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Factor affecting Decision Making for Tourism in Thailand by ASEAN Tourists

Sakul Jariyachansit

Abstract—The purposes of this research were to investigate and to compare the factors affecting the decision for Tourism in Thailand by ASEAN Tourists and among ASEAN community tourists. Samples in this research were 400 ASEAN Community Tourists who travel in Thailand at Suvarnabhumi Airport during November 2016 - February 2017. The researchers determined the sample size by using the formula Taro Yamane at 95% confidence level tolerances 0.05. The English questionnaire, research instrument, was distributed by convenience sampling, for gathering data. Descriptive statistics was applied to analyze percentages, mean and standard deviation and used for hypothesis testing. The statistical analysis by multiple regression analysis (Multiple Regression) was employed to prove the relationship hypotheses at the significant level of 0.01.

The results showed that majority of the respondents indicated the factors affecting the decision for Tourism in Thailand by ASEAN Tourists, in general there were a moderate effects and the mean of each side is moderate. Transportation was the most influential factor for tourism in Thailand. Therefore, the mode of transport, information, infrastructure and personnel are very important to factor affecting decision making for tourism in Thailand by ASEAN tourists.

From the hypothesis testing, it can predicted that the decision for choosing Tourism in Thailand is at $R^2 = 0.449$. The predictive equation is decision for choosing Tourism in Thailand = 1.195 (constant value) + 0.425 (tourist attraction) + 0.217 (information received) and transportation factors, tourist attraction, information, human resource and infrastructure at the significant level of 0.01

Keywords—Factor, Decision Making, ASEAN Tourists, Tourism in Thailand

I. INTRODUCTION

Tourism is an important industry for Thailand's economic and social stability, as the government has continually promoted its policy from the past to the present and tourism has become a source of foreign exchange. Most importantly, it brought in millions of millions of dollars in income every year since 1982. The tourism industry has been ranked number one, although it may not be at the top in some years, but it is at the top as in 2001. Tourism was second revenue from computer and spare part export which it is believed that the importance of tourism will increase in the future. The tourism industry is a source of foreign currency. In addition, the investment in the tourism industry, in addition to the benefits, will fall within the country, and will also help create many career paths. The distribution of income

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distribution to the local economy is a cornerstone of the development of the country. In addition, social tourism is a relaxation that reduces tension as well as builds a good understanding between people. Visitors and local owners can see that the tourism industry plays an important role in the economy, society and politics

Thailand is a country with a wealth of natural and cultural tourism resources. Also, the friendliness of the Thai people is an incentive for many foreign tourists to visit Thailand (Boonlert Jitwattana, 2012). [3] From the previous statistics, there were many tourists from all regions of the world travel in Thailand in 2015. The number of ASEAN tourists who arrived in Thailand was 1,905,514 visitors, 23.73 per cent more than in the previous year (Tourism Authority of Thailand, 2559). [1] It can make a lot of revenue and is a growing market. Although there will be some slowdowns in some years, such as 2005, although Thailand has been hit by catastrophic events in the Andaman coast that the damage to tourism is enormous which is a tourist attraction that attracts foreign tourists, but does not affect much as the tourists have changed to other destinations. On another outlook, the role of social network sites such as Facebook.com and local Thai social network sites namely Sanook.com and Pantip.com are very significant for promoting and advertising their business (Siripen Yiamjanya 2016,) [6 p.40-46].

Therefore, from the above mentioned, it is advisable to study the decision to travel in Thailand of tourists to the ASEAN Community to obtain information on the choice of tourism in Thailand tourists of ASEAN Community. It will be a guide to planning. Establish and develop a strategy to attract visitors to the ASEAN Community to come to Thailand in the future.

II. METHODOLOGY

This is Quantitative Research about the factors affecting the Decision Making for Tourism in Thailand by ASEAN Tourists.

Population and Sample group— The population used in the study is the ASEAN Community Tourists who travel in Thailand at the Suvarnabhumi Airport in 2015, 1,905,514 people (Department of Tourism, 2559) [1] who can communicate in English.

The samples used to collect data for this study were the ASEAN Community Tourists who travel in Thailand at Suvarnabhumi Airport during the month of November 2016 - February 2017 who has the ability to communicate English in response to a research questionnaire. By calculating the size of the sample according to the Taro Yamane concept (Tanin, Sincharu, 2009) [2 p.47] at 95% confidence level, 5% error was obtained by using a convenient sampling method. 400 samples.

Instrument—The research instrument was a questionnaire, divided into 3 parts. The first was the checklist about the personal factors of the sample. The second was the rating scale about factor affecting the Decision Making for Tourism in Thailand consider at 5 levels of Likert Scale from the most, most, medium, less, the less. The third was open question for suggestions on how to improve and develop tourism in Thailand.

Collection of data—The researcher collected 400 samples from November 2016 to February 2017. The 400 completed questionnaires were returned.

Analysis of data—The researcher examined the accuracy and analyzed the data with the SPSS program on the personal information of the respondents. Descriptive statistics were used for frequency and percentage. Factor affecting the Decision Making for Tourism in Thailand were mean and standard deviation. Qualifying information, test the hypothesis using multiple regression analysis to test the correlation at the significance level of 0.01 and to analyze the suggestions for improvement and development of tourism in Thailand.

III. FINDINGS

From data collection, the researcher had a total of 400 questionnaires which were analyzed as follows:

Personal information of Sampling—Most of the samples were female (62.00%), aged between 21-30 years (30.50%). Single status (52.00%) Occupation of government officials / state employees (35.80%) Vocational / Diploma (22.00%) with monthly income. 10,001-15,000 Baht (28.25%) and the purpose of travel / leisure (77.00%).

TABLE I

Shows the factors affecting the decision making for tourism in Thailand

Factors affecting the decision Making for tourism in Thailand	\bar{X}	S.D.	Result of decision making for tourism in Thailand
Transportation factor	3.49	0.58	medium
Tourist attraction factor	3.46	0.63	medium
Information factor	3.42	0.65	medium
Infrastructure factor	3.39	0.52	medium
Human Resource factor	3.34	0.63	medium
Total	3.41	0.58	medium

From Table 1, it was found that the factors affecting the decision making for tourism in Thailand. Overall, the sample was positive with medium effect. The average was 3.41 and the mean was medium on all sides. Transportation is the most factors at level 3.49, followed by the tourist attraction at level 3.46.

TABLE II

Shows the correlation coefficients between variables and independent variables and between independent variables.

Variables	1	2	3	4	5	6
Decision making for tourism in Thailand	-	.71**	.51**	.65**	.56**	.59**
Transportation factor		-	.65**	.73**	.51**	.61**
Tourist attraction factor			-	.53**	.71**	.73**
Information factor				-	.65**	.51**
Infrastructure factor					-	.65**
Human Resource factor						-

From Table 2, it was found that all independent variables were significantly correlated with the variables at the .01 level. In conclusion, the independent variables and the dependent variables were in good agreement. The average of information was 3.42. The average of Infrastructure was 3.39, the average of Human Resource was 3.34, the average of decision making for tourism in Thailand was 3.41, respectively. The correlation coefficient between the variables followed by the independent variables and between independent variables. From table II shows the relationship between independent variables that there are 4 independent variables that are related at level .01, the coefficient of correlation was not significantly higher than .80 in level of acceptable. There is no problem with the relationship between independent variables (Multicollinearity) (Field 2000: 132) concludes that the selection of independent variables is appropriate and assures that there is no problem of the relationship between independent variables.

TABLE III

Results Multiple regression on independent variables in transportation, tourist attraction, information, human resource and infrastructure are predictor and the decision making for tourism in Thailand are variable with "stepwise" technique (n=400)

Variables	b	β	t	p
Tourist attraction	.425	.469	8.290	.000
Information	.217	.247	4.369	.000

** Significant at .01 level

Constant = 1.195

R = .670

R2 = .449

Adjust R2 = .446

Sig F = .000**

From table 3 shows that multiple regression analysis by using "Stepwise" Techniques for predicting the factors affecting the decision making for tourism in Thailand. There

are 5 independent variables: transportation, tourist attraction, information, human resources and infrastructure and the variables according to the decision making for tourism in Thailand found that the independent variables of tourist attraction and information are able to predict the decision making for tourism in Thailand 44.6 percent (Adjusted $R^2 = .446$) at a significance level of .01 with a coefficient of .670. Multivariate regression analysis was performed when independent variables were used in transportation tourist attraction information human resource and infrastructures are predicted and decision making for tourism in Thailand is variable by using the technique. "Stepwise", as in Table III, and when both variables predict that able to predict the decision making for tourism in Thailand in equation

Equation regression in raw score form.

$$Y = 1.195 + 0.425 (\text{Tourist attraction}) + 0.217 (\text{Information received})$$

Regression equation in standard score.

$$Z = 0.469 (\text{Tourist attraction}) + 0.247 (\text{Information})$$

Based on the "Stepwise" analysis, it is showed that the independent variables into the regression equation are only two factors, tourism factors and information factors, which affecting the decision making for tourism in Thailand and they can predict decision making for tourism in Thailand 44.9%.

Hypothesis Testing—Hypothesis #1: Transportation tourist attraction information human resource and infrastructure factors affecting the decision making for tourism in Thailand

From the analysis of the relationship, the correlation coefficient of the decision making for tourism in Thailand, it was found that the factors of transportation tourist attraction information human resources and infrastructure affecting the decision making for tourism in Thailand at the significant level of 0.01.

Hypothesis#2: Transportation tourist attraction information human resource and infrastructure factors affecting the decision making for tourism in Thailand are not different

From the analysis of multiple correlation coefficients and regression coefficients to compare the factors affecting the decision making for tourism in Thailand from five independent variables are transportation information human resource and infrastructure factors. The variable is affecting the decision making for tourism in Thailand found that tourist attraction and information factors are affecting the decision making for tourism in Thailand and be able to predict decision making for tourism in Thailand was 44.6% at the .01 level with correlation coefficient of .670.

Conclusions and discussion—The study showed that most of the respondents were female, the age range of 21-30 years, single status, civil servant / government employee / state enterprise Graduated Vocational / Diploma Have monthly income 10,001-15,000 baht, and the purpose to travel / leisure.

Most of the respondents expressed that factor affecting the decision making for tourism in Thailand in transportation factor that affecting the decision making in the medium level at the pleasant feeling in the pedestrian. The road is connected to tourist attraction in the good condition and the signage of

the route direction clearly understands that affecting the decision making for tourism in Thailand in the high level.

Most of the respondents expressed that factor affecting the decision making for tourism in Thailand in tourist attraction factor that affecting the decision making in the medium level as well as the various tourism activities, tourism resources and a unique souvenir of the community. In terms of the beautiful environment and has a great influence on decision making in Thailand according to the research of Bussaya Sutthithorn and Pattama NitiKasetSoonthorn (2006). [5] "Attitudes and impressions of foreigners visiting Thailand" found that the tourist attraction to attract foreign tourists to visit Thailand is natural attractions, such as the beautiful sea and beaches of Thailand.

Most of the respondents expressed that factor affecting the decision making for tourism in Thailand in information factor that affecting the decision making in the medium level as well as modern media used in the service and the information fully meets the needs. The channel of information and the published documents are clear and accurate that affecting the decision making in the high level. According to the research of Araya Wannaprasert ((2008, [4] "Thailand's image in the eyes of foreign tourists" found that specialized media can motivate tourists to make the most decision to travel to Thailand, followed by the media and mass media.

Most of the respondents expressed that factor affecting the decision making for tourism in Thailand in infrastructure that affecting the decision making in the medium level where there are gift shops that is convenient and friendly and there are public telephone and internet access points available. Electricity and water supply for tourists are enough to service tourists as well as clean public toilets and enough for tourists that affect the decision making in the high level.

Most of the respondents expressed that factor affecting the decision making for tourism in Thailand in human resource that affecting the decision making in the medium level both the availability of staff to advise clients and the availability of service providers to provide services to users as soon as desired. The speed of the service provider and the fast system that affecting the decision making for tourism in Thailand in high level which it is relevant to Bangkok University Research Center. (Bangkok Poll) poll on "The satisfaction of foreign tourists to come to Thailand" and found that tourists still continue to rate the satisfaction of visiting Thailand at the average score is 7.76 (out of 10), with the satisfaction of Thai courteousness with the highest score

Factor affecting the decision making for tourism in Thailand, in general of sampling rated in the medium level and the mean of each side is medium. Transportation is the most factor affecting the decision making for tourism in Thailand where the next are tourist attraction, information and infrastructure and human resources. The relationship between factors affecting the decision making for tourism in Thailand found that the correlation coefficient was at the significant level of 0.01 with correlation coefficient not higher than .80. It is acceptable which is not a problem in the relationship between independent variables. (Multicollinearity) (Field 2000: 132). To conclude that selected factor affecting the decision making for tourism in Thailand were appropriate and that there was no

problem of the relationship between factors reflecting the decision making for tourism in Thailand

The analysis of Multiple Regression by using "Stepwise" Techniques for predicting factors affecting the decision making for tourism in Thailand with 5 independent variables: transportation, tourist attraction, human resources, and infrastructure. The variables according to the decision to travel in Thailand found that the independent variables of tourism and information can predict at 44.6 percent (Adjusted R² = .446) at significance level of .01 with a coefficient of .670. The analysis of Multiple Regression by independent variables in transportation, tourist attraction, information, human resources, and infrastructure as prediction and the decision making for tourism in Thailand is variable by Stepwise technique

IV. LIMITATION AND FUTURE STUDIES

1. Tourism campaign in Thailand should mainly focus on tourist attractions and information in order to support the decision making for Tourism in Thailand by ASEAN Tourists

2. Due to this research is study factors affecting the Decision Making for Tourism in Thailand by ASEAN Tourists? Therefore, those who will do the next research should study in depth by each province will get more information and benefits.

3. It should be possible to study the feasibility of improving and developing the tourism model to meet the needs of customers or visitors.

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