. The questionnaire is already reviewed for the main data collection based on the outcome of the pilot study and the respondents.

Then, the study will gather quantitative and qualitative data during the research process. Secondary data will be collected from the school data base while approved semi structured survey questionnaires will be utilized to collect primary data at the pre and post-ODI stage for two purposes. First, to diagnose the current tourism management education system to determine whether there is need to explore and develop strategies for academic performance achievement improvement or not. Second, to discover stakeholders’ comprehension about ODI on strategies...
exploration and development. It will present and organize data collected on tables and analyze using simple percentages (Cummings & Worley, 2009).

At the second phase, the study will present the outcome of the diagnosis in a feedback meeting with the school leader and members. At the meeting, ODI will be introduced to the organization members. The researcher will educate, encourage and solicit for the participation and collaboration of the college members during the strategic meeting. The study will proceed in a strategic meeting, using Strengths, Weaknesses, Opportunities, Threats, Aspirations and Expected Results (SWOTAR) (Stavros and Hinrichs, 2009) analytical tool to analyze the education system in order to explore and develop strategies for the tourism and hospitality management students’ academic performance improvement achievement in Nigeria.

At the Post-ODI phase, the researcher will present the outcome of the strategic meeting to the leader and college members of the study organization. Furthermore, she will re-administer pre-ODI survey questionnaire to the leader and staff to discover stakeholders' comprehension about ODI on strategies exploration and development for performance achievement improvement in Nigeria. The post-ODI data collected will be compared with the pre-ODI data collected during pre-ODI stage in order to evaluate the influence of ODI on the expected outcome of the study using quantitative analysis. Hence, the research hypotheses developed for the study will be tested and analyzed using statistical analytical techniques called SPSS chi-square and analysis of variance (ANOVA) (Basturk, 2005; Coakes & Steed, 2007; Khairuddin et al., 2014; Malin, 2014; McMillan, O’Gorman & MacLeen, 2011).

**Research Hypotheses**

As a statistical hypothesis is a suggested prediction which can be tested (Lehmann & Romano, 2005), the following research hypotheses are therefore, developed and proposed by the researcher based on the research objectives and expected results for the study.

**H1**: Tourism and hospitality management students’ academic performance achievements in Nigeria require strategies exploration and development for academic performance achievement improvement.

**H2**: Applying ODI perspective in an educational sector can influence the achievement of the research expected outcome.

The researcher deems it fit to develop hypothesis 1 to test the data that will be collected from the students during first phase of the research in order to discover whether there is need for strategies exploration and development for academic performance achievement improvement of the students in Nigeria or not. Furthermore, because ODI is still an emerging concept and underexplored in the nation, the study further developed hypothesis 2 to discover whether applying ODI perspective in an educational sector can influence the achievement of the research expected outcome in Nigeria.

**Expected Results**

The study expects to discover three major results. First, that tourism and hospitality management students’ academic performance achievements in Nigeria requires or does not require any strategies exploration and development for academic performance achievement improvement. Second, possible strategies for academic performance achievement improvement of tourism and hospitality management students in Nigeria. Third, that applying ODI
perspective in Nigerian tourism management educational sector can or cannot influence the achievement of the research expected outcome.

Conclusion
This working paper on exploring and developing possible strategies for academic performance achievement improvement through ODI for tourism and hospitality management students explains the drives for this study in Nigeria. It unveils the efforts of the Nigerian government on the tourism sector through its National Tourism Policy and Nigeria Tourism Master Plan committee. It discloses statement of the research problem and the challenges facing the Nigerian tourism and hospitality management education sector and highlights the objectives of this study.

The paper elucidates the rationale for this action research and survey feedback study based on Margerison (1978) that researchers should digress from relying on models and personal efforts approaches to action research involving stakeholders' participation and collaboration and Mayaka and Akama (2007) suggestion on recognition of the stakeholders while conducting research affecting the tourism management education sector.

Progressively, the paper contains the theoretical, conceptual and research frameworks. The theoretical framework comprises the general model of planned change (Cummings & Worley, 2009) and systems theory (von Bertalanffy, 1955). The conceptual framework conceptualizes tourism and hospitality management education as an open system (Cheng et al., 2002) comprising independent components namely; environments, input, process and feedback while dependent component comprises output. It also discloses the research framework which is based on three phases of ODI namely; pre-ODI, ODI and post-ODI in four steps covering consenting and agreement, diagnosing, strategic planning and implementing, and evaluation (Cummings & Worley, 2009). The frameworks, therefore, support and discuss the bases for this study revealing the nature of the investigation in an organization development intervention (ODI) perspective in an action research and survey feedback study approach. It further discloses the research hypotheses for the study, the significance of the study and the expected results from the research.

References


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