



Asean tourism
Research Conference

Asean

THE POWER OF ONE

ATRA
2019

19 - 20 January 2019
HOA SEN UNIVERSITY
08, Nguyen Van Trang Street
Ben Thanh Ward, District 1, HCMC



ATRA2019



ASEAN TOURISM RESEARCH CONFERENCE

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CONFERENCE AGENDA

ATRC
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08, Nguyen Van Trang Street
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SATURDAY JANUARY 19th, 2019

- 08.00 - 09.00 Registration
- 9:00 - 9:30 Opening Ceremony
Speech of **Professor Mai Hồng Quý**, Principal of Hoa Sen University, Vietnam
Speech of **Dr Neethiahnathan Ari Ragavan**,
President of ASEAN Tourism Research Association
- 9:30 - 10:00 **First Keynote: Professor Dr Miguela M. Mena**
Professor, University of the Philippines Asian Institute of Tourism, Philippines
"ASEAN: The Power of One-the Future as a Singular Collective Destination for Tourism"
- 10:00 - 10:30 **Second Keynote: Ms. Dao Thi Thanh Thuan, Katherine**
Deputy General Director, Oriental Saigon Group.
"Luxury Concept of Private Dining in Vietnam"
- 10.30 - 10:45 Conference Photo Session
Tea Break
- 10:45 - 12:15 Concurrent Session I
- 10:45 - 12:15 Concurrent Session II
- 12:15 - 13:15 Welcome Lunch and Networking
- 13:15 - 17:00 Concurrent Session III
- 13:15 - 17:00 Concurrent Session IV
Tea Break
- 17:00 - 17:30 **Closing Ceremony & Best Paper Award Presentation**
- 17:30 - 20:00 Conference Cocktail and Networking

SUNDAY JANUARY 20th, 2019

- 08:00 - 12:00 Ho Chi Minh City Tour by registration



ATRC 2019

"ASEAN: The Power of One"

ASEAN Tourism Research Conference 2019



The ASEAN Tourism Research Association Conference (ATRAC) 2019 is organized in conjunction with ASEAN Tourism Forum 2019.

ATRAC 2019 will support the continuous collective efforts by ASEAN Tourism Stakeholders to promote ASEAN as one collective destination with a melting pot of diversity. ASEAN has made remarkable strides in maintaining peace across Southeast Asia, accelerating economic growth, and improving the lives of the citizens of its 10 member states as a singular economic and tourism region.

Powered by the lure of a 630 million-strong market, ASEAN has become a major tourism hub in the past years with most unforgettable travel experiences in an attempt to promote ASEAN as a single tourism destinations. Tourist arrivals in ASEAN has soared to 105 million as of year 2015 spurring economic growth that drives rising incomes and prosperity. ASEAN as a whole has a good record in recent years, growing by around 5% a year, and powering the creation of a giant middle class. At the start of 2016, the 10 economies of ASEAN were collectively the seventh (7th) largest economy in the world and by the beginning of 2017, that rank had improved to (6th) sixth, and by 2020 it will be fifth (5th). This positive outlook backs tourism as one of the key priority sectors for regional integration growth under the ASEAN Economic Community (AEC) that was implemented in 2015.

For the 6th Consecutive ATRA Conference in conjunction with ASEAN 2019 Meeting, ATRAC 2019 aims to attract scholars and students from Universities and colleges, individuals with research interest on ASEAN to join this annual conference hosted in this region.

Dr Neethiahnanthan ARI RAGAVAN, President of ATRA

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- Dr. Hà Thị Ngọc Oanh, Hoa Sen University, Vietnam
- Dr. Prathana Kannaovakun, Prince of Songkla University, Thailand

KEYNOTE SPEAKERS



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Professor I University of the Philippines Asian Institute of Tourism

MIGUELA M. MENA is a Professor and former Dean of the University of the Philippines Asian Institute of Tourism. She obtained her Ph.D. in Tourism Management at The Hong Kong Polytechnic University School of Hotel and Tourism Management, Master of Statistics and Bachelor of Science in Statistics at the University of the Philippines School of Statistics, and Diploma for Tourism Management (Highest Distinction) from Institute of Tourism and Hotel Management in Salzburg, Austria. She has extensive experience in Philippine tourism education and training and has handled various technical consultancy and research projects for international organizations and non-government organizations.

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TOURISM SUITABILITY TOWARDS SUSTAINABLE TOURISM IN KEPULAUAN SERIBU NATIONAL PARK

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ABSTRACT

Kepulauan Seribu Marine National Park (TNKpS) is the only national park in the world located in capital city. TNKpS is included as part of the Kepulauan Seribu Administrative Regency, DKI Jakarta Province, Indonesia. Presently, the environmental condition in the tourism destinations of this area is degraded due to irresponsible tourist activities. Tourism activities carried out in the area must be adjusted to the potential of natural resources and their designation. This preliminary research was conducted at Kotok Island to determine tourism suitability and to build a collaborative management model among tourism stakeholders in TNKpS. This research aimed to analyse the suitability of the region to support all kinds of tourism activities. Data collection was conducted through literature review and field observations. The data of tourism suitability were analysed using Yulianda's formula that measured by the suitability map approach. The data of tourism suitability covered marine tourism and beach tourism. Furthermore, marine tourism at Kotok Island has two categories, namely snorkelling tourism and seagrass tourism. There were several parameters used for marine tourism suitability, such as water brightness, coral cover, type of life form, reef fish species, current velocity, depth of coral reefs and the flat bed of reefs, seagrass cover, seagrass species, substrate type and seagrass depth. Meanwhile for beach tourism suitability analysis for recreation category, there were ten parameters used, namely shore depth, beach type, beach width, water-base material, current velocity, beach slope, water brightness, coastal land cover, dangerous biota and availability of fresh water. Based on the marine tourism suitability analysis for snorkelling category, a total of 49.15 ha or 97.11 % of snorkelling area was included in the Conditional Suitable (S3) criterion. While, as wide as 2.73 ha or 5.40 % of seagrass area was included in the Conditional Suitable (S3) criterion for seagrass tourism. Based on suitability analysis for recreation category, there was 49.15 ha or 97.11 % of beach area at Kotok Island which had Quite Suitable (S2) criterion.

Keywords: Beach tourism, marine tourism, sustainable tourism, tourism suitability, Kepulauan Seribu National Park.

INTRODUCTION

Indonesia has the second longest coastline in the world, which is 99,093 km, and has the largest number of islands in the world, namely 17,504 islands (BPS 2018). Indonesia also owns the Kepulauan Seribu Marine National Park (TNKpS) which is the only national park in the world located in capital city. TNKpS is included as part of the Kepulauan Seribu Administrative Regency, DKI Jakarta Province. Aside from being a conservation area, the Ministry of Tourism established the Kepulauan Seribu Administrative Regency, including the TNKpS, as one of the prioritized tourism destinations. Based on the Decree of the Director of Forest Protection and Nature Conservation Number SK.05/VI-KK/2004 concerning the Zonation of the Kepulauan Seribu Marine National Park, not all TNKpS areas can be used as tourism destinations, because there are zones aimed at conservation of natural resources. Based on the decree, TNKpS divides the areas into 4 zones, namely the Core Zone, Protection Zone, Tourism Utilization Zone and Settlement Zone. For local communities, tourism has become an added value for their economic aspects. They have relied their lives on the use of natural resources, where most of the people's livelihoods are as fishermen (BTNKpS 2017). The homestays, restaurants and local guides are managed by the communities. On the other hand, the increase of population growth and economic needs of surrounding communities as well as the existence of regional development needs also increase the pressure on natural resources. Presently, the environmental condition in the tourism destination areas is degraded due to irresponsible tourist activities. Coral reefs are damaged because of many impromptu tour guides for diving and snorkelling with low information and knowledge of guiding, especially when the number of visits is high, who guide tourists directly to areas that should become conservation zones. This preliminary research was conducted at Kotok Island, to determine tourism suitability and to build a collaborative management model among tourism stakeholders in Kepulauan Seribu National Park. This research aimed to analyse the suitability of the region to support all kinds of tourism activities.

Kotok Island is one of the islands that becomes a tourist destination for tourism activities. The white sand beach, coral reefs and seagrass are a tourist attraction on Kotok Island. There is also a Bondol eagle rehabilitation centre which can also be used as a tourist attraction on Kotok Island. Tourists can obtain information about the behaviour and habitat of Bondol eagle and the importance of maintaining the preservation of animals that include in the least concern or low risk category in the IUCN Red list, which means that they have been evaluated and not included in any category but have the potential to be threatened. Tourism activities carried out on Kotok Island make the coral reefs vulnerable to be damaged. At present, the management of tourism on Kotok Island has not been intensive. The dissemination of information and socialization regarding the location of attractions for tourism activities has not also been comprehensive. Many coral reefs are damaged because of tourists while snorkelling or swimming. In addition, there are several locations of flora and fauna which are dangerous for tourists, such as the habitats of sea urchins and toxic coral reefs. Coral reefs deserve a good conservation because they can provide a variety of nutritional needs for the fauna surrounding them, so the fauna's diversity and abundance are high. High diversity and abundance can be a tourist attraction which will become an additional income for managers and local communities (Spalding *et al.* 2017). Therefore, according to Yulianda (2007), tourism activities carried out in an area must be in adjusted to the potential of natural resources and their designation. This is very important, because every tourism activity has certain resources and environmental requirements in line with the tourist destinations which would like to be developed.

LITERATURE REVIEW

According to Gunn (1994), sustainable tourism development plan is determined by the balance of potential resources and services that are owned as supply and demand. Components of supply consist of the attraction (natural and cultural resource potential), transportation, information service, accommodation and infrastructure. While the demand components consist of the tourist market. Analysis of supply and demand is one of the methods used in planning the development of sustainable tourism. Damanik and Weber (2006) stated that supply (availability) in sustainable tourism consists of three elements, namely attraction, accessibility and amenity. Both tangible and intangible things can be interpreted as a tourist attraction, including natural, cultural and man-made attractions (Damanik & Weber 2006).

Coastal resources are dynamic ecosystems and have a wealth of diverse habitats, on land and at sea, as well as the mutual interaction between these habitats (Orams 1999). In addition to having great potential, the coastal region is also the most easily ecosystem affected by human activity. In a coastal area, there are some coastal ecosystems, which can be natural or artificial. According to Orams (1999), natural ecosystems are found in coastal region such as sandy beach, rocky beach, mangrove forest, seagrass beds, coral reefs and lagoons. These ecosystems are not only as a habitat for many species of flora and fauna, but also as a place for human to enjoy the environment, natural beauty and the activities of human life. Meanwhile, artificial ecosystems cover tourism area, the area of cultivation (mariculture) and residential area (Orams 1999). Coastal resources are in transition regions and resulted from the interaction between terrestrial and marine ecosystems that are rich in natural resources and environmental services (Liu & Wirzt 2010). In general, coastal resources consist of recovered resources (renewable resources) or natural resources, unrecovered resources (non-renewable resources) and coastal environmental services (environmental services). The function of coastal ecosystems is important since this kind of ecosystem plays a role as a regulator of global climate, hydrological and biogeochemical cycles, waste absorbent, germplasm resources and other life support systems on land (Liu & Wirzt 2010).

The development of Indonesia's tourism also has problems, in which the ecological crisis becomes the main concern of sustainability in developing countries (Farhan & Lim 2012), including in Indonesia. Land use conflicts, ambiguous policies and explorative economic activities are common obstacles that can lead to environmental degradation. Tourism activities will have a negative impact if it is not managed properly. To prevent these problems, Yulianda (2007) stated that tourism activities carried out in an area must be adjusted to the potential of natural resources and their designation. The use of resources that are in accordance with their designation is very important, because each tourism activity has certain resources and environmental requirements in line with the tourist attractions which would like to be developed (Yulianda 2007).

METHODOLOGY

Data Collection

In this study, data collection methods used were the spatial approach method and survey method. Determination of conditions and locations of coral reefs, seagrass and beach was carried out using satellite data (Landsat 8). Then image classification was conducted to produce thematic maps, where a colour represents a particular object. Data analysis was performed using the Lyzenga algorithm to obtain the reflectance value or image digital number (DN). According to Green *et al.* (2000), the analysis of the algorithm can determine coral reefs and seagrasses.

The area of snorkelling tourism, seagrass tourism and beach tourism for recreational category were selected based on observation and discussion with some of tour guides that often accompany the tourist to that area. The geographic coordinates of the sampling points were recorded using GPS. The basic habitats that are below the surface of the water (coral reefs, seagrass or sand) were also noted.

Tourism Suitability Analysis

Tourism suitability is the region's ability to support all kinds of tourist activities. According to Yulianda (2007), the suitability of beach tourism for recreational category takes into account the following parameters: shore depth, beach type, beach width, water-base material, current velocity, beach slope, water brightness, beach land cover, dangerous biota and availability of fresh water.

Yulianda (2007) grouped the suitability of marine tourism into 3 categories, namely diving tourism, snorkelling tourism and seagrass tourism. The suitability of marine tourism for diving and snorkelling tourism categories considers seven parameters: water brightness, coral cover, type of life form, reef fish species, current velocity, depth of coral reefs, and the flat bed of reefs. While the suitability of marine tourism for seagrass tourism category considers seven parameters with four assessment classifications. Parameters of marine tourism suitability for seagrass tourism category include seagrass cover, water brightness, fish species, seagrass species, substrate type, current velocity, and seagrass depth. The formula used for recreational;

$$IKW = \sum_{i=1}^n \left[\frac{Ni}{N_{maks}} \right] \times 100\%$$

Description:

IKW = Tourism Suitability Index

Ni = Value parameter to-i (Weight x score)

N max = Value of a tourist activity

RESULTS AND DISCUSSION

Snorkelling Tourism Suitability

The use of natural areas for underwater activities such as snorkelling is growing in Kepulauan Seribu. According to Rangel *et al.* (2015), snorkelling can be a favourite tourist attraction because it allows tourists to visit natural and cultural structures of underwater world, and to interact directly with the environment such as coral reefs, reef fish and other marine flora and fauna. It also acts as a good environmental education media.

Based on the results of the analysis of tourist suitability, a total of 50.61 ha of the area with coral reefs around Kotok Island could be used as a snorkelling area (Fig. 1), in which 49.15 ha or 97.11% of the snorkelling area was included in the criterion of Conditional Suitable (S3) for snorkelling activities (Fig. 2). This was because the average area covered by coral communities was only 50 to 75%, so only at certain points the tourists can enjoy the beauty of coral reefs through snorkelling. In this conditional suitable area, the condition of the coral reef was still well maintained. It was at a depth of between 3-6 meters with 100% brightness, meaning that the bottom of the water was clearly visible from above the surface of the sea. This was in accordance with Hannak *et al.* (2011)

who stated that coral reefs in shallow water are very susceptible to damage, such as by ocean currents, storms and human feet stamping. Within the area, the diversity of coral forms (lifeform) found was as many as 10 lifeforms (Fig. 3). The diversity of reef fish species in the area was quite high. There were 35 types of reef fish found. The number and diversity of coral reefs and reef fish were increasing from shore to coast.



Figure 1: Map of the snorkelling tourist area at Kotok Island

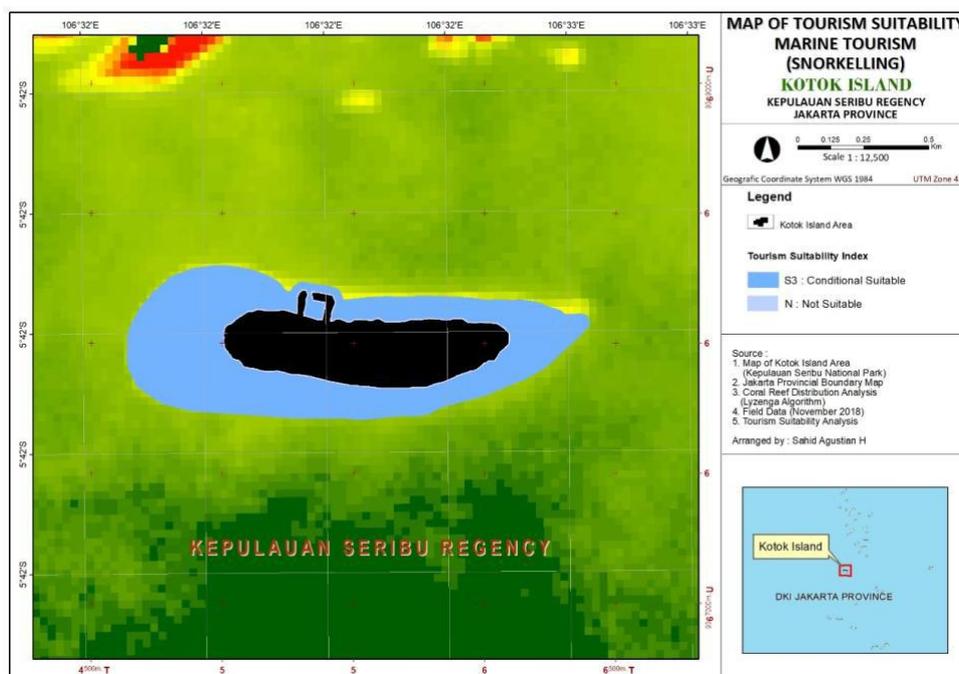


Figure 2: Suitability map of marine tourism for snorkelling tourism category at Kotok Island



Figure 3: Coral reef diversity in the Kotok Island area

In the Kotok Island area, there were 1.46 ha or 2.89% of the snorkelling area which included in the criterion of Not Suitable (N) for snorkelling activities (Fig. 2). This area was dominated by broken fragments of corals (rebbble) which were in shallow water area near the shore with a depth of less than 1 meter. According to Hannak *et al.* (2011), coral reefs in less than 1.5 meters of shallow water were very vulnerable to damage. In addition, there were also dangerous fauna for tourists such sea urchin in this area (Fig. 4).



Figure 4: The pieces of dead corals which became the habitat of sea urchin

Seagrass Tourism Suitability

Seagrass bed is highly productive ecosystem that offers several ecosystem goods and services such as food, tourism, natural habitats for marine fauna, and conservation (Tuya *et al.* 2014). In addition, according to Purvaja *et al.* (2018), seagrass bed has the potential to support the nutrients of the surrounding marine flora and fauna, to filter pollutants, and to support adjacent coral reefs. Various types of marine fauna such as reef fish and sea cucumbers were found at the seagrass bed in the Kotok Island area, making them a unique tourist attraction for tourists.

Based on the results of the suitability analysis, the total seagrass area around Kotok Island was 50.61 ha, but only 5.40% or 2.73 ha of it could be used as a tourist site (Fig. 5). Based on the results of the analysis, the location of this seagrass tourism was categorized as Conditional Suitable (S3), because seagrass cover was more than 75%. In addition, this area had a low current speed (below 10 cm/sec) and was supported by a high brightness level (100%), meaning that the bottom of the water was clearly visible from above the sea surface. The depth of seagrass beds in this area ranged 4 to 6 meters (Fig. 6). In this area, there were more than 6 types of fish in which seagrass beds provide nutrients for these fish. *Enhalus* species with rocky sand substrates dominated the seagrass beds in this area.

Based on the results of the analysis, a total of 47.88 ha or 94.60% of the seagrass area had Not Suitable (N) criterion for seagrass tourism activities (Fig. 5). This was because seagrass cover in this area was less than 25%.

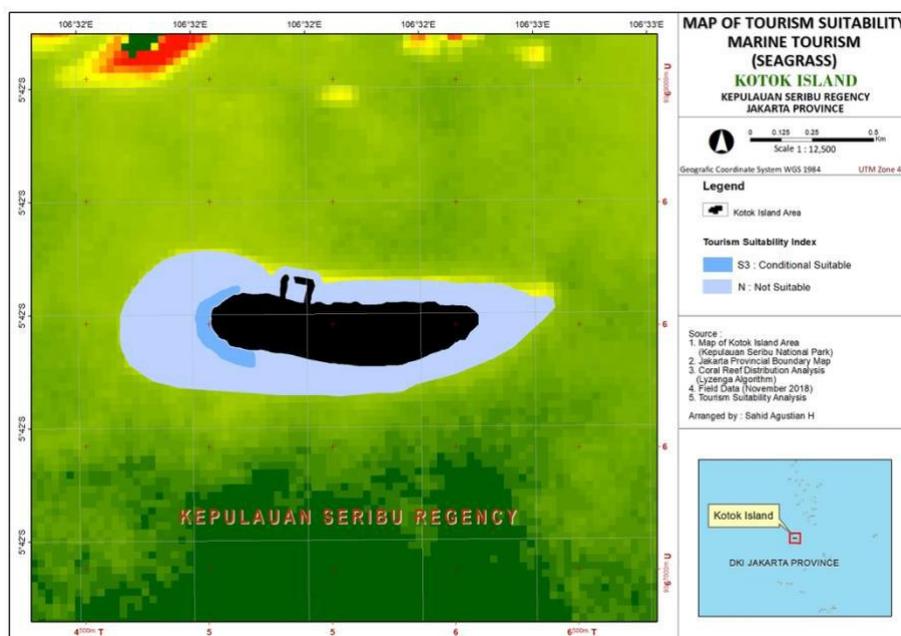


Figure 5: Suitability map of marine tourism for seagrass tourism category at Kotok Island



Figure 6: Seagrass bed in the Kotok Island area

Beach Tourism Suitability for Recreation Category

Beach tourism is one of the most popular types of tourism activities and the main economic driver in a tourism destination (Dodds & Holmes 2019). The satisfaction of tourists on beach tourism depends on the availability of facilities and the suitability of resources in accommodating activities (Dodds & Holmes 2019). According to Boud-Bovy and Lawson (1998), tourism and recreation are separate things, but both have many of the same slices. In general, recreation is carried out by a person or group at leisure time in which this person or group has a high commitment to something or has a major job such as official duty, research, and overtime (Boud-Bovy & Lawson 1998). Recreational activities can be divided into 6 groups, namely recreation which takes place around the home; recreation which has high social content; recreation of cultural, educational and artistic interests; sport recreation, either as participants or spectators; informal outdoor recreation; and leisure tourism involving the overnight stay.

Analysis of beach tourism suitability for the recreation category at Kotok Island considered shore depth, beach type, beach width, water-base material, current velocity, beach slope, water brightness, beach land cover, dangerous biota and availability of fresh water. Based on tourism suitability analysis, the area that could be used for beach recreation was 50.61 ha. The area included in the criterion of Quite Suitable (S2) was 49.15 ha (Fig. 7). The S2 area had an average width of 5 meters with white sand and few corals (Fig. 8). The basic material of the waters in the area was rocky sand with a water depth of 0 to 6 meters and a brightness level of more than 10 meters. The current speed at the shore of Kotok Island was very low and the beach slope was flat. The land cover on the beach was dominated by high shrubs. There was also no dangerous biota. Kotok Island is a tourism island in the TNKpS tourism utilization zone. In this area, there were several lodgings and rehabilitation centre for Bondol eagle, so that fresh water which can be used by tourists was very close to the beach.

Based on the tourism suitability analysis, there were 1.46 ha of beach area that were included in the Conditional Suitable (S3) criterion for beach recreation (Fig. 7). This was because the area of land cover was dominated by mangrove forest. At some point, there were sea urchins that were potentially dangerous for tourists. In addition, the water-base material was mud so that the water brightness level was less than 2 meters and it had a high current speed.

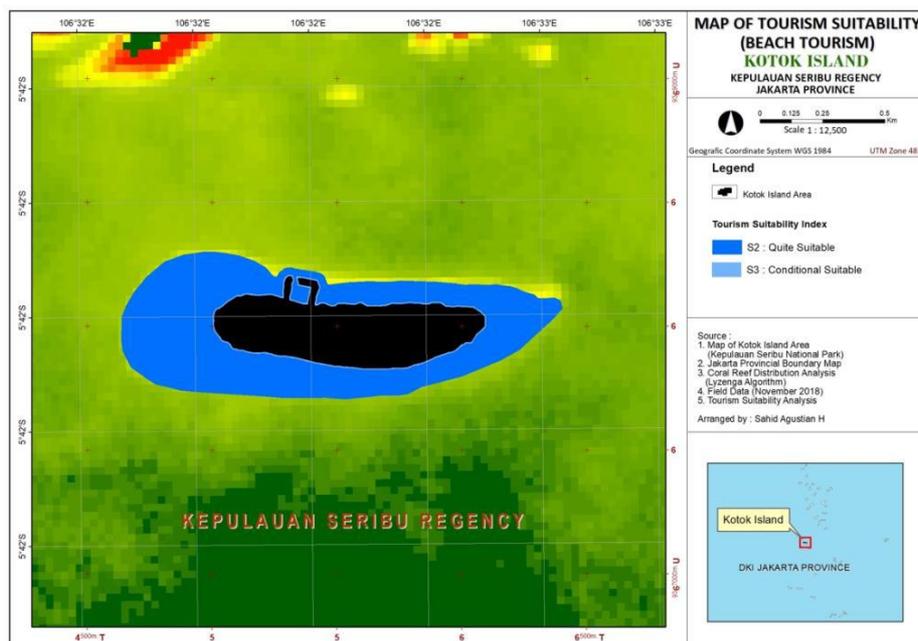


Figure 7: The suitability map of beach tourism for recreation category at Kotok Island



Figure 8: Beach at Kotok Island

CONCLUSIONS & IMPLICATIONS

The use of resources that are adjusted to their designation is very important, because each tourism activity has certain resource and environmental requirements in accordance with the tourism object which will be developed. Tourism activities that could be conducted at Kotok Island were snorkelling, seagrass tourism and beach recreation. Snorkelling activity in the Kotok island area could be carried out in most area. A total of 49.15 ha or 97.11% of the snorkelling area was included in the Conditional Suitable (S3) criterion. For seagrass tourism activity, only a small portion of the area included in the S3 criterion, namely 2.73 ha or 5.40% of the total seagrass area. Beach recreation activity could be carried out in most area of Kotok Island. An area of 49.15 ha was included in the Quite Suitable (S2) criterion. While the area included in the S3 criterion for beach recreation was 1.46 ha.

Sustainable tourism development actually concerns environmental conservation planning, especially to prevent intensive use of resources in an area (Angelevska-Najdeskaa & Rakicevik 2012). Information about the suitability of marine and beach tourism can be the basis for the managers in issuing regulations regarding tourism activities carried out at Kotok Island. Tourism development at Kotok Island must be based on tourism suitability, including limitations on the types of activities and delineation of activity areas. The dissemination of information on tourism suitability must be more comprehensive, for example, by disseminating and socializing information to the societies who become tourism actors and by improving tourism interpretation both in quantity and quality in Kotok Island Region.

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FOOD RISK PERCEPTION DIMENSIONS AND FOOD SATISFACTION OF AUSTRALIAN TOURISTS

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ABSTRACT

The study reported in this paper examines dimensions of destination food risk perceptions and their effects on destination food satisfaction. The study was drawn from 400 independent Australian tourists in Phuket using face to face survey at Phuket International Airport. Factor analysis yielded seven food risk perception factors including communication risk, health risk, social risk, local food knowledge risk, sanitation risk, unfamiliar food risk, and value risk. While sanitation risk was of the highest concern to the Australian tourists, social risk was of the least concern. In addition, two destination food risk factors including social risk and value risk were found to have negative effects on destination food satisfaction. Implications to the industry and academic arisen from the findings are discussed in this paper.

Keywords: *Food risk dimensions, Australian tourists, food satisfaction, Phuket*

INTRODUCTION

Travel risk perception research has gained increasing popularity in recent years. Recent travel risk research includes overview of tourism risk (Cui, Liu, Chang, Duan, & Li, 2016), travel risk dimensions and their effects on travel intention (Promsivapallop & Kannaovakun, 2017 and 2018), travel fear model (Fennell, 2017). However, risk perception research specifically applied to destination food is rare. Only a few studies on food risk perceptions in the tourism context including examples such as Larsen, Brun, Øgaard, & Selstad (2007) and Amuquandoh (2011) are present in the literature. These studies provide insights into food risk perception but there is a need for further investigation to better understand and build additional body of knowledge on risk perception specifically on destination food in the tourism context. This is particularly true as knowledge about destination food risk dimension has not been established in the literature. In addition, the literature lacks insights the influence of food risk perception on food satisfaction. Therefore, it is important to investigate whether there exists influence of food risk perception on food satisfaction, and if so, which particular dimensions of food risk perception.

This paper aims to establish destination food risk dimensions as perceived by Australian tourists. In addition, it seeks to investigate which particular destination food risk dimensions have any

influence on food satisfaction of the Australian tourists. Australian tourists are selected as the subjects in this study as it represents a large number of international tourist arrivals in Phuket. In addition, it has culturally contrast to Thai culture including the differences in its cuisine to the local cuisine of Thailand. Further, Phuket is the location for the study due to its worldwide popularity as a tourism destination. This paper contributes to the body of knowledge of the growing food tourism by offering insights into food risk dimensions and their relationships with food satisfaction among Australian tourists in a developing country destination.

LITERATURE REVIEW

Food tourism has become an important form of tourism in many destinations worldwide as local food presents tourists with cultural as well as leisure experience opportunities (Kivela & Crotts, 2005) and offers destination competitiveness (Björk & Kauppinen-Räsänen, 2016). However, tourists are faced with potential concerns alongside enjoyment when dining local cuisines at the destination, especially in less developing countries or less developed destinations. For example, Promsivapallop and Kannaovakun (2018) found health and hygiene an important risk factor among young German travellers when they think of tourism in Thailand. Indeed, food safety and hygiene has become a key concern to tourists in Thailand due to their negative food experiences (Wongleedee, 2013; Poolklai, 2015; Yiamjanya & Wongleedee, 2013).

Although food risk perception has been rarely researched in the tourism context, Amuquandoh (2011) provide a good platform to the understanding of food risk perceptions. According to his food risk perception research among tourists in Ghana, a number of food risk perceptions were reported including hygiene, health, communication, and lack of knowledge of local cuisine. Cohen and Avieli (2004) emphasised that the concerns of unfamiliar local cuisine are in fact tourism inderence instead of attraction. This risk perception has potential to affect the overall food satisfaction. Although previous research has confirmed that food image has direct effects on destination satisfaction (Ling, Karim, & Othman, 2010), no prior research specifically investigates the influence of food risk perceptions on food satisfaction.

METHODS

Questionnaire Development

This study employed face to face survey with independent Australian tourists in Phuket. The questionnaire was developed in English to include three main sections. The first part consists of questions about demographic information. The second part inquires about food risk perception of the respondents. The last part of the questionnaire asks about the satisfaction level of local foo experience during holiday in Phuket.

Face validity test of the questionnaire was conducted with two hospitality and tourism university lecturers who were experts in food tourism. In addition, the questionnaire was pre-tested with 30 Australian tourists in September 2017. Consequently, minor revisions on the wording of the questionnaire were made to increase its clarity.

Measures

Destination food risk was measured with 29 items, developed from past research based mainly on Chang (2007) and Amuquandoh (2011). The measurement was on a five point Likert scale where 1 refers to low risk and 5 denotes high risk perception. These items were then factored analysed to identify dimensionality of destination food risk perception. The results are reported in the findings section. In addition, food satisfaction was measured with a single item on overall satisfaction of the food experience on a five point Likert scale.

Sampling

The population for this study included independent Australian tourists who were visiting and had consumed local food in Phuket. In addition, only Australian tourists of 18 years of age or older and spent at least two nights in Phuket were included in this study as these characteristics would permit the respondents to be able to fully describe their food perceptions and satisfaction. As the sampling frame for independent Australian tourists in Phuket was not available, convenience sampling was utilised in this study. The data collection was completed in September 2017 at the departure gates while the respondents were waiting to board the planes at the Phuket International

The Sample

Of 400 respondents, 174 (43.5%) were male and 226 (56.5%) were female independent Australian tourists. Approximately 40% of respondents had monthly income of between 3,000 - 5,000 AUD. On average, they had 2.83 international trips in the past three years. 177 and 141 respondents indicated that they had previous visits to Thailand and Phuket respectively prior to the current trip.

Data Analysis

The data would be analysed in the next section employing a number of statistics. First, descriptive statistics were calculated to demonstrate the mean values of variables under investigation. Then, as food risk perceptions comprise 29 items, factor analysis was used to identify dimensionality of the food risk perceptions. Multiple regression was then employed to examine the effects of food risk factors identified in the previous step as the predictor variables on food satisfaction as the outcome variable.

FINDINGS

Mean Values of Food Risk Perceptions

Table 1 presents mean values of the 29 statements of food risk perception, as perceived by Australian tourists on a scale of 1 to 5 where 1 indicates low risk and 5 denotes high risk. The results report the highest levels of concerns on the presence of flies and insects (mean = 3.85, Std = 0.96), and uncovered food (mean = 3.77, Std = 0.99). On the other hand, the respondents were least concerned of worrying others being influenced by their attitude on food (mean = 2.33, Std = 0.95) and using cutlery improperly (mean = 2.37, Std = 1.00).

Table 1: Food risk perceptions of Australian tourists

Items	Mean	SD.
Presence of flies and other insects deter me from eating local food	3.85	0.960
Uncovered food and bottles discourage me from eating local food	3.77	0.993
Potential health problems are a concern	3.41	1.094
I may get sick from food I am not familiar with	3.38	1.029
Too much litter around eating places deter me from eating local food	3.20	1.137
There is a possibility of contracting infections disease while dining out	3.15	1.012
It is important that staff at restaurants could speak the same language as mine	3.11	1.043
I would buy the type of food that most people would buy	3.09	0.992
I worry shopkeepers would cheat me because I am not a local	3.08	1.040
A tour guide is very important if I need to communicate with people while I traveling	3.04	1.115
I worry I might get something not what I want due to misunderstanding menu	3.00	1.072
Fear of illness deter from eating local food	2.97	1.110
I worry that taste of food is not what I expected	2.95	1.042
I would rather spend money on the food I am familiar with	2.91	1.052
I worry there will be communication problems while dining	2.86	1.003
Suspicious of chemical present in the food discourage me from eating local food	2.79	1.114
Difficulty in identifying local foods has prevented me from taking the local food	2.76	1.190
I worry whether there is value for money	2.74	1.065
I have concerns about spending money on buying some food I do not know.	2.62	0.985
Suspicious of being cheated discourage me from patronizing foods	2.61	1.051
Lack of competence in the local language discourage me from local food	2.59	1.098
It is hard to find food which is suitable me	2.56	1.072
The stories and experiences of friends and relative discourage me from local food	2.56	1.051
Difficulty in ordering local dishes discourage me from taking Thai food	2.5	1.110
I worry relatives and friends may dislike food or souvenirs I bought for them	2.48	1.03
I consider what people whose opinion I value would think if dined in an establishment that was considered improper or of a low standard	2.43	1.042
I avoid local foods because of my uncertainly of their nutritious value	2.42	1.089
I worry about using the cutlery improperly while I am eating	2.37	1.000
I worry others would be influenced by my attitude on food	2.33	0.954

Food Risk Dimensions

The 29 food risk items were factor analysed using principle component, with Varimax rotation extraction was adopted. Only factors that demonstrate a minimum eigenvalue of 1.0 or higher were identified (Pallant, 2013). A cut-off point of factor loadings was identified at an absolute value of 0.4, as suggested by Hair et al. (1998). The Kaiser-Meyer Olkin measure of sampling indicates an adequacy of the sample (KMO = 0.86). The factor analysis results yield seven factors, accounting for 65.70% of total variances explained. These seven factors indicate acceptable Cronsbach's alpha levels, indicating acceptable internal reliability of scale. These include the followings:

Factors 1: Communication risk, which consists of 6 items and the Cronbach's alpha of 0.822.

Factor 2: Health risk, consisting of 6 items and the Cronbach's alpha of 0.841.

Factors3: Social risk consisted of 4 items and the Cronbach's alpha of 0.862.

Factor 4: Local food knowledge risk comprising 4 variables and the Cronbach's alpha of 0.863.

Factor 5: Sanitation risk consisted of 4 variables and the Cronbach's alpha of 0.711.

Factors 6: Unfamiliar food risk consisting of 3 variables and the Cronbach's alpha of 0.733.

Factor 7: Value risk, which consists of 2 items and the Cronbach's alpha of 0.655.

Table 2: Food risk perception dimensions

Factors	Cronbach's Alpha	Factors Loadings	Eigen Value	Variance Explained (%)
Communication risk	0.822	8.312	28.662	
I worry shopkeepers would cheat me because I am not a local	0.714			
I worry there will be communication problems while dining	0.699			
I worry that taste of food is not what I expected	0.684			
It is important that staff at restaurants could speak the same language as mine	0.653			
I worry I might get something not what I want due to misunderstanding menu	0.586			
A tour guide is very important if I need to communicate with people while I traveling	0.559			
Health risk	0.841	2.948	10.167	
Fear of illness deter from eating local food	0.792			
I may get sick from food I am not familiar with	0.753			
There is a possibility of contracting infections disease while dining out	0.753			
Suspicious of chemical present in the food discourage me from eating local food	0.749			
Potential health problems are a concern	0.628			
I avoid local foods because of my uncertainly of their nutritious value	0.606			

Social risk	0.862	2.119	7.305
I worry others would be influenced by my attitude on food		0.866	
I worry about using the cutlery improperly while I am eating		0.844	
I worry relatives and friends may dislike food or souvenirs I bought for them		0.777	
I consider what people whose opinion I value would think if dined in an establishment that was considered improper or of a low standard		0.711	
Local food knowledge risk	0.863	1.655	5.706
Difficulty in ordering local dishes discourage me from taking Thai food		0.852	
Difficulty in identifying local foods has prevented me from taking the local food		0.827	
Lack of competence in the local language discourage me from local food		0.785	
Suspicious of being cheated discourage me from patronizing foods		0.589	
Sanitation risk	0.711	1.532	5.282
Uncovered food and bottles discourage me from eating local food		0.792	
Presence of flies and other insects deter me from eating local food		0.771	
The stories and experiences of friends and relative discourage me from local food		0.749	
Unfamiliar food risk	0.733	1.303	4.492
I would buy the type of food that most people would buy		0.692	
I would rather spend money on the food I am familiar with		0.674	
It is hard to find food which is suitable me		0.642	
Value risk	0.655	1.185	4.086
I have concerns about spending money on buying some food I do not know		0.622	
I worry whether there is value for money		0.598	

Rank of Mean Values of Food Risk Dimensions

The mean values of all food risk dimensions are ranked and presented in Table 3. On a scale of 1 - 5 where 1 is low risk and 5 is high risk, it shows on average the respondents scored low to medium levels of food risk in Thailand. It was observed that the sanitation risk dimension was of the highest level of concern to the Australian tourist participants (mean = 3.35, std = 0.76). Health risk (mean = 3.02) and communication risk (mean = 3.01) were two additional risk factors that were rated slightly above three. On the other hand, social risk was rated with the least level of concern (mean = 2.41, std = 0.84).

Table 3: Rank of food risk dimension means

Food risk dimension	Mean	Std. Deviation
Sanitation risk	3.35	0.76
Health risk	3.02	0.80
Communication risk	3.01	0.77
Unfamiliar food risk	2.85	0.84
Value risk	2.68	0.89
Local food knowledge risk	2.61	0.94
Social risk	2.41	0.84

Effects of Food Risk Dimensions on Food Satisfaction

A standard multiple regression was used to examine the effects of food risk dimensions as the predictor variables on food satisfaction as the outcome variable of the Australian tourists. As reported in Table 4, the model was statistically significant ($F = 5.626, p < 0.001$), but the explanatory power is low at 7.9%. Two food risk dimensions were found to have significant influence on food satisfaction. These include social risk dimension ($B = -0.121, t = -2.083, p < 0.05$) and value risk dimension ($B = -0.119, t = -2.085, p < 0.05$). Both dimensions demonstrate negative effects on food satisfaction, and the sizes of effects are noted to be relatively equal.

Table 4: Multiple regression results of food risk dimensions on food satisfaction

Risk factor	Standardized Coefficients Beta	t	Std. Error	Sig.	Collinearity Statistics	
					Tolerance	VIF
(Constant)		24.162	0.214	0.000		
Communication risk	0.003	0.043	0.066	0.966	0.537	1.863
Health risk	-0.092	-1.638	0.053	0.102	0.773	1.293
Social risk	-0.121	-2.083	0.052	0.038	0.728	1.374
Local food knowledge risk	-0.100	-1.609	0.050	0.108	0.640	1.562
Sanitation risk	-0.007	-0.131	0.056	0.896	0.787	1.271
Unfamiliar food risk	-0.021	-0.331	0.057	0.741	0.614	1.629
Value risk	-0.119	-2.085	0.049	0.038	0.752	1.330
df	7/369					
R ²	0.079					
F	5.626					
P	< .001					

DISCUSSION AND CONCLUSION

This paper examines food risk perception dimensions and how they affect food satisfaction of independent Australian tourists in Phuket. The findings suggest seven food risk perception factors including (1) Communication risk, (2) Health risk, (3) Social risk, (4) Local food knowledge risk, (5) Sanitation risk, (6) Unfamiliar food risk, and (7) Value risk. This finding is inline with previous research such as Amuquandoh (2011). It was also found that the respondents were particularly more concerned with sanitation risk but worried least in social risk. Nevertheless, although social risk and value risk were scored in the medium level of risk concern, these two factors were the only food risk dimensions among the seven dimensions confirmed to have negative influences on overall food satisfaction of the Australian tourists.

The above findings have implications to destination managers. It was clear that the Australian tourists were mostly concerned with the sanitation but this factor may not necessarily influence the food satisfaction. The satisfaction of local food experience of the Australian tourists fact depends upon the levels of their concern on social dining etiquette and the value for money received from the dining experience. Therefore, destination managers are suggested to establish sanitation, hygiene and pricing standards on local food offered to international tourists. Destination managers are advise to find measures to ensure the hygiene and pricing standards are adhered to. In addition, it is important to develop promotional materials to provide knowledge about local cuisines and dining practices and etiquettes. This may reduce the anxiety of international tourists due to their lack of local food and dining etiquette knowledge which might have impeded their local food consumption.

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IMPORTANCE-PERFORMANCE ANALYSIS (IPA) OF SENIOR TOURISM: A CASE STUDY OF PHUKET, THAILAND

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ABSTRACT

An increasingly aging population is becoming a significant element in social transformation globally. Not only the number of aging population trends to increase successively, but the life expectancy also is being prolonged. Due to this demographic change, many challenges are emerged, which affect to all business operations both service providers and policy developers. Senior tourists will represent one of the most significant market segment with high purchasing power and time flexibility. It is very important to understand their travel behaviour and level of importance and satisfaction in order to provide the opportunities for increasing the size of the market, and to be better prepared for the challenges of this demographic change. Therefore, the objectives of this study are: 1) to identify the strengths and weaknesses of Phuket destination by importance-performance analysis (IPA) 2) to examine the gap between senior tourists 'importance destination attributes and satisfaction. The finding of this study found that there are eleven attributes fallen in quadrant 1 ("Keep up the good work"), however the gap between the importance and satisfaction that fall in quadrant 1 was still statistically existing. The gap of the following attributes is; attitude of local drivers (-0.11), overall value for money of the trip (-0.13), overall safety and security while travelling (-0.14), and overall cleanliness of the destination (-0.25). These were not met their expectation since the mean value of satisfaction was lower than importance. Nevertheless, there were four attributes (safety of traffic, hygiene of food, cleanliness of beaches and sea, and price of food and beverages) fallen in quadrant 2 ("Concentrate here") which can be generating the weaknesses of Phuket. All the relevant persons and destination managers can use the results of this study to develop and implement policies for prioritizing strategic decision-making in the context of senior tourism.

Keywords: *Senior Tourism, Importance-performance analysis, Gap analysis, Phuket*

INTRODUCTION

Hospitality and Tourism Industry is the important part contributing the progression, stabilities, social and economy of Thailand. It has been playing the major role in bringing the foreign currency to circulate in Thai economic system. Hospitality and Tourism Industry accounts for 10% alone in total of Thailand's gross domestic product or GDP, and has high potential to rapidly increase in the future (World Travel and Tourism Council, 2018). As tourism industry makes lots of benefits to the country each year empowered Thai government to establish various supporting policy to develop Thailand tourism, continuously. According to World Population Report produced by United Nations Department of Economic and Social Affairs, in the next decade, every country in the world will be experiencing with the higher growth rate and proportion of elderly population (United Nations, 2015). With this phenomenon, it is becoming one of the most significant social transformations which impact to all businesses such as labour, the demand for products and services, and etc.

An increasingly aging population is becoming a significant element in social transformation globally; it has been projected that during 2015- 2030, the aging population will substantially grow 56 percent from the current situation, from 901 million to 1.4 billion. By 2030, the proportion of aging population will reach to 16.3 percent globally (United Nations, 2015). Moreover, World Population Ageing 2015 established by Department of Economic and Social Affairs, United Nations stated further that the number is projected to reach over 2 billion in 2050, which is almost tripled from current situation.

Thailand is situated in one of the best locations, which can attract thousands of domestic and international tourists and has high potential to be developed as one of senior tourist destinations, to accommodate their traveling trips. In 2012, Global Retirement Index has admired Thailand as “The World’s Top Retirement Havens 2012”. Within the same year, there were over 3 million senior tourists arrived in Thailand, and the good number tends to increase in every year (Economic Intelligence Center, 2017).

Due to this demographic change, many challenges are emerged, which impact to all business operations both service providers and policy developers. Some scholars suggest that shifting in demographic structure will evoke changings in markets (Alén et al., 2012). Furthermore, many researchers have shown the distinctive characteristics of the customers within this market segment as: extensive experience, high demanding, more purchasing power, high flexibility of traveling period after retirement, and etc. It draws an attention from many entrepreneurs from various countries to target in this segment, especially high purchasing power and flexibility of time, which attract a lot to hospitality and tourism businesses (Esichaikul, 2012).

In terms of marketing, group of senior tourists has been considered as a niche market that requires a specific well-designed product suited with their demand and preference (Nella and Christou, 2016). To study the tourism behaviour of seniors is very significant to provide the opportunities for increasing the size of the market, and to be better prepared for the challenges of this demographic change (Javalgi et al., 1992). Therefore, the objectives of this study are: 1) to identify the strengths and weaknesses of Phuket destination by importance-performance analysis (IPA) 2) to examine the gap between senior tourists ‘importance destination attributes and satisfaction.

LITERATURE REVIEW

Senior Tourist

According to the report produced by World Tourism Organization (2001), it has been projected that in 2020, the market trends will be changed as steadily increasing in the number of elderly tourists, a change from active vacations to experience-based holidays, and etc. Therefore, the seniors will represent one of the most significant market segment with high purchasing power and time flexibility (Alén et al., 2012).

There are many studies provided the definitions of aging people, or sometime it is called senior population, or even elderly people. It has numerous definitions used to describe this group of people. Lyons (2009) defined “Older people” as the population in the chronological age of 65 years. Consistent with the previous researches conducted by government and private sectors such as Bailey (2004), and American Public Transportation Association (2005), senior population are described as people in the chronological age of 65 years old and over. There are many previous studies defined “senior” in the different ways as; people with 55 years of age and above (Hsu et al., 2007; Musa and Sim, 2010), people with 60 years and above (Capella and Greco, 1987; Souce et al., 1989), or people with 65 years and above (Zimmer et al., 1995). However, the definition of elderly people may also be varied based on each individual perception. Chidchio (2008) shows that Asia generally considers age of elderly at 60 years old, while others consider elderly started at 65 years old. On the other hand, there are another researches, which reflected the divergent perspective on being elderly beginning at the age of 55 years old (Gardner, 2011). Based on these studies, elderly people can be defined as the people aged starting at 55 year olds with the weakened of physical appearance, and regression of mobility.

In terms of the senior tourists’ behaviours and motivations, it is not homogeneous, as younger travellers’ demand. According to Backman et. al. (1999), the differences and similarities had been illustrated that younger travellers were interested in leisure and relaxation, while elderly travellers were more interested in educational and natural attractions. In addition, Fleischer and Pizam (2002) who investigated the previous studies and revealed that the most common purpose of their traveling were rest and relaxation, social interaction, physical exercises, learning, and excitement. Moreover, the research produced by Pederson (1994), it illustrated that most of the senior tourists highly concerned on the comfort and convenience in both psychological and physical than younger tourists. The research also showed that safety, security, and hygiene would be critical aspects in their decision-making for destination selection and satisfaction.

Importance-performance Analysis

After a comprehensive investigation of many studies related to senior tourism, it showed that the majority of the researches done in the hospitality and tourism field normally used a one-sided survey to identify the customers’ satisfaction levels (Carman, 1990). Meanwhile, it is suggested that the attribute importance should also be investigated to identify the areas for improvement.

Importance-performance analysis or IPA was mainly used in many researches, especially with the topics related to hospitality and tourism industry, and also in the businesses for making rational decisions (Albayrak, 2015). For the purpose of understanding customer satisfaction by matching the customers’ perceptions towards attributed importance and perceived quality of products and services or destination performance. Importance and satisfaction levels are presented on a two-dimensional grid, and fall into one of four quadrants,

which are “keep up the good work”, “potential overkill”, “low priority” and “concentrate here” (Martilla and James, 1997).

IPA has been implemented to evaluate the destination or business competitiveness in the industry and develop related strategies (Hawes and Rao 1985; Myers 2001). IPA is a common, but most effective technique that can help marketers or policy developers in prioritizing the importance of attributes to increase quality of services to meet with customers’ expectations and enhance their satisfaction. (Matzler, et. al., 2003).

With this study, the importance and satisfaction of products and services factors perceived by senior tourists in Phuket, Thailand was evaluated by using IPA as a diagnostic tool. The result can provide pathways to formulate strategies and policies of tourism in Thailand to be ready with the new challenges of demographic change in the near future.

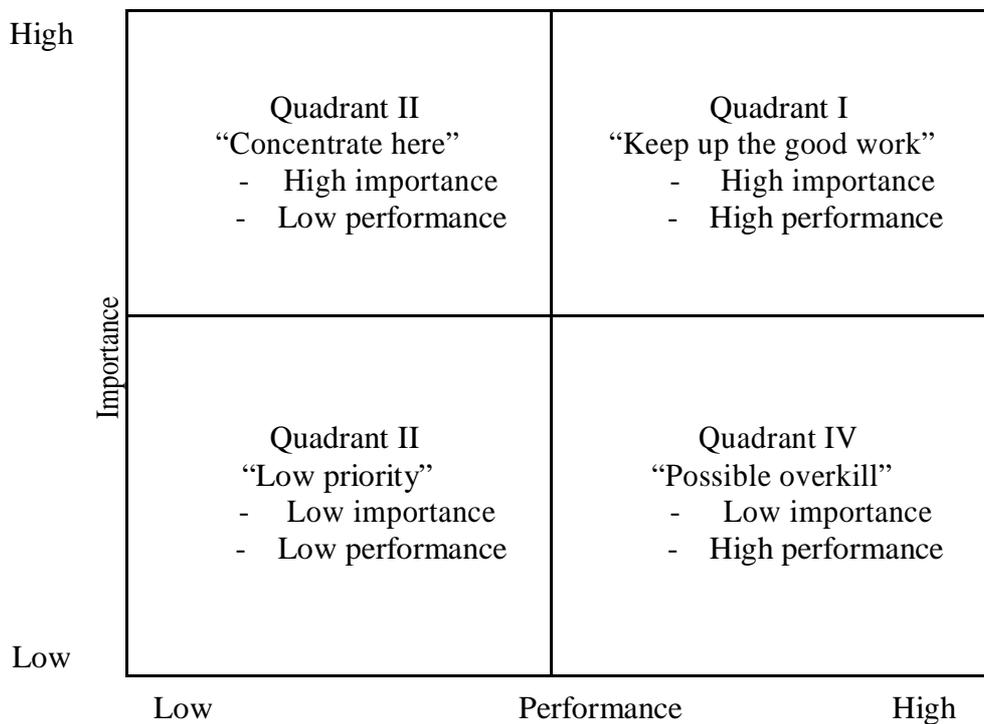


Figure 1: Importance-performance analysis

METHODOLOGY

A questionnaire survey was developed based on a comprehensive review of importance-performance literatures. The data used in this study was collected from senior tourists, aged 55 years or above at Phuket International Airport. Convenience sampling was used in this study. In total 354 respondents completed the survey. Data were analysed using descriptive statistics including frequencies and mean. A gap analysis using t-test and importance-performance analysis (IPA) were analysed.

RESULTS & DISCUSSION

Table 1: Demographic Characteristics of respondents

		Frequency (N=354)	Percent
Gender	Male	210	59.3
	Female	144	40.7
Marital Status	Single	167	47.18
	Married	187	52.82
Education Level	Up to secondary school	78	22.0
	Diploma	79	22.3
	Bachelor	110	31.0
	Master	57	16.1
	Doctoral	30	8.5
Monthly income (USD)			
	Below 1,000	69	19.4
	1,000-1,999	44	12.4
	2,000-2,999	33	9.3
	3,000-3,999	52	14.6
	4,000-4,999	30	8.5
	5,000-5,999	45	12.7
	6,000-6,999	24	6.8
	7,000 or Higher	57	16.1

Demographic characteristics of respondents visiting Phuket, Thailand were analysed and presented in Table 1. The majority of the respondents were male (59.3%) and female (40.7%) respectively. It also revealed that the proportion of both single and married travellers was slightly different (singles 47.18%, and married 52.82%). The majority of the sample achieved a bachelor degree which was equivalent to 31 % of total respondents, while 22% was graduated up to secondary school and 22.3% was graduated in diploma, and the rest 24.6% was higher educations both master and doctoral.

Table 2: Paired sample t-Tests Mean differences between Satisfaction and Importance attributes

No.	Destination Attributes	Importance	Importance	Satisfaction	Satisfaction	Gap	t-value	Sig
		Mean	SD	Mean	SD			
1	Attractiveness of beaches	4.02	0.85	4.19	0.85	0.17	2.49	0.013
2	Cleanliness of beaches and sea	4.17	0.90	3.94	0.98	-0.23	-3.80	0.000

3	Availability of space on beaches	3.99	0.92	4.17	0.85	0.18	2.68	0.008
4	Facilities provided on beaches	3.70	0.98	3.83	0.92	0.13	1.42	0.158
5	Variety of tourist attractions	3.81	0.99	4.09	0.84	0.28	4.182	0.000
6	Friendliness of local people	4.22	0.77	4.48	0.72	0.26	5.33	0.000
a7	Temples and cultural attractions	3.48	0.98	4.17	0.81	0.69	0.99	0.323
8	Local architecture and heritage sites	3.69	0.98	3.95	0.84	0.26	3.752	0.000
9	Opportunity to try local food	4.04	0.98	4.25	0.81	0.21	3.88	0.000
10	Variety of local food	4.02	0.90	4.18	0.84	0.16	3.02	0.003
11	Taste of local food	4.06	0.88	4.14	0.87	0.08	1.17	0.243
12	Availability of fresh seafood	3.93	0.98	4.13	0.89	0.2	2.55	0.011
13	Prices of food and beverages	4.03	0.80	3.88	0.98	-0.15	-2.37	0.019
14	Hygiene of food	4.32	0.79	3.91	0.91	-0.41	-7.04	0.000
15	Availability of shopping facilities	3.79	0.99	3.92	0.90	0.13	1.36	0.176
16	Variety of souvenir	3.48	0.98	3.80	0.91	0.32	3.54	0.000
17	Prices of local transport	3.87	0.98	3.59	0.98	-0.28	-4.194	0.000
18	Network of local transport within Phuket	3.85	1.00	3.69	1.06	-0.16	-2.85	0.005
19	Attitude of local drivers	4.08	0.86	3.97	0.99	-0.11	-1.91	0.057
20	Safety of traffic	4.10	0.80	3.62	0.98	-0.48	-6.713	0.000
21	Sign posting to tourist attractions	3.97	0.87	3.74	0.92	-0.23	-4.11	0.000
22	Availability of touring services to nearby tourist attractions	3.88	0.93	3.94	0.87	0.06	0.538	0.591
23	Variety of leisure activities	3.83	0.91	3.89	0.87	0.06	0.801	0.424
24	Availability of nightlife and entertainment activities	3.34	0.98	3.84	0.95	0.5	5.97	0.000

25	Availability of facilities for children	3.26	0.98	3.74	0.94	0.48	3.65	0.000
26	Variety of accommodation	3.98	0.97	4.23	0.79	0.25	3.83	0.000
27	Quality of accommodation	4.19	0.83	4.31	0.76	0.12	1.92	0.056
28	Overall value for money of the trip	4.27	0.73	4.14	0.82	-0.13	-2.21	0.028
29	Overall safety and security while travelling	4.37	0.74	4.23	0.75	-0.14	-2.76	0.006
30	Overall cleanliness of the destination	4.26	0.81	4.01	0.85	-0.25	4.40	0.000

Table2 shows the mean value of importance attribute and satisfaction attribute, the mean difference (gap) between those two attributes, and paired-sample t-test statistics. The most important attribute for senior tourists who visiting Phuket, Thailand is overall safety and security while travelling (4.37), followed by hygiene of food (4.32), overall value for money of the trip (4.27), overall cleanliness of the destination (4.26), and friendliness of local people (4.22). While, the least important attribute is availability of facilities for children (3.26), followed by availability of nightlife and entertainment activities (3.34). Based on the perceptions of the respondents, the most satisfying attributes of Phuket, Thailand are friendliness of local people (4.48), quality of accommodation (4.31), opportunity to try local food (4.25), and overall safety and security while travelling (4.23) respectively. These attributes could be considered as the strengths of the destination. In contrast, the least satisfying attributes are prices of local transport (3.59), safety of traffic (3.62), and network of local transport within Phuket (3.69) respectively.

The result of t-test shows that mean value for satisfaction attributes are significant lower than importance attributes in cases of nine attributes: “cleanliness of beaches and sea” ($p < 0.05$), “prices of food and beverages” ($p < 0.05$), “hygiene of food” ($p < 0.05$), “prices of local transport” ($p < 0.05$), “network of local transport within Phuket” ($p < 0.05$), “safety of traffic” ($p < 0.05$), “sign posting to tourist attractions” ($p < 0.05$), “overall value for money of the trip” ($p < 0.05$), “overall safety and security while travelling” ($p < 0.05$).

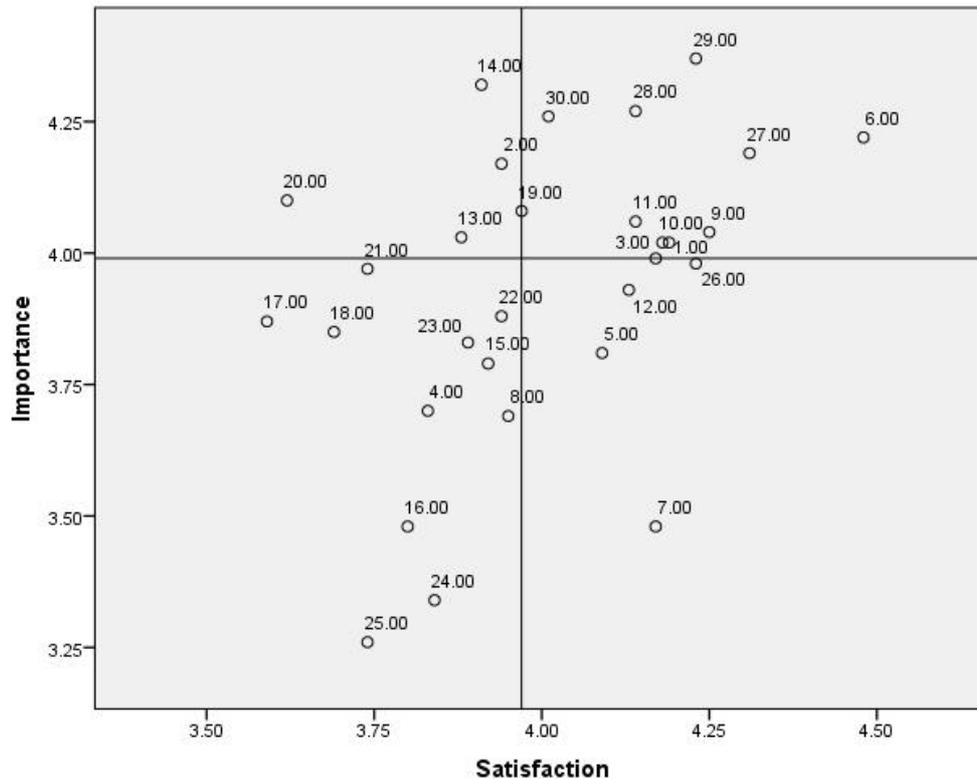


Figure 1. IPA results of senior tourists' perception in Phuket, Thailand.

By employing IPA to analyse the importance of attributes and its performance as shown in the figure 1, the results revealed that there were 11 attributes out of 30 attributes shown in “Keep up the good work” quadrant or quadrant 1 which means it had high importance and well performance perceived by senior tourists visiting Phuket. In this quadrant, the attributes were mainly related to natural attraction (e.g. attractiveness and availability of natural attractions), local food, friendliness of local people, and overall safety and security. Moreover, all the attributes in this quadrant represented the strength of the destination which should be maintained and continuously improved.

Meanwhile, cleanliness of beaches and sea, prices of food and beverages, hygiene of food, and safety of traffic were illustrated in “Concentrate here” quadrant or quadrant 2. The attributes shown in this quadrant mean it was important for the senior tourists when they considered to visit the destination, but however, it was not met their expectation. It reflected that the performance of the destination about these attributes in their perception was relatively low. Therefore, it was resulting in dissatisfaction. Simultaneously, it could also be interpreted the attributes as the destination's weakness which need to be urgently improved.

Quadrant 3 or “Low priority”, it had low importance and low performance on the respondents' perception. There were 11 attributes located in this quadrant as shown in the Figure 2 below. These attributes were less important for the senior tourists' perception. In “Possible overkill” quadrant or quadrant 4, variety of tourist attractions, temples and cultural attractions, availability of fresh seafood, and variety of accommodation were positioned. It was given low importance for the respondents' perception, but the destination performed very well which satisfied the respondents.

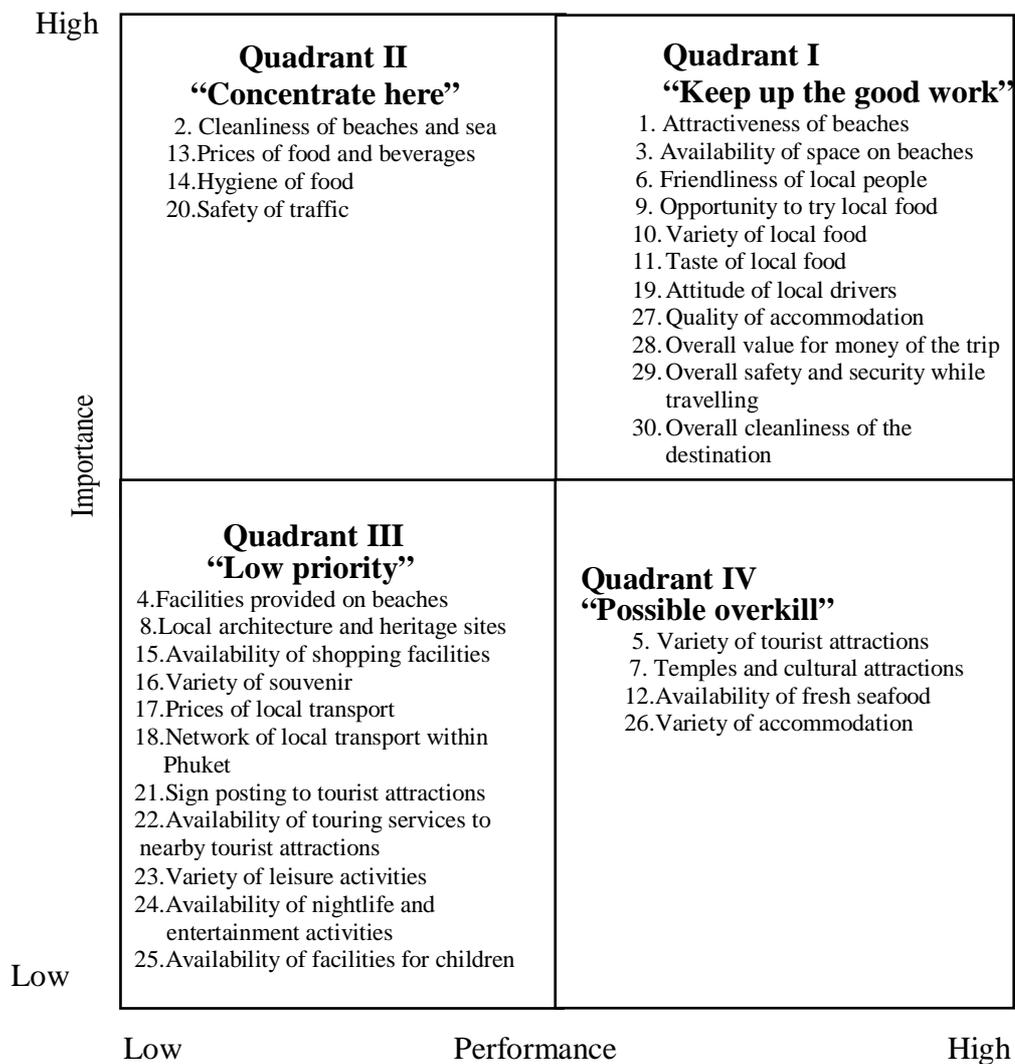


Figure 2: Destination Attributes of senior tourists’ perception in Phuket, Thailand analysed by IPA

CONCLUSIONS & IMPLICATIONS

In this study, the implementation of Importance-performance Analysis (IPA) was approached to examine the competitiveness of the destination, which is Phuket, Thailand, perceived by senior tourists. Due to demographic change, senior will become a large market segment in all-entire businesses. It is very important to understand their traveling behaviours and levels of their satisfaction on the destination. With this information, all concern persons and tourism authorities will be able to develop the strategies, which influence on the positive perception and satisfaction of the travellers.

The findings of this study revealed that the top 5 satisfaction attributes of Phuket in the senior tourists’ perception were friendliness of local people, quality of accommodation, opportunity to try local food, attractiveness of beaches, and overall safety and security while travelling. It can be considered as the strengths of the destination. With these strengths, the destination can fulfil the need and enhance the experience of senior travellers as numerous previous studies mentioned. Carneiro et al. (2013) presented that senior travellers were seeking

for the socialization and novelty followed by culture and entertainment. Also, Poon and Low (2005) stated that to develop senior tourists' satisfaction; hospitality, accommodation, food and beverage, safety and security, and appearance of the destination should be paid attention. The finding indicated that Phuket has done well for these destination's attributes. However, there were some attributes fallen in quadrant 1 that the policy developers or tourism authorities should not overlook. Even though the attribute was shown in "Keep up the good work", but the gap between the importance and satisfaction was still statistically existing. By comparing the mean value from both importance and satisfaction in Table 2, the gap of the following attributes was illustrated; attitude of local drivers (-0.11), overall value for money of the trip (-0.13), overall safety and security while travelling (-0.14), and overall cleanliness of the destination (-0.25). These were not met their expectation since the mean value of satisfaction was lower than importance. Therefore, all the relevant persons should keep close monitoring or even set the policies and strategies to increase the satisfaction level.

Nevertheless, there were 4 main issues which can be generating the weaknesses of Phuket, mainly in safety of traffic, hygiene of food, cleanliness of beaches and sea, and price of food and beverages. These attributes were shown in quadrant 2 or "Concentrate here". Supported by the large gap presented in Table 2; cleanliness of beaches and sea (-0.23), prices of food and beverages (-0.15), hygiene of food (-0.41), and safety of traffic (-0.48). It confirmed that these attributes needed urgent actions to close the gap and minimize negative impacts which can result in dissatisfaction. Hsu (2001) explained that senior tourists would expect for safety while they are travelling, and road traffic safety has also been considered as a public health issue that they expect to be protected. In terms of food hygiene, the previous study by Quan and Wang (2004) stated that it was different in the way elderly people perceived hygiene of food as per more concern on the health issues. Furthermore, Torres-Chavarria and Phakdeekausorn (2017) provided insightful information that the food vendors in Thailand had limited knowledge of food hygiene, food-handling standards, and personal hygiene. To close the gap, the relevant persons should get involved to set the standards and educate the food producers for food handling process. Moreover, the result also indicated that the price of food and beverages offered were not reasonable. To avoid excessive pricing, local authorities may create price-controlling system to control unfair pricing charged to the customers.

Lastly, cleanliness of beaches and sea was not met their expectation as confirmed by the data. Phuket has been recognized as a beautiful coastal area. Most of the tourists visiting Phuket, they expected to experience with Sea-Sand-Sun which is the highlight of the destination. As Kim et al. (2003) mentioned that key tourist attractions such as beautiful appearance, cultural and historical sites were significantly related to their destination selection and satisfaction. But, senior tourists were still disappointed with the cleanliness of the beaches and sea in Phuket. The destination authorities and all establishments nearby the area should contribute in maintaining and paying more effort at improving the cleanliness of those areas.

With respect to this assessing the strengths and weaknesses of the destination, the destination authorities and policy developers can develop the strategies to reinforce the well-performed attributes of the destination. And also, it can cope the weaknesses that might be a barrier to the economic growth when this market segment becomes a huge chunk of the consumer.

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RELATIONSHIP OF SATISFACTION, TYPOLOGY OF TRAVELLERS AND THE BEHAVIOURAL LOYALTY IN PHUKET

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ABSTRACT

Phuket is recognised as one of the top tourist destinations both at national and international levels. Recently, it draws tourists domestically as well as from all over the world with Chinese, Russian, Australian, and German being top tourist markets of the island. With no doubt, it is well-known among leisure markets, but it is also regarded as one of the main destination for business tourists. For sustainability of the destination, Phuket should maintain its attractiveness in both markets, hence the study aims to investigate the relationship between satisfaction of destination attributes and behavioural loyalty among these leisure and business tourists, and to examine the predictive power of typology of tourists (leisure and business travellers) on behavioural intention. Adopting quantitative approach, 524 valid questionnaires were completed by the leisure and business travellers at the Phuket International Airport. Findings indicated that business travellers have higher intention to revisit Phuket. Safety and overall value for money as well as local cuisine are on the highest level of satisfaction from both types of tourists. Also, the study suggested that the destination developer in Phuket should focus on the natural and cultural tourist attractions as this factor has high power to attract the first-time visitor to revisit the destination in the future. Lastly, it is not only the attraction that should be focused but also the quality of accommodation, value for money, and safety of the destination.

Keywords: *Business travellers, Leisure travellers, Satisfaction, Behavioural loyalty*

INTRODUCTION

Thailand is continued to be listed as one of the top world-class tourist destinations for years, and it has consistently developed new tourism products and services to cater for fast changing needs of visitors of all types (Thailand Convention and Exhibition Bureau -TCEB, 2011; Ministry of Foreign Affairs, 2018). Thailand's Ministry of Foreign Affairs (2018) forecasts that the number of visitors will expectedly raise to 40 million people by 2020. In addition, World Travel & Tourism Council (WTTC) (2017) revealed that most of the tourists visited in Thailand spending their expenses on leisure purpose (87.8%) and business purpose (12.2%) respectively of direct travel and tourism GDP in 2016.

Furthermore, Phuket has been recognised as one of the top tourist destinations in Thailand and is accepted as a world-class destination. Recently, there are top 5 tourism markets in Phuket namely China, Russia, Germany, Sweden and Australia respectively. During the first quarter of 2018, there were approximately 3.5 million passengers arrived at Phuket International Airport – 19 % raised from the same period in 2017. (C9 Hotelworks, 2018).

However, Phuket's tourism industries, is heavily dependent on its natural resources, and the island has currently suffered from its sole reliance on certain leisure markets and the unfortunate incidents that were the direct results of poorly managed its natural resources. For example, after the boat accidents mid of 2018 which killed many Chinese tourists, an island has experienced a sharp drop of tourist arrivals from its main generating tourist region, Chinese market (Bangkok Post, 2018). The island's strong dependency of the Chinese market has made its toll in the economy of the destination, and it has been proven that tourism markets in Phuket are very fragile and risky if depending on a single market. Hence, there is a call for diversification on another lucrative market to ensure the sustainability of Phuket and the business continuity of tourism industries. One of the attractive market is undoubtedly business market.

Being part of the business tourism, Meeting, Incentive Travels, Conventions and Exhibition (MICE) Industry is currently playing important roles in Thailand and Phuket. This industry has generated a huge revenue to Thailand and also related businesses; for example, exhibition halls, lodgings, restaurants, etc. (TCEB, 2011; Wongmonta & Phorkha, 2018). Wongmonta and Phorkha (2018) found that, besides the meeting, business and connection purposes, MICE travellers also explored themselves in destination and spent approximately 4,000 - 4,500 Thai Baht per day per person. In 2016, Phuket (one of the leading MICE cities in Thailand) had 70 % of total tourists visiting Phuket as MICE travellers – sporting events and competitions, business trading and weddings (C9 Hotelworks, 2017).

In order to maintain the attractiveness of the destination in both markets, it is important for Phuket tourism to monitor the current satisfaction and dissatisfaction levels of the island as well as to examine the distinct travel characteristics of these two markets. Examination of these differences should not only cover merely on their travel behaviors but also relative importance level they attach to destination attributes when deciding to travel. Previous studies provided empirical supports that business and leisure markets place different emphasis when choosing their hotel choice, as Victorino, Verma, Plaschka and Dev (2005) revealed that innovative service amenities, improvement on technology, and customization place a stronger effect on hotel choice by leisure groups than among those travelled on business purposes. Another important point that need further investigation is central around an issue of antecedents that stimulate repeat visit to a destination, namely the behavioural loyalty. Past research also pointed out that their behavioural loyalty of business and leisure markets are shaped by rather different factors (Liu, Wu, Yeh & Chen, 2015).

The objectives of the study were twofold. Firstly, it aimed to investigate the relationship between satisfaction of destination attributes and behavioural loyalty. Secondly, it sought to examine the predictive power of typology of tourists (leisure and business travellers) on behavioural intention.

LITERATURE REVIEW

Typology of Tourists

Chon and Maier (2010) stated that there two main purposes for travelling which are for pleasure and for business. Leisure travellers can be described as people who are visiting places for pleasure and non-business purpose or being on holiday as well as sharing experiences with life-partner, friends and/or family members (Goeldner & Ritchie, 2006; Smith & Warbuton, 2012). Business travellers can be referred to people who are travelling for work in an irregular place – including attendance at conferences and tradeshows, government business and sales trips – and staying for shorter periods (Martínez-García, Ferrer-Rosell & Coenders 2012; Smith & Warbuton, 2012). Most of expenses occurred during the trip will be paid or supported by the company he works for (Marin-Pantelescu, 2011).

Marvel (2003) further categorised the business travel market into four sub-categories including: conventions and corporate business meetings, trade fairs, incentive trips, seminars and training program, and individual business trips. However, the market is not purely for business purposes as it incorporates both business and leisure elements (Rogers, 2003). This is because although its main activity is business, such as meetings, seminars, conferences, and conventions, delegates/participants to the meetings may engage in various leisure activities both prior to and post business activity, such as sightseeing, eating out, and visiting local tourist attractions. This is also coupled with the fact that meeting delegates often travel with accompanying persons during their business trips to attend meetings. They may prolong their trips so as to allow them more time to visit the destination.

The business travel market can help to increase tourism activity in the host destinations in many ways. Firstly, attendees to meetings and conventions often extend their visit to the destination - adding a number of days before or after the meetings in order to enjoy leisure activities at the destination thereby generating extra income for hotels, restaurants and other tourism suppliers (Davidson, 2002). In addition, since meetings and conferences are held all year round, they help to utilise hotel facilities and other tourist facilities during shoulder seasons and consequently generate much needed revenue for hotels and other tourism service providers. It also helps to create future inward opportunities from conference delegates who have enjoyed the host destination while attending a conference and might return to set up their businesses. Moreover, these conference delegates who have been impressed by the host country would also return to the country for holidaying with their families.

Tourists' Expectation

Satisfaction and expectation are considered as integral and crucial for successful business operations. Expectations can be described as “the prediction which tourists have before an activity takes place” (Vérian, 2015). A tourist's previous experience will influence their expectations of a future journey (Faché, 2000). Gnoth (1997) suggested that felt needs and value system will form tourists' expectations toward their travel.

Expectations may be more important when the product performance and tourist's experience are clear-cut (Nyer, 1996; Söderlund, 2002). Tourists encounter a psychological conflict if they found that their expectations and their perception of the actual experience are not matched (Sherif & Hovland, 1961). Moreover, Mcquilken, Breth and Shaw (2000) found that poor performance in the hospitality and tourism industry is come from the failure of expected quality delivering. It is because the needs and values have been filled and applied to a travel experience. On the other hands, performance perceptions of services, products and experiences are determined by expectations. Finally, Ragavan, Subramonian and Sharif (2014) revealed that tourists in the different demography have the different perception of travel attributes with their satisfaction.

Tourist Satisfaction Towards Destination Attributes

Consumer satisfaction is the most investigated area of studies, and many definitions are derived and is regarded as an important factor in determining destination success as the past literature found its impacts on customer loyalty and future intention (Altunel & Erkut, 2015). It is defined as the perceived differences between expectation and actual experiences after consumption, and satisfaction occurs when actual experiences exceed the expectation, and dissatisfaction would occur when experiences fail to meet the expectation (Churchill & Suprenant, 1982). In tourism context, tourist products do have a unique feature as the product

encompasses multi-products, and tourists usually form their feelings toward a single destination by combining their experiences with multi-products. Hence, tourist satisfaction is the aggregate of tourist experiences when they feel that their experiences at a particular destination exceed their prior expectations (Altunel & Erkut, 2015). Beerli and Martin (2004) summarised common attributes used in tourist satisfaction and destination image. Table 1 displays these destination attributes.

Table 1: Common destination attributes

Natural resources	General infrastructure	Tourist infrastructure
Weather	Development and quality of roads, airports and ports	Hotel and self-catering accommodation
Temperature	Private and public transport facilities	Number of beds
Rainfall	Development of health services	Categories
Humidity	Development of telecommunications	Quality
Hours of sunshine	Development of commercial infrastructures	Restaurant
Beaches	Extent of building development	Number
Quality of seawater		Categories
Sandy or rocky beaches		Quality
Length of the beaches		Bars, discotheques and clubs
Overcrowding of beaches		Ease of access to destination
Wealth of countryside		Excursions at the destination
Protected natural reserves		Network of tourist information
Lakes, mountains, deserts		
Variety and uniqueness of flora and Fauna		
Tourist leisure and recreation	Culture, history and art	Political and economic factors
Theme parks	Museums, historical buildings, monuments	Political stability
Entertainment and sport activities	Festivals, concerts, etc.	Political tendencies
Golf, fishing, hunting, skiing, scuba diving	Handicraft	Economic development
Water parks	Gastronomy	Safety
Zoos	Folklore	Crime rate
Trekking	Religion	Terrorist attacks
Adventure activities	Customs and ways of life	Prices
Casinos		
Night life		
Shopping		
Natural environment	Social environment	Atmosphere of the place
Beauty of the scenery	Hospitality and friendliness of the local residents	Luxurious
Attractiveness of the cities and Towns	Underprivileged and poverty	Fashionable
Cleanliness	Quality of life	Place with a good reputation
Overcrowding	Language barriers	Family-oriented destination
Air and noise pollution		Exotic
Traffic congestion		Mystic
		Relaxing
		Stressful
		Fun, enjoyable
		Pleasant
		Boring
		Attractive or interesting

Source: Beerli and Martin (2004, p.625)

Many approaches are adopted to assess satisfaction, one of which is performance-only which is found to be a reliable and effective measurement as it avoids the use of expectations due to the limitations of the disconfirmation approach (Churchill and Suprenant, 1982). The use of performance-only is also advocated by other authors as it has been empirically tested to have higher reliability and validity values than other approaches (Cronin and Taylor, 1992; Kozak, 2001).

Experience of tourist begins from trip planning and preparation and the end of tourist's experience is considered when they return home and they may perform post-experience activities such as sharing their photos and experience with friends and through social media (Munar & Jacobsen, 2014). Their post-experiences or satisfaction may be determined by many factors, many of which are related to their experience with destination attributes. For example, Arash and Baradarani (2014) found that local cuisine, shopping and tourist attractions, and environment and safety have a direct relationship with foreign tourists' satisfaction with a destination but lodging and restaurant facilities, transportation facilities and infrastructure do not. Additionally, international tourists satisfy the destination where the English information will be given like on brochure or by the staff of tourism-related organisation. In contrast, the international tourists dissatisfy the destination if the cleanliness is mis-conducted (Sukiman, Omar, Muhibudin, Yussof & Mohaned, 2013). Moreover, the expectations toward the destination have been formed differently between men and women such as advertising has stronger influence to men while WOM is likely stronger to women (Wang, Qu & Hsu (2016). Likewise, their study revealed that ICT and, especially, online devices use is embedded in professional practices such as mobile devices (cell phones, smart phones and tablets) and Internet access (tablets and smart phones). Therefore, the opportunities for tourism are easily occurred by these online devices (den Hoed & Russo, 2017).

Behavioural Loyalty and its Relationship with Satisfactions

Consumer loyalty is regarded as one of the determinants of business success as it is believed to drive business profitability levels since the costs of serving repeat customers are relatively lower than constantly seeking new customers. In addition, loyal customers are likely to purchase more, be willing to pay higher prices and spread positive word-of-mouth about the product or brand to others (Skogland & Siguaw, 2004).

In terms of destination loyalty, there are various factors that are found to assert influences on formation of destination loyalty either directly or indirectly, one of which are consumer behavior variables, such as satisfaction (Castro, Martín Armario & Martín Ruiz, 2007; Chi & Qu, 2008). Satisfaction arises when people feel pleased or disappointed which is the result of comparing a product's perceived performance (or outcome) in relation to his/her expectations (Kotler & Keller 2006). Chi & Qu (2008) further provided empirical support that satisfaction towards destination can have a positive influence on destination loyalty since tourists with very positive experiences might be expected to have a higher satisfaction level and to be more likely to revisit the destination (Howard, 2009). This is particularly in line with Severt et al (2007) who revealed that there is a significant relationship between satisfaction and behavioural loyalty. Hence, a hypothesis is derived as below.

Hypothesis 1: There is a relationship between satisfaction of destination attributes on behavioural loyalty.

Effects of Purposes of Visit on Behavioural Loyalty

In addition to satisfaction, personal profiles can also assert influence on destination loyalty as well (Skogland & Siguaw, 2004). As previously stated, two distinct travel purposes can be categorized into two main purposes, leisure and business. In their study, Skogland and Siguaw (2004) pointed out that business travellers were found to be the least loyal among all segments, which is in line with the argument put forth by Henry (2000) that business travellers could be one of the most difficult to pleased customer segments in airline businesses. Thus, Hypothesis 2 was formulated for further testing.

Hypothesis 2: There is a relationship between typology of tourists (leisure and business travellers) on behavioural loyalty.

METHODOLOGY

Phuket was chosen as the area of study as it is grouped as one of the five cities for business travel markets by TCEB (2018). Respondents were asked to give their answers in relation to their satisfaction of attributes of Phuket. The questionnaire was structured with satisfaction items based on five-point numerical scale ranging from 'Very dissatisfied' to 'Very satisfied' to indicate the extent to which an individual is satisfied or dissatisfied with the pre-identified Phuket attributes. A total of 30 destination attributes were derived from the study by Beerli and Martin (2004). After ascertaining the reliability and validity of questionnaires, the study adopted the multiple-cross sectional approach by distributing questionnaires to leisure and business travellers at the Phuket International Airport over 2 periods of time, peak and off-peak tourist seasons in December 2016 and May 2017 respectively. Purposive and quota sampling were employed as the main sampling techniques in order to ensure that a reasonably well-balanced number of leisure and business travellers were recruited for the study. A total of 524 questionnaires were collected and usable for subsequent data analysis which included 327 leisure travellers and 197 business travellers. Data were subject to descriptive analysis (frequency, percentage, mean), factor analysis, and multiple regressions.

RESULTS

The 30 items of destination attributes were subjected to principal component analysis (PCA) using a computer program for statistical analysis. The suitability of data for factor analysis was assessed by an inspection of the correlation matrix with the presence of many coefficients of .30 and above. In addition, the Kaiser-Meyer-Olkin value was .92, exceeding the recommended value of .60 (Kaiser 1960 cited in Pallant 2016) and Bartlett's Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix. Initially, Principal component analysis revealed the presence of six components with eigenvalues exceeding 1, however an inspection of the screeplot displayed a clear break after the fourth component, thus it was decided to retain only four components which explained a total of 52.81%, with Component 1 contributing 36.53% and Component 2 and 4 contributing 6.67%, 4.84, and 4.77% respectively. In order to ease the interpretation of these two components, varimax rotation was performed. The rotated components revealed 10 cross-loaded items which were later excluded, and the remaining 20 items were retained for another round of rotation. The second rotated solution presented a clearer structure with all components showing a number of strong loadings and all variables loading substantially on only one component. Cronbach alpha values were calculated for all resultant four factors, and the values were all above the acceptable values of .0.70 indicating the suitability of the derived factors (Pallant, 2016).

Table 2: Factor analysis of destination attributes and satisfaction levels

	Loading	Eigen Value	% of Variance Explained	Cronbach's Alpha	Mean	S.D.	Summated Mean
Factor 1 Recreational and Leisure activities		10.96	36.53	0.853			3.77
Availability of nightlife and entertainment activities	.762				3.88	0.89	
Availability of shopping facilities	.666				3.88	0.84	
Availability of touring services to nearby tourist attractions	.650				3.81	0.86	
Variety of leisure activities	.620				3.93	0.83	
Variety of souvenir	.609				3.71	0.88	
Availability of facilities for children	.578				3.65	0.87	
Network of local transport within Phuket	.557				3.48	1.11	
Factor 2 Local Cuisine		2.00	6.67	0.85			4.03
Taste of local food	.880				4.04	0.91	
Opportunity to try local food	.865				4.11	0.92	
Variety of local food	.810				4.06	0.90	
Availability of fresh seafood	.566				3.96	0.93	
Factor 3 Quality of Accommodation, Safety, and Overall Value for Money		1.45	4.84	0.75			4.08
Overall safety and security while Travelling	.694				4.19	0.79	
Quality of accommodation	.624				4.02	0.86	
Overall value for money of the trip	.497				4.06	0.82	
Factor 4 Natural and Cultural Tourist Attractions		1.43	4.77	0.79			4.00
Cleanliness of beaches and sea	.751				4.25	0.79	
Attractiveness of beaches (e.g. Patong, Kata, Karon and other beaches)	.652				3.84	0.97	
Facilities provided on beaches	.642				3.95	0.90	
Availability of space on beaches	.584				3.78	0.86	
Local architecture and heritage sites	.455				4.22	0.85	
Friendliness of local people	.323				3.90	0.88	

Remarks: Means were calculated from scales of 1 being very dissatisfied and 5 being very satisfied. Extraction Method: Principal Component Analysis.

Table 2 reports the results of the 4-factor solution of the destination attributes. Component 1 was named as Recreational and Leisure activities, while the second component is referred as Local Cuisine. The other two factors were named as Quality of Accommodation, Safety, and Overall Value for Money, and Natural and Cultural Tourist Attractions, which are in line with Beerli and Martin (2004). Taking into consideration the summated mean values, Quality of Accommodation, Safety, and Overall Value for Money were the highest satisfied factor (Mean = 4.08, S.D.0.68), followed by Local Cuisine (Mean = 4.03, S.D. = 0.79). As for individual attributes, Cleanliness of beaches and sea, Local architecture and heritage sites, and Overall safety and security while travelling were rated as top three most satisfied attributes with the mean scores of 4.25-4.19. On the other hand, Network of local transport within Phuket, Availability of facilities for children, and Variety of souvenir were the lowest satisfied attributes in ascending orders with the mean values of 3.48, 3.65, and 3.71 respectively.

Table 3 Demographic Profiles of the Respondents

	Frequency	Percent		Frequency	Percent
Gender			Marital status		
Female	287	55.5	Single	197	38.4
Male	230	44.5	Married	150	29.2
Age			In relationship	152	29.6
18-24	81	15.5	Separated	7	1.4
25-34	226	43.3	Widowed	7	1.4
35-44	122	23.4	Monthly income		
45-54	59	11.3	Below USD 1000	105	20.8
55-64	22	4.2	1000-1999	138	27.3
65 or above	12	2.3	2000-2999	70	13.8
Education level			3000-3999	64	12.6
Up to secondary school	57	11.0	4000-4999	36	7.1
Diploma	59	11.4	5000-5999	22	4.3
Bachelor	200	38.8	6000-6999	25	4.9
Master	74	14.3	7000 or higher	46	9.1
Doctoral	126	24.4	Nationality		
Occupation			Mainland Chinese	69	13.2
Business owner	72	13.9	Australian and New Zealanders	80	15.3
Government	129	24.9	Russian	54	10.3
Housewife	41	7.9	Thai	197	37.7
Managerial/Administrative	69	13.3	Other Asian	34	6.5
Professional/Technician	72	13.9	Other European	57	10.9
Retiree	34	6.6	Others	31	5.9
Self-employed	32	6.2			
Student	21	4.1			
Others	48	9.3			

Table 3 displays the personal profiles of the respondents. In total, 524 respondents completed the survey with majority being female (55.5%), aged between 25-35 years old (43.3%), held bachelor degree and above (77.6%). Most worked for government (24.9%), had their own business (13.9%) and worked as professional or technician (13.9%). The largest group of respondents were Thai (37.7%), followed by Australian (15.3%), and Chinese (13.2%).

The following section addresses the comparison between leisure and business travellers on their satisfaction towards these four factors of destination attributes. Specifically, Table 4 compares the mean values and ranking of satisfaction levels towards four derived destination attribute factors and behavioural loyalty for both leisure and business travellers. It is clear that leisure travellers had higher satisfaction levels than business travellers on all four factors, and both groups rated the highest satisfaction levels on safety and overall value for money, followed by local cuisine. It is noted that behavioural loyalty which included future intention to revisit and recommend Phuket, and to return to Thailand for leisure purposes was found to be higher for business travellers than those of leisure travellers.

Table 4: Ranking of Mean Values on Satisfaction of Destination Attributes Factors by Types of Tourists

Destination Attributes Factors	Mean (Rank)	
	Leisure	Business
Factor 1 Recreational and Leisure activities	3.85 (4)	3.63 (4)
Factor 2 Local Cuisine	4.08 (2)	3.93 (2)
Factor 3 Quality of Accommodation, Safety, and Overall Value for Money	4.17 (1)	3.95 (1)
Factor 4 Natural and Cultural Tourist Attractions	4.06 (3)	3.89 (3)
Behavioural loyalty	3.95	4.09

In order to meet the research objectives, standard multiple regressions were performed to test the relationship of satisfaction, typology of tourists (leisure and business travellers) on the behavioural loyalty of destinations. Since types of tourists were dichotomous variables, the variable was transformed as a dummy variable to make it appropriate in the multiple regressions analysis. All four derived satisfaction factors together with the dummy variable were treated as predictor variables, whereas the behavioural loyalty was entered into a model as the outcome variable. Note that all assumptions of multiple regressions were ensured prior to the commencement of multiple regressions. Table 5 reports the results of the multiple regressions.

Table 5: Multiple Regressions: Satisfaction Factors, Typology of Tourists on Behavioural Loyalty

	Standardized Coefficients		t	Sig.	Collinearity Statistics	
	Beta	Std. Error			Tolerance	VIF
(Constant)		0.208	6.61	.000		
Factor 1 Recreational and Leisure activities	0.016	0.055	0.29	0.77	0.53	1.89
Factor 2 Local Cuisine	0.145	0.041	3.08	0.002	0.67	1.49
Factor 3 Quality of Accommodation, Overall Value for Money, and Safety	0.156	0.050	3.20	0.001	0.63	1.60
Factor 4 Natural and Cultural tourist attractions	0.284	0.060	5.43	0.00	0.54	1.84
Typology of tourists (Business and Leisure)	0.176	0.056	4.50	0.00	0.97	1.03
R ²	0.246					
Adjusted R ²	0.239					
d/f	5					
F	33.30,					
	<i>p</i> = 0.000					

It was found that overall the model explained 24 percent of behavioural loyalty of destination (Adjusted R² = 0.239, F = 33.30, p = 0.00). It was found that *Factor 4 Natural and Cultural Tourist Attractions*, made the largest contribution to the behavioural loyalty when another predictor variable was accounted for (std beta-number = 0.284, t = 5.43, p = 0.00). The second contributing factor were *Typology of Tourists* with significant std beta-number of 0.176 (t = 4.50, p = 0.00). Other predicting variables were *Factor 3 Quality of Accommodation, Overall Value for Money and Safety*, *Factor 2 Local Cuisine*. However, *Factor 1 Recreational and Leisure Facilities* failed to make a significant contribution. Therefore, Hypothesis 1 was *partially* supported, whereas Hypothesis 2 was *fully* supported.

DISCUSSION AND CONCLUSION

The study revealed that the business travellers rated lower satisfaction level towards all destination attributes. They may have the different expectations as the business travellers visiting the destination because of business meetings, conferences, training, executive meetings, etc. but the leisure travellers being at the destination because of the relaxation only (Goeldner and Ritchie, 2006; Smith and Warbuton, 2012). Therefore, the business travellers may have higher expectation on the destination attributes than the leisure ones.

Both business and leisure travellers rated very high satisfaction on safety and overall value for money as well as local cuisine. Additionally, Arash and Baradarani (2014) mentioned that local cuisine and safety have a direct relationship with foreign tourists' satisfaction. Consequently, it implies that the safety and local food in Phuket are exceptionally accepted by Thai and non-Thai travellers.

In addition, the study investigated that the business travellers have high intention to return to Phuket and Thailand for leisure purposes. This may be contradictory to the work by Kogland and Siguaw (2004) who argued that business travellers were found to be the least loyal among all segments. However, the current study may be in line with Martínez-Garcia et al (2012) and Smith and Warbuton (2012) who stated that the business travellers stayed at the destination shorter than the leisure. Moreover, Davidson (2002) indicated that a part of business travellers' stay is occupied by their works or meetings. This can implicitly explain that the business travellers may have a very limited time to explore their experience at the destination. Hence, if the business travellers satisfy with the destination and want to spend their time there, revisiting the destination will be occurred. In contrast, the leisure travellers spend a longer time at the destination. They can visit variety of the attractions around there. Consequently, the leisure may think that they have enough experience on the destination.

If a destination marketer would like to develop Phuket to attract more repeat visitors, the study suggested to focus on natural and cultural tourist attractions because they are the most powerful factors influencing the first-time visitor to come back the destination in the future. Also, the quality of accommodation, overall value for money and safety should not be looked over. As supported by Mcquilken, Breth and Shaw's (2000), the travel experience will be depended upon the quality delivering as well as the perceived value from the tourism-related businesses.

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FACTORS AFFECTING DESTINATION SELECTION FOR INTERNATIONAL SENIOR TOURISTS: A CASE STUDY OF PHUKET

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ABSTRACT

The research aims to identify factors affecting destination selection in senior tourists (aged 55 and above) travelling to Thailand and to investigate relationship between their personal profiles and factors of destination selection decision. This quantitative research was conducted by distributing 400 questionnaires by face to face survey with international senior tourist who are waiting for outbound flights at the Phuket International Airport. The results show that the highest percentage of international senior tourist are in the age range of 55 to 59 years old. More than half of international senior tourists were re-visit and had made full travel package booking. The top sources of information were word of mouth. Most of them made decision by themselves to travel Thailand. Overall, price of hotel at the destination, living cost at the destination, peacefulness at destination, price of tour package at the destination, and safety and security at the destination were regarded as top important factors. However, the findings also pointed out that demographic profiles do have effect on how they consider these factors when making travel decisions. Implications for government and relevant stakeholders were also discussed.

Keywords: *International senior tourists, Decision-making factors, Phuket*

INTRODUCTION

Tourism industry is one of the most important sources of revenues for many countries, and has a significant part in economic growth up of the world. The World Tourism Organization defines tourism as “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” (UNWTO, 2018).

Senior market is another market with high growth prospects in the future because the development of medical and public health can help to increase life expectancy of the world population as the senior people are reported to stay healthy and live longer than the past. Although there is no single universally accepted definition of senior tourists, the term “senior” has its root from Latin and is generally referred as “elderly” (Patterson, 2006).

Generally, senior tourist is the person who retirement of work aged 60 years or over, and tend to have high purchasing power, time flexibility after retirement (Jang, 2006; Wu, 2006). Most of senior people spend their lives after retirement to engage in leisure activities especially travelling for recreation and relaxation, visiting art and cultural tourist attractions or visiting the natural attractions owing to their ample financial resources. Hence, many destinations

around the world are aggressively attempting to capture this lucrative market to ensure the long term viability of their destination and maximising potential economic impacts.

With beautiful and rich natural resources, Phuket, the largest island of Thailand is regarded as a well-known tourist destination drawing over 10 million of domestic and international visitors. Economically, tourism industry is the most important sector of the island with the generating revenue of 48,443.85 million Thai baht (Ministry of Tourism and Sport, 2017). Positive prospects are expected as the number of tourist arrivals are forecasted to reach 13 million each year. From year 2014 until present, top 5 of senior tourists travelling to Phuket are Chinese, Malaysian, Australian, German and British (TAT, 2016).

As mentioned above, aging society is presently a new and lucrative tourism market, which can generate much needed positive impacts to countries around the world. With this in mind, this study will focus on analyzing and exploring destination selection factors important to international senior tourists. The study can offer advice to help government and private sectors, including local people to offers products to better respond to this group of tourists. Hence, these objectives of this study include:

1. To identify factors affecting destination selection in senior tourists travelling to Thailand.
2. To investigate relationship between their personal profiles and factors of destination selection decision.

LITERATURE REVIEW

Current Situations of Senior Tourism in Thailand

Thanks to the increasing changes in demographic structure of the world population, senior population are to influence how businesses are operating, and it is becoming an important market segment for the travel and tourism industry. In particular, Tourism Authority of Thailand (TAT) is expanding the campaign to promote Thailand as a tourist destination for the senior people. In year 2016, more than 3.62 million foreign senior tourists come to Thailand representing 12.1 percent of total international arrivals, and top three markets for senior tourism in Thailand in 2016 were China (823,296), Malaysia (682,367), and Japan (293,378). According to International Living's Annual Global Retirement Index (2016), Thailand was ranked 7th out of 73 countries in the world as one of the best destinations for senior people (TAT, 2017). For the European senior tourists, mostly they are from England, Germany, Sweden, and France. About 41.4% were first-time visitors, and the rest were repeat visitors. About 32% of them visited Thailand for 4 times and more, and the most popular Thailand's destinations for senior tourists included Bangkok (60%), followed by Chiang Mai (41%) and Phuket (35%) (TAT, 2017).

Decision Selection Factors of Senior Tourists

In brief, decision-making occurs when people recognize current problem and choose the most possible solution to cope it. (Al-Tarawneh, 2012). Normally, tourists consider process of choices among different destinations. Decision selection process of tourists when choosing a destination is influenced by different variable factors. This is depending on needs and habits of tourist and the external factors (Djeri et al., 2007). Internal factors influencing decision-making are based on social interaction, on the other hand external factors are based on attractiveness of the destination, tangible resources, and tourist's perceptions and expectations (Hsu et al., 2009).

Consumer behavior is influenced from several factors which would help us to identify products and services consumed by consumers. Firstly, cultural factors are the combinations of culture, sub-culture and social class. Secondly, social factors refer to groups, family, roles and status. Age and life-cycle, occupation, economic situations, lifestyle and personality are considered as personal factors. Finally, motivation, perception, learning, beliefs and attitudes are categorized in psychological factors. (P. Kotler et al. 2006). Many factors playing a role of appealing tourist's demand and decision making choice to the holiday destination. According to demographic factors including age, gender, education, and economic status are the main role in the motivation of senior tourists to participate in travel activities (Shawn Jang, S., & Emily Wub, C, 2006). Tourists are pushed by different their needs to travel and pulled by different attributes of destination (Cohen et al., 2014). The push motivation is their own motivate where are they needs to be satisfied while Pull motivations are those the attract people to a specific destination (Pesonen, 2011; Komppula, 2011; Kronenberg, 2011; Peters, 2011). However, push and pull motivation force both positive and negative relationship with travel motivation (Yoon, 2005; Uysal 2005) push and pull factors may separate stages in travel decision making to choosing their destination (Woodside, 2008; Martin, 2008) Experience is the one factor that effect to tourists decided to travel (Nejati & Mohamed 2014). Buyer behaviour model mentioned that experience has a relationship of the perception and attitudes toward the destination selection. Tourists with positive experiences may recommend others to visit again. However, tourists with negative experiences may not recommending and criticise it (Chen and Chen, 2010).

METHODOLOGY

This study involved face-to-face survey. The questionnaire was derived from the literature and contained three main parts. The first part was related to demographic profiles, and the second part asked about general trip whether the respondents have previous experiences, amount of time spend, activities during their holiday. The third part asked the respondent to rate the importance of decision-making factors by using five-point Likert scale. The questionnaires were distributed to international tourists visiting Phuket, one of the top three destinations for senior tourists. In this study, senior tourists are operationally defined as persons aged 55 years or over who have more time than other generations, have better finances, and tend to live longer than the previous generations due to improved healthcare, a medical development that helps the population has a lower death rate (Chen and Wu 2009; Nimrod & Rotem, 2011; Morgan, Pritchard, & Sedgley, 2015). Hence, a combination of purposive and quota sampling was adopted to sample respondents, with age of 55 years and above being the main criteria of recruiting respondents to participate in the study.

The questionnaire was written in English, Chinese, German, Japanese and Korean. After pilot testing, data was collected during January to April 2018 at the Departure Area of Phuket International Airport. Initially, 400 questionnaires were distributed to the international senior tourist at beginning aged 55 years and above at Phuket International Airport. Data analysis techniques included descriptive statistics such as frequencies, percentage and mean, Independent Sample T-Test and One-way Analysis of Variance (ANOVA).

RESULTS

Demographic profiles of the international senior tourists

A total of 400 usable questionnaires were subjected to data analysis. The demographic profiles of the respondents' reports are presented in Table 1.

Table 1: Demographic profiles of the respondents

	Demographic Profile	Frequency	Percentage (%)
Gender	Male	184	46.00
	Female	216	54.00
Age	55-59	205	51.30
	60-64	106	26.50
	65-69	59	14.80
	70-74	28	7.00
	75 and above	2	0.50
Status	Single	79	19.80
	Married/with partner	232	58.00
	Divorce	38	9.50
	Widower	13	3.30
	Others	38	9.50
Country of Residence	China	70	17.50
	Malaysia	90	22.50
	Japan	30	7.50
	South Korea	30	7.50
	Germany	50	12.50
	Australia	70	17.50
	United Kingdom	60	15.00
Education	Up to High School	118	29.50
	College/Diploma	151	37.80
	Bachelor Degree	89	22.30
	Graduate Degree	42	10.50
Occupation	Self-employed	56	14.00
	Company	117	29.30
	Government Employee	54	13.50
	Professional	49	12.30
	Retired	78	19.50
	Others	46	11.50
Annual Income	Less than \$25,000	40	10.00
	\$25,001-\$50,000	123	30.80
	\$50,001-\$75,000	96	24.00
	\$75,001-100,000	88	22.00
	\$100,000 or more	53	13.30

As reported in Table 4.1, most of respondents were female (54.00%). The highest percentage of senior tourists (51.30%) are in the age range of 55-59 years old. The majority of the respondents reported being married, or travelling with a partner (58.00%). Most respondents are from Malaysia (22.50%). The majority of the respondents (29.30%) reported working for a company. Most of the respondents (30.80%) have the approximate annual household income of \$25,001-\$50,000.

Table 2: Other behaviour and their profiles

Behaviours	Percentage (%)	
Type of Visitor	Repeat visitors	58.80
	First-time visitors	41.30
Marital Status	Spouse	62.80
	Family	40.80
	Friends	37.40
	Others	6.40
Selection of Accommodations	Hotel Resort	60.50
	City Hotel	23.00

Behaviours	Percentage (%)	
	Apartment/ Condominium	12.30
	Friend's House	2.50
	Guest House	1.30
	Others	0.50
Destination visited	Phuket	64.50
	Bangkok	17.80
	Others	12.80
	Chiang-Mai	5.00
Travel Arrangement	On my own	59.80
	Friends	34.60
	Family members	29.00
	Travel agent	23.70
	Others	5.10
Type of booking	Full Travel Package Booking	51.30
	Non- Full Package Booking	48.80
Information sources	Word of mouth	15.60
	Trip advisor	13.60
	Newspapers	9.10
	Magazine	8.60
	Previous travel in Thailand	8.50
	Travel agent	8.40
	Television	8.00
	Facebook	6.50
	Travel Blog	6.00
	Guide Book	5.00
	Instagram	2.60
	Other	2.50
	YouTube	1.90
	We Chat	1.30
	Weibo	1.00
	Twitter	0.50
	Taobao	0.80
Purpose of travel	Holiday/leisure	93.80
	Health treatment	5.30
	Visiting Friend and Relative	1.00
Activities during travel	Relaxing	26.00
	Sightseeing	20.00
	Shopping	13.70
	Activities	13.50
	Cultural	9.50
	Dining	8.40
	Night Life	3.90
	Adventure	2.30
	Medical	1.80
	Others	1.00
Health conditions	None	33.30
	Stress	14.50
	High blood pressure	14.00
	Allergy	13.60
	Heart disease	7.50
	Asthma	6.70
	Others	6.30
	Diabetes	4.20

Behaviours		Percentage (%)
Decision Making made by	Themselves	74.80
	Others	25.30
Decision for next traveling	Select Thailand to be place for next traveling	72.0
	Maybe Thailand will be place for next traveling	23.7
	Thailand will not be place for next traveling	4.3

More than half of the tourists were re-visit tourist (58.8%). The majority of respondents came with a spouse (62.80%). Most of the respondents opted for hotels or resorts (60.50%). The majority of respondents arranged their trip on their own (59.30%). Majority of respondents made a full travel package booking (51.30%) with word of mouth (15.60%) being the top source of information about Thailand. Most of the respondents travelled to Thailand for holiday or leisure (93.8%), and their top three activities were relaxing (26.00%), sightseeing (20.00%) and shopping (13.70%). The majority of respondents has medical history (66.70%) especially in stress (14.50%) and high blood pressure (14.00%). Most of respondents made decision themselves (74.80%). Almost three quarters of the respondents (72.0%) would select Thailand as holiday destination again. The average spending in Thailand is about \$5000 (US\$). The average number of re-visits to Thailand is four times. The average stay in Phuket is approximately eight nights. The average travel party is three to four people.

Table 3: Important factors for tourists when choosing a holiday destination

Factors	Mean	Std. Deviation
1. Price of hotel at the destination	4.16	0.82
2. Living cost at the destination	4.15	0.83
3. Peacefulness at destination	4.12	0.81
4. Price of tour package at the destination	4.04	0.92
5. Safety and security at the destination	4.04	0.90
6. Price of airfare at the destination	4.04	0.88
7. Price of public and private transportation at the destination	4.04	0.91
8. Price of food and beverage	4.03	0.88
9. Culture and traditions at the destination	4.02	0.84
10. Safe traffic at the destination	4.00	0.90
11. Variety of activities at the destination	3.98	0.87
12. Crime rate at the destination	3.96	0.93
13. Beautiful scenery at the destination	3.92	0.88
14. Government status at the destination	3.87	0.87
15. Political stability at the destination	3.87	0.94
16. Economic situation at the destination	3.86	0.96
17. Law and regulations at the destination	3.86	0.88
18. Network of private and public transportation at the destination	3.80	0.98
19. Availability of private and public transportation at the destination	3.78	0.99
20. Facilities for tourists at all ages at tourist attractions	3.65	0.94
21. Access to WIFI	3.62	1.04

Table 3 reports the level of importance for the factors when international senior tourists choose a holiday destination. Top factors included Price of hotel at the destination (M=4.16, SD=0.82), Living cost at the destination (M=4.15, SD=0.83), Peacefulness at destination (M=4.12, SD=0.81), Price of tour package at the destination (M=4.04, SD=0.92), and Safety and security at the destination (M=4.04, SD=0.90).

Table 4: Senior tourists' decision making when choosing a holiday destination compared by aged.

Decision Making	Age					F-Value	Sig.
	(1)	(2)	(3)	(4)	(5)		
	55-59	60-64	65-69	70-74	75 and above		
1. Safe traffic at the destination	4.02	3.90	4.02	3.61	3.50	2.64	0.033* 1 ≠ 4
2. Safety and security at the destination	4.17	3.86	4.00	3.89	3.50	2.58	0.037* 1 ≠ 2
3. Economic situation at the destination	3.68	4.05	4.14	3.89	4.00	4.13	0.003* 1 ≠ 2,3
4. Law and regulation at the destination	3.73	4.02	3.98	3.96	4.00	2.46	0.045* 1 ≠ 2

Remark: *indicated statistically significant difference at $p \leq 0.05$

Table 4 as investigated by ANOVA, senior tourists' were divided into five groups according to ages (Group 1: 55 to 59 years old, Group 2: 60 to 64 years old, Group 3: 65 to 69 years old, Group 4: 70 to 74 years old, Group 5: 75 years old and above). There were statistically differences at the $p \leq 0.05$ for the five ages of senior tourists. There are four decision making which are significantly different.

Safe traffic at the destination: Group 1 (M = 4.02) was significantly different from Group 4 (M=3.61).

Safety and security at the destination: Group 1 (M= 4.17) was significantly different from Group 2 (M=3.86).

Economic situation at the destination: Group 1 (M = 3.68) was significantly different from Group 2 (M= 4.05) and Group 3 (M = 4.14).

Law and regulation at the destination: Group 1 (M= 3.73) was significantly different from Group 2 (M= 4.02).

Table 5: Senior tourists' decision when choosing a holiday destination compared by gender

No.	Factors	Group	N	Mean	t	Sig.(2-tailed)
1.	Price of food and beverage	M	184	4.13	2.00	0.047*
		F	215	3.95		
2.	Safe traffic at the destination	M	184	4.10	2.02	0.044*
		F	216	3.92		
3.	Network of private and public transportation at the destination	M	184	3.93	2.44	0.015*
		F	216	3.69		
4.	Political stability at the destination	M	184	3.99	2.56	0.011*
		F	216	3.76		

M= Male, F = Female

Remark: *indicated statistically significant difference at $p \leq 0.05$

Table 5 shows the different decision of male (M) and female (F) senior tourists when choosing a holiday destination. There were significant differences in the scores (at $p < 0.05$) for male and female in the following factors;

Price of food and beverage at holiday destination: Male (M= 4.13, SD=0.86) and female (F=3.95, SD=0.90; $t=2.00$, $p= .047$).

Safe traffic at the destination: Male (M=4.10, SD=0.90) and Female (F=3.92, SD=0.89; $t=2.02$, $p=0.044$).

Network of private and public transportation at the destination: Male (M=3.93, SD=0.98) and Female (F=3.69, SD=0.98; $t=2.44$, $p=0.015$).

Political stability at the destination: Male (M=3.99, SD=0.86) and Female (F=3.76, SD=1.00; $t=2.56$, $p=0.011$).

Table 6: Senior tourists' decision making when choosing a holiday destination compared by nationality.

Decision Making	Nationality							F-Value	Sig.
	(1)	(2)	(3)	(4)	(5)	(6)	(7)		
	China	Malaysia	Japan	South Korea	Germany	UK	Australia		
Peacefulness at destination	3.71	4.20	4.23	4.20	4.22	4.31	4.08	4.28	0.000* 1 ≠ 2,3,5,6
Cultural and traditional at the destination	3.76	4.09	3.90	4.03	4.08	4.30	3.92	2.93	0.008* 1 ≠ 6
Varieties of activities at the destination	3.72	4.09	3.93	3.93	3.84	4.23	3.98	2.48	0.023* 1 ≠ 6
Beautiful and scenery at the destination	3.60	3.99	3.80	3.90	3.84	4.24	3.93	3.48	0.002* 1 ≠ 6
Facilities for tourists at all ages at the tourist attractions	3.33	3.72	3.67	3.70	3.50	3.83	3.78	2.28	0.035* 1 ≠ 6

Remark: *indicated statistically significant difference at $p \leq 0.05$

Table 6 as investigated by ANOVA, senior tourist was divided into seven groups according to Nationality (Group 1: China, Group 2: Malaysia, Group 3: Japan, Group 4: South Korea, Group 5: Germany, Group 6: United Kingdom, Group 7: Australia) There were statistically differences at the $p \leq 0.05$ for the nationality of senior tourists. There are five perceptions which are significantly different.

Peacefulness at destination: Group 1 (M= 3.71) was significantly different from Group 2 (M=4.20), Group 3 (4.23), Group 5 (M=4.22), Group 6= (4.31).

Cultural and traditional at the destination: Group 1 (M=3.76) was significantly different from Group 6 (M= 4.30).

Varieties of activities at the destination: Group 1 (M=3.72) was significantly different from Group 6 (M=4.23).

Beautiful and scenery at the destination: Group 1 (M= 3.60) was significantly different from Group 6 (M=4.24).

Facilities for tourists at all ages at the tourist attractions: Group 1 (M= 3.33) was significantly different from Group 6 (M=3.83).

Table 7: Senior tourists' decision when choosing a holiday destination compared by health condition

No.	Factors	Group	N	Mean	t	Sig.(2-tailed)
1.	Price of hotel at the destination	H	174	4.23	2.05	0.041*
		N	225	4.06		
2.	Beautiful and scenery at the destination	H	174	4.04	2.48	0.013
		N	226	3.82		
3.	Facilities for tourists at all ages at tourist attractions	H	173	3.78	0.02	0.012
		N	224	3.54		

H= with medical history, N= Non-medical history

Remark: *indicated statistically significant difference at $p \leq 0.05$

Table 7 shows the different decision of senior tourists with medical history (H) and Non-medical history (N) when choosing a holiday destination. There were significant differences in the scores (at $p < 0.05$) for senior tourists with medical background and Non-medical background in the following factors;

Price of hotel at the destination: medical history (H=4.06, SD=0.82) and non-medical history (N =4.23, SD=0.81; $t = -2.05$, $p = 0.041$).

Beautiful and scenery at the destination: medical history (H=4.04, SD= 0.84) and non-medical history (N =3.82, SD=0.91; $t = 2.48$, $p = 0.013$).

Facilities for tourists at all ages at tourist attractions: (H=3.78, SD= 0.87) and non-medical history (N =3.54, SD=0.97; $t = 0.02$, $p = 0.012$).

Table 8: Senior tourists' decision when choosing a holiday destination compared by travel experience in Thailand

No.	Factors	Group	N	Mean	t	Sig.(2-tailed)
1	Price of tour package at the destination	R	165	3.90	-2.564	0.011*
		F	235	4.14		
2	Network of private and public transportation at the destination	R	165	3.68	-2.074	0.039*
		F	235	3.89		
3	Political stability at the destination	R	163	3.72	-2.601	0.010*
		F	235	3.97		

R= Repeater, F= first-time visit

Remark: *indicated statistically significant difference at $p \leq 0.05$

Table 8 shows the different important levels toward destination selection factors of senior tourists with travel experience in Thailand (V) and first-time visit (F). There were significant differences in the scores (at $p < 0.05$) for senior tourists with travel experience and first-time visit in the following factors;

Price of tour package at the destination: travel experience ($V= 3.90$, $SD=1.04$) and first-time visit ($F=4.14$, $SD= 0.81$; $t=-2.564$, $p= 0.011$).

Network of private and public transportation at the destination: travel experience ($V= 3.90$, $SD=1.02$) and first-time visit ($F=4.14$, $SD=0.95$; $t=-2.074$, $p= 0.039$).

Political stability at the destination: travel experience: travel experience ($V= 3.72$, $SD=0.99$) and first-time visit ($F=3.97$, $SD= 0.89$; $t=-2.601$, $p = 0.010$).

CONCLUSIONS & IMPLICATIONS

The study found that differences were found on decision making between senior tourists from different groups of age, gender, nationality, health condition, and travel experiences , and this is in line with the past research (Kotler et al., 2006).

Personal Factors

Age can affect decision making when choosing a holiday destination. From result in Table 4 has shown that decision making ability declines with aging. This is supported by Peters et al., (2001). In this study, it was found that young senior tourists are concerned more about safety of the destination supported by Hsu (2001) which found that young senior tourists focus on safety. This may be explained by the fact that young senior tourists have much more sophisticated intention than older senior tourists. Surprisingly, in the study found that Men are much more sophisticated with the destination than woman. This result is similar to Schubert, Brown, Gysler, and Brachinger study reported that women do not really want to take risk when compared to men (Schubert, Brown, Gysler, Brachinger 1999). In addition, Chinese senior tourists' decision are completely different form others. This is because the behaviour of Chinese tourists still prefer group travels, especially travelers from second, third and fourth-tier cities and regions travelled by Travel agent (Ctrip and China Tourism Academy, 2017). The tourists who travelled to a foreign country for the first time chose to travel with the tour group. The tour group frequently brought the tourists to visit famous places, important attractions or popular attractions (Chetanont, 2015). As expected that senior tourists with healthy conditions usually consider from various factors especially price of hotel at the destination, beauty, scenery at the destination and facilities for the tourists at all ages.

Travel Experiences

Even though senior tourist has high purchasing power, first time visitors are more concerned about price, transportation and political more than repeaters. This is because the repeaters are familiar with destination and more likely to visit the same destination (Juaneda, 1996). Another study of Kuo (2011) confirmed fundamental factors such as pricey, natural, environment and culture have common attraction for revisit. Destinations with positive brand image are more likely to be chosen by the tourists (Dahiya and Batra, 2016).

RECOMMENDATION

Safety is the primary concern of the senior tourists. Especially traffic, accessibility of destination, facilities and transportation. If Thailand mainly focuses on this group of tourists, the country must come up proper plans to reduce safety risks to be at acceptable levels. Surprisingly, the senior tourists prefer to use travel agent rather than booking by themselves. As a result, if Thailand would like to become the tourist destination for the senior tourist, the country has to balance the use of travel agent and online distribution channels in order to effectively promote to this market. Finally, the standardization of prices for transportation service is also important, and Thai government should set new rules and regulations or policy about this matter and the private sectors are required to follow according to the law.

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ANALYZING TOURISM POTENTIAL OF ALIPURDUAR DISTRICT, WEST BENGAL, INDIA : A QUANTITATIVE STUDY

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ABSTRACT

Identification of tourism potential areas is one of the productive ideas that generates income, creates employment opportunities, alleviates poverty and bring development. But a lot of places with splendid scenic beauty or cultural heritage or other form of tourism attraction are yet to explore throughout the world. Consequently, areas having such potential are found as backward in terms of development and need careful planning. Despite backwardness of such places, tourists try to visit those places to quench their thirst to get tranquillity of nature and mental satisfaction. India, despite having huge tourism potential, a lot of pockets of it are still unexplored. The Alipurduar District in the state of West Bengal is not exception of it. The identification, proper and systematic development of places with tourism potential in the study area may bring development in that backward area. To conduct the study, both primary and secondary data have been collected, analyzed through statistical techniques particularly Weighted Sum Method, a significant multi-criteria decision making tool. The results as obtained have been interpreted that identifies variation in tourism potentials but immense possibilities in tourism field.

Keywords: *Tourism Potential, Multi-Criteria decision Making, Weighted Sum Method, Infrastructure*

INTRODUCTION

It is well known that the tourism industry is one of the world's largest industries that have significant global economic contribution. The main benefit of tourism industry is the generation of income and creation of employment opportunities (Aynalem, Birhanu and Tesefay, 2016). Therefore, identification and subsequent development of places with tourism

potential is highly essential to strengthen regional economy (Malik, 2013). Most of the developed countries of the world have strong base of tourism that contributes remarkably to their economy. Like the developed countries of the world, tourism in India is significantly important for country's economy (Jaswal, 2014). But unfortunately, despite having immense tourism potential, India has been lagging behind in terms of tourism development for lack of proper identification, poor infrastructure, improper tourism planning and development and lack of publicity. A lot of backward areas of the world have got promoted due to its tourism attraction and infrastructure development brought about for tourism development (Rajasekhar, 2015). Similar types of attractions are also available in India, but areas having such type of tourism attraction are less popular and far away from carrying a tourism destination image. Areas having such type of tourism potential need to be identified, highlighted and developed for socio-economic and sustainable development. It is true that the reports of World Travel and Tourism Council (WTTC) reflect India's growing and shining future in tourism sector, but still there is a dearth in identifying a lot of places having attractive tourism features. Consequently, expected result in terms of development from tourism point of view in those potential areas is yet to achieve and areas having such type of tourism potential are still backward. Therefore, attention should be paid in exploring tourism elements of potential places and simultaneously infrastructure need to be developed considering tourism development at local as well as global scale (Jovanovic and Ilic, 2016).

West Bengal, a phenomenal state of India in terms of unique combination of mountains, seas and forests has made its various parts attractive to the visitors both domestic and international level (Mondal, 2016). In spite of its rich natural assets, high ethnic diversity and societal ethos, the state is still lagging behind in the field of tourism industry. Especially, the northern parts of the state, popularly known as the Dooars region even after being a rich destination of tourist is still in a nascent stage of development in terms of tourism infrastructure development. The Dooars region comprises the districts of Jalpaiguri, Alipurduar and upper parts of Cooch Behar district. Of which Alipurduar is one of the districts of West Bengal which has huge possibilities in the field of tourism development with its hilly tracts in northern portion, sprawling rivers, diversified floral and faunal resources and tribal cultural heritage. The area is not only backward in terms of infrastructure, but also the people living here are mostly tribal in origin suffering acutely from poverty and socio-economic development. Therefore, in order to alleviate poverty and bring socio-economic development at local level, tourism development in this area may be considered as developmental tool (Basu Roy and Das, 2010). But as stated earlier, despite presence of exhilarating components of tourism development, lack of its identification and subsequent recognition, proper infrastructure development have made areas with tourism potential of the district backward in terms of socio-economic, human and sustainable development. Therefore, it is very much essential to evaluate the attractiveness and drawbacks of the tourism sites of the district through qualitative and quantitative techniques and suggest some strategies for the development of the area under study.

LITERATURE REVIEW

Aynalem, Birhanu and Tesefay in 2016 stated that tourism and hospitality sectors are the foremost sectors of the world economy that improves balance of payments as well as income creation and employment opportunities. Mohammad Malik in 2013 nicely presented his article on Identification of Tourist Potential Regions for Balanced Tourism Development in Pahalgam Tourist Destination of Kashmir Valley and it was 2014 when Jaswal discussed the role of tourism on India's economic growth and about the wide variety of interesting places in India to visit. The book written by Rajasekhar in 2015 entitled Development of Backward Areas through Tourism: A Case Study of Anantapur and Kurnool Districts In Rayalaseema Region of A.P is an attempt to understand the role of growing tourism industry in the state of Andhra

Pradesh and its realizing significance of magnitude that concerns broadly with the overall development of tourism industry with a special focus on tourism development in backward districts. Each Year, World Travel and Tourism Council (WTTC) elaborately depicts the country's detail report on tourism that is very much helpful reference. Basu Roy and Das analysed the engagement of poor people in tourism sector for development only poor class people through alleviation of their poverty in South Asian Journal of Tourism and Heritage. In 2012, Abdulla and Soumen used Weighted Sum Method (WSM), an important Multi Criteria Decision making tool in their study for analyzing tourism potential of Murshidabad district, West Bengal, India. Mondal in 2016 has represented tourism aspects of West Bengal in comparison to two other Indian states i.e. Gujrat and Kerela which is also an important study.

OBJECTIVES

The objectives of this study are;

1. To identify the elements of attraction in the selected places of the study area.
2. To evaluate the tourism potential of the selected places of the study area.
3. To suggest few proposal for tourism development in the study area.

METHODOLOGY

In order to carry out the study, Weighted Sum Method (WSM), an important Multi Criteria Decision making tool has been applied. For this purpose, a schedule survey through direct interactions with the tourists in a particular tourism potential spot has been conducted. After the completion of the survey, the attributes of tourism potential have been chosen through three steps in order to assign the values of rating to an area of tourism potential. Since, the performance of a tourist place is not only judged by the services provided to the tourists, the socio-economic and cultural status of the tourists has been considered while assigning such values of rating. Based on services provided by a tourist spot and socio-economic and cultural status of visitors in a particular tourist spot, three broad criteria viz. Physical (P), Social (S), Environmental (E) aspects have been chosen as level-1 attributes at first step. Visitors from different sectors of economy and education level have been interviewed with a schedule to get proper values (W_i), the average of which has been allotted to level-1 attribute.

At second step, identification of priority based attributes of physical, social, environmental aspects as informed by the tourist during interview have been taken into consideration. Priority based attributes as known from the visitors are provided rank like 1,2,3,4...and so on according to the weightage given by the respondents. Here, lower the rank higher will be the weightage and vice-versa. In this way, the sum of weightage of each aspect which are considered as level-2 attributes has been calculated and the individual weightage has been divided by the calculated sum value (W_j).

At step three, level-3 attributes are exclusively measured in respect of tourist attraction elements of a specific tourist place i.e. it is not general form of attributes, rather particular. Here, based on the answers of the respondents in relation to a particular tourist spot, weightage has been allotted on a 1 to 5 scale responding 1 for weakest and 5 for strongest quality. Since, the weightage ranges from 1 to 5, numerical values allotted to weightage will range from 0.2 to 1.0. These numerical values have been named as 'P_j' in case of Physical aspects, 'S_j' in case of Social aspect and 'E_j' in case of environmental aspect.

Now, potential value for each aspect for every single spot has been calculated with the help of following formula.

$$\text{i) } V_P = \sum W_j P_j$$

Where,

V_P = Potential Value of Physical Aspects

W_j = Value of j^{th} individual for each level-2 Physical attribute P_j = Local grade of each j^{th} aspect for each tourist spot.

$$\text{ii) } V_S = \sum W_j S_j$$

Where,

V_S = Potential Value of Social Aspects

W_j = Value of j^{th} individual for each level-2 Social attribute S_j = Local grade of each j^{th} aspect for each tourist spot.

$$\text{iii) } V_E = \sum W_j E_j$$

Where,

V_E = Potential Value of Environmental Aspects

W_j = Value of j^{th} individual for each level-2 Environmental attribute E_j = Local grade of each j^{th} aspect for each tourist spot.

Now, the total potential value (V_T) has been calculated by using the following formula.

$$\text{iv) } \text{The formula for total potential value is- } V_T = ([W_i * V_P] + [W_i * V_S] + [W_i * V_E])$$

Where,

V_T = Total Potential value of an individual spot

W_i = Value of each level-1 attribute

V_P = Potential value of Physical aspect

V_S = Potential value of Social aspect

V_E = Potential value of Environmental aspect

RESULTS & DISCUSSION

Since the district of Alipurduar is endowed with rich floral and faunal diversity and panoramic vista, there are so many places where various types of tourism may be developed. Most of the places are characterized with natural attraction but such places are covered in a day by the tourists for lack of accommodation and other basic facilities. Apart from that, poor accessibility and lack of publicity are some of the notable causes for retarding growth of tourism in this area. However, places with tourism potential with attraction are represented in Table-1.

While evaluating tourism potential of places in the study area, the result at first step shows a value of **0.8** in case of Physical aspects; **0.4** for in case of Social aspects and **0.6** in case of environmental aspects. These obtained values are the outcome of respondents' views in relation to the priority that the tourists have informed on 1-5 scale where, '1' stands for weakest and '5' for strongest quality. Since this scale is ranging from 1 to 5, numerical values allotted to weightage will range from 0.2 for weightage 1 to 1.0 for weightage 5.

At second step, results show that in case of physical aspects, tourist respondents have prioritized the need of connectivity and vehicular accessibility in the context of tourism development followed by Accommodation facilities; Guide and tourist information; Tele-communication system and Behaviour of the service providers in general. In case of Social aspects tourist influx has got the highest rank which is followed by safety and security and duration of stay. In case of environmental aspects the highest priority has been given by the tourist respondents for unique image and scenic beauty, which is followed by respect towards natural environment, quality of water and occurrences of natural calamity (Table-2).

From the analysis in step three, it can be said that there is a large variation in the potential values in different aspects for different places and region where some places are found lagged behind in a specific attribute but other attributes in that same place have made up that gap and therefore the total potential value of that place is found higher (Table 3). Due to such diversified potential values in different aspects, it is very uneconomic and ineffective to devise individual development planning for places separately. Therefore, it seems more logical to find out places with similar type of infrastructure deficiency and accordingly planning and development need to be carried out.

On the basis accessibility, tourism types and proximity of tourist places, three circuit of tourism have been identified (Table-4).

Table 1: Elements of Tourist Attraction in Alipurduar District

Tourist Spot	Attractions	Dominant Feature
Jayanti	Jayanti River bed, Sacred lake of Pukhri, Mahakal Shiva Temple (Trekking zone)	Natural
Lepcha Kha	Trekking through lush green undulating mountain slopes, Scintillating bird-eye view from the top, Famous Buxa Fort of the pre-independent period	Natural
Raimatung	Riverside Natural Beauty and trekking	Natural
Sikiajhora	Boat ride, Local luxurious resort	Natural and Man-made
Phaskhawa	River side natural beauty	Natural
Jaldapara	Wildlife safari, Watch tower, elephant riding, Totopara tribal village.	Natural and Cultural
Chilapata	Night stays amid the forest and wildlife, journey through dense forest, opportunity to sudden meet with wild animals	Natural
Kunjanagar	Eco-Park	Mixed
Makrapara	Kali temple, Buddha Monestery, beauty of tea-gardens, View of Bhutan Border	Mixed
Bhutan Ghat	Natural Beauty, Forest, Narathali lake	Natural

Source: Prepared by Authors

Table 2: Tourism Potential: A General Outlook

Rank	Physical Attributes	Weights (W _j)
Rank 1	Connectivity and Vehicular accessibility	5/15=0.33
Rank 2	Accommodation	4/15=0.27
Rank 3	Guide and Tourist information	3/15=0.2
Rank 4	Tele-communication systems	2/15=0.13
Rank 5	Behaviour of the service providers	1/15=0.07
<i>Cumulative Rank value: 5+4+3+2+1=15</i>		
Rank	Social Attributes	Weights (W _j)
Rank 1	Tourist influx	3/6=0.50
Rank 2	Safety and Security	2/6=0.33
Rank 3	Duration of stay	1/6=0.17
<i>Cumulative Rank value: 3+2+1=6</i>		
Rank	Environmental Attributes	Weights (W _j)
Rank 1	Unique image and Scenic beauty	4/10=0.4
Rank 2	Respect towards natural environment	3/10=0.3
Rank 3	Quality of water	2/10=0.2
Rank 4	Occurrences of natural calamity	1/10=0.1
<i>Cumulative Rank value: 4+3+2+1=10</i>		

Source: Calculated by Authors

Table 3: Potential Values for the Tourist Spots of Alipurduar District

Zones	Spots	P ₁	P ₂	P ₃	P ₄	P ₅	VP	S ₁	S ₂	S ₃	VS	E ₁	E ₂	E ₃	E ₄	VE	VT
Buxa-Jayanti Region	Jayanti	0.6	0.8	0.6	0.2	0.8	0.61	0.6	0.6	0.4	0.56	0.8	0.6	0.4	0.4	0.62	1.09
	Lepcha Kha	0.2	0.6	0.4	0.2	0.8	0.39	0.2	0.4	0.4	0.30	0.8	0.6	0.4	0.2	0.60	0.79
	Raimatung	0.4	0.4	0.2	0.4	0.4	0.36	0.2	0.6	0.2	0.33	0.4	0.6	0.2	0.2	0.40	0.66
	Sikiajhora	0.4	0.6	0.2	0.6	0.6	0.45	0.4	0.6	0.2	0.43	0.2	0.4	0.2	0.6	0.30	0.71
	Phaskhawa	0.4	0.6	0.4	0.4	0.4	0.45	0.4	0.6	0.2	0.43	0.6	0.4	0.4	0.6	0.50	0.83
Jaldapara Forest Region	Jaldapara	0.8	0.8	0.6	0.6	0.6	0.72	0.8	0.6	0.6	0.70	0.8	0.6	0.6	0.6	0.68	1.26
	Chilapata	0.4	0.6	0.6	0.6	0.6	0.53	0.6	0.6	0.4	0.56	0.6	0.6	0.4	0.6	0.56	0.98
	KunjaNagar	0.2	0.2	0.2	0.4	0.4	0.24	0.4	0.4	0.2	0.36	0.4	0.2	0.4	0.6	0.36	0.55
	Makrapara	0.4	0.2	0.2	0.4	0.2	0.29	0.2	0.4	0.2	0.26	0.2	0.2	0.4	0.4	0.26	0.49
Bhutan Ghat	Bhutanghat	0.2	0.2	0.2	0.4	0.2	0.22	0.4	0.6	0.2	0.43	0.6	0.6	0.2	0.4	0.50	0.65

Source: Calculated by authors

Table 4: Identification of Tourism Circuit

Sl. No.	Clusters	V _P	V _S	V _E	V _T
1	Buxa Tiger Reserve and hilly tract of Jayanti	0.455	0.412	0.484	0.820
2	Jaldapara- Makrapara	0.447	0.475	0.465	0.826
3	Bhutanghat region	0.226	0.432	0.500	0.654

Source: Prepared by the Authors

CONCLUSIONS & IMPLICATIONS

Here, an effort to analyze the potential of some tourist spots of Alipurduar district has been made based on Weighted Sum Method (WSM) that represents a generalised scenario of the entire district. Natural scenic beauty, wildlife safari and other tourism attraction seem to have common impact but these places will definitely emerge as tourism hotspots if bring into front and proper infrastructure is developed like well known tourist places of India and abroad experience. Therefore, the government should emphasize more on the unique specialities of these tourist places and develop tourism infrastructure accordingly. Apart from the common tourism attractions, the area is very rich in various species of birds and insects especially butterflies that can lead to bird watching, butterfly gazing etc. In addition, one of the remarkable potential tourism aspects of this area is tea tourism which may be flourished by imposing proper planning where exhibition of detailed tour of tea factory and tea manufacturing process along with an interaction with local workers may be arranged. But these all approaches will only be possible if tourism policies are oriented with a tourism based outlook and economy.

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DETERMINANTS OF VISITOR'S SATISFACTION AND EXPENDITURE IN CULTURAL ATTRACTION IN PHUKET

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ABSTRACT

The inclining trend of cultural tourism has globally spread the vibrant role of cultural attraction in various tourist destinations. Despite a vast number of empirics, studied the visitors' satisfaction in Thailand, a limited number of researches were particularly devoted to study nation's cultural attractions. This paper aims to investigate factors which determine satisfaction and expenditure pattern of visitors who have experienced culture tourism in Phuket. We find that travelling-accessibility, local foods attributes and the availability of local souvenirs in the attraction, are the contributing factors to visitors' satisfaction. However, only the exceeding satisfaction in accommodation and local foods could statistically enhance their spending in the area. Results imperatively suggest tourism development plan should be particularly designed for cultural tourist attractions, rather than a universal plan.

Keywords: *Cultural Tourism, Cultural attraction, Tourist expenditure*

INTRODUCTION

The number of international tourist arrival in Thailand has recently reach million 35 in the year 2017, authority has estimated that the gross contribution to the kingdom's economy could reach Baht Billon 1,824 per annum. An interrelation between economic development and tourism industry is bounded in many regions of the nation; for example, two third of gross provincial product (GPP) of Phuket is directly related to tourism. One of the motivations for international tourists to visit the destination is culture. For both international tourists, who have culture as a primary or secondary motivations to travel, generate 47% culturally motivated tourists (UNWTO, 2018b). Culture is increasingly becoming a marketing and branding tool for tourism destinations [Ramires , Brandão and Sousa (2016). Richard (2018)] has denoted a rapid growth of cultural tourism and its significance in international tourism consumption.

Despite the variously defined terminologies of cultural tourism, the crucial backbone of this type of tourism is based on the integration of local elements to visitors' experience. With its current role and persuading trend, this paper is designed to highlight the study of cultural tourism on the aspect of visitors' satisfaction and their spending in culture tourist attraction. Through the data obtained from primary survey in most visited cultural attraction in Phuket, regression and other inference statistical analysis are employed to investigate the deterministic factors which could statistically influence visitors' satisfaction and their spending in the cultural attraction site.

LITERATURE REVIEW

Complying with an incline in cultural tourism, there are increasing literatures which opt to redefine the terminology of cultural tourism. The field of cultural tourism has shifted away from the primary emphasis on visiting tangible heritage to the more extensive diverse cultural attractions and activities. According to the definition of cultural tourism adopted by the Twenty-second session of the UNWTO General Assembly in Chengdu, China 2017, cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions or products in a tourism destination (UNWTO, 2018b). This definition is in line with ICOMOS (International Cultural Tourism Charter of ICOMOS, Mexico, 1999), which state that cultural tourism is the form of tourism focusing on the culture, cultural environments and encompasses all experiences absorbed by visitors to a place that is beyond their own living environment. The culture and cultural environments could be defined as the cultural tourism attractions or products that include values, traditions, lifestyles, living cultures, arts and architecture, heritage of the host community and attendance at cultural events, ICOMOS Charter, (1999) and UNWTO, (2018b).

Tourism plays significant role through its effects on business units in service sector in many nations. Tourism also has long been recognized as one of the foreign income disseminator to local communities [Craggs and Schofield (2009) Syakir, Mariana, Syahriah, and Mansor (2015)]. Interestingly, the cultural tourists tend to have higher average spending more than other international tourists and cultural tourism is able to reduce seasonality of the tourist destination [EKOS (2008)]. The analysis and measuring tourist expenditure is essential to achieve a better understanding for the destinations whose major source of income derive from tourism industry (Hung, Shang and Wang, (2012) Disegna and Osti (2016)]. Several research studies demonstrate that tourist expenditures are positively correlate to income, socio-demographic and trip-related attributes [Kim et. al, (2011), Brida and Scuder (2013), Marrocu, Paci and Zara (2015)]. Homburg et. al, (2005) revealed that consumer satisfaction has a positive relationship with the willingness to pay. At the urban-cultural destinations, the tourist expenditure is determined by type of accommodation, length of stay, trip planning and internet use [Juan, Pablo and Isabel (2017)].

While, tourist satisfaction is derived from the essences for the success of any tourist destinations. First, satisfaction has been defined as an outcome generated from the comparison between expectations and actual experience of product attributes, whether the expectations are met or exceeded [Pizam, Neumann and Reichel (1978), Crompton and Love (1995)]. Moreover, satisfaction or dissatisfaction on each attribute could affect visitors' overall satisfaction [Pizam, Neumann and Reichel, (1978), Parasuraman, Zeithaml and Berry. (1985)]. While, Shahrivar (2012) suggested that overall tourist satisfaction is significantly different based on demographic characteristics, cultural characteristics and travel behavior characteristics. Suanmali (2014) stated that the most significant factor which could significantly affect the overall satisfaction is the cost of staying in the area. There are additional crucial factors; like, hospitality, infrastructure and attractions and accessibility which could influence visitor's overall satisfaction. Another study by Alegre and Cladera (2009) found that tourists have positive attitudes toward the destination when they are satisfied with the natural environment, local hospitality, safety, entertaining activities, and signage or information. Therefore, measuring and identifying the satisfaction with the destination attributes is necessary for the development and success of tourism industry, regardless of its types [Sirakaya, Petrick, and Choi (2004)].

METHODOLOGY

Four hundred questionnaires were distributed in Phuket old town¹, most visited cultural attractions in Phuket, which the number of visitors have recently reached 14 million per year. It should be noted that visitors of cultural attraction are not necessary classified as tourist for the attraction. To be defined as tourist, visitor should have overnight experience in the hotels located in cultural attraction. From our survey, the portion of excursionist in the area is 65 percentiles, while another 35 percentiles of respondents are tourists who stay overnight in the area. One third of distributed surveys was conducted during the major cultural events in the cultural attraction, this setting is designed to capture the effects of cultural events on visitors' satisfaction and their spending behavior. Multiple regressions are used to examine the effects of each potential determinants to visitors' satisfaction and their spending.

The following equation is used as the starting regression

$$SATIS_i = \partial_0 + \partial_1 ARCH_i + \partial_2 CLEAN_i + \partial_3 SAFETY_i + \partial_4 INFRA_i + \epsilon_i \quad (1)$$

Where $SATIS_i$ is the level of visitor's overall satisfaction from their Phuket old town experience, $ARCH_i$ is visitor's satisfaction on architect and landscape attribute of Phuket old town, $CLEAN_i$ is visitor's satisfaction on cleanliness attribute of Phuket old town. $SAFETY_i$ is visitor's satisfaction on the availability of infrastructures and facilities in Phuket old town. It should be noted that each of the stated independent variables are computed from subcomponents variables. To enhance the implication of this study we also verify the relationship between overall satisfaction of visitors and visitors' satisfaction on particular sub attributes. For instance, the sub-components variables of $INFRA_i$ could be employed as exogenous variables and regressed against the overall satisfaction of visitors as the following regression.

$$SATIS_i = \beta_0 + \beta_1 SHOP_i + \beta_2 LOCALP_i + \beta_3 ENTMNT_i + \beta_4 LOCALF_i + \beta_5 FB_i + \beta_6 FBPRICE_i + \beta_7 FBCLEN_i + \beta_8 UNIDSGN_i + \beta_9 ACCESS_i + \beta_{10} TRANCONT_i + \epsilon_i \quad (2)$$

Due to space limitation, the explanation of each variables is integrated in the result table, table 5. It should be noted that factor analysis has also been employed to verify the appropriate components of main independent variables stated in regression (1) during the initial stage of analysis².

¹A brief information about this cultural attraction is shown in Appendix

To further verify the deterministic factors which can change the tourist spending in the area the following regression is employed to find the hypothesized linkage as purposed by literature review section.

$$SPEND_i = \lambda_0 + \lambda_1 GAP_i + \lambda_2 DHBCN_i + \lambda_3 DHBSM_i + \lambda_4 REV_i + \lambda_5 DWAY_i + \lambda_6 GAPARCH_i + \lambda_7 GAPCLEAN_i + \lambda_8 GAPSAFETY_i + \lambda_9 GAPINFRA_i + \epsilon_i \quad (3)$$

As the $SPEND_i$ variable is spending per head per day, respondents are required to fill their spending per day in the area. The significant of coefficient in equation (5) would imply the statistical relationship between stated variables and visitor's spending. Full explanation of each independent variable, their measurements, and tested results are illustrated in the in the result table 5.

Besides the stated regression, we also employ t tests and others ANOVA analysis (other dimension of comparison is available in our full report) to verify the differences in satisfaction of visitors across different groups of visitors, results are shown in table 2 and 3.

RESULTS & DISCUSSION

The descriptive statistic of visitors' expectation and their satisfaction could be depicted in the following table.

Table 1: Comparison between visitors' expectation and visitors' satisfaction towards the destination attributes

Destination Attribute	Expectation	Satisfaction	Gap
	(Mean)	(Mean)	
Landscape and Architecture(<i>ARCHi</i>)	3.85	3.62	-0.23
Cleanliness(<i>CLEANi</i>)	3.86	3.64	-0.21
Safety and security (<i>SAFETYi</i>)	3.88	3.81	-0.08
Infrastructures and facilities (<i>INFRAi</i>)	3.90	3.71	-0.20
Overall satisfaction (<i>SATISi</i>)	3.94	3.75	-0.19

As we can observe from the table, the visitors' expectation of Phuket old town is generally greater than their satisfaction in every attributes. Visitors relatively develop high expectation on the availability infrastructures and facilities in the area (*INFRAi*). While, Safety attribute receive highest satisfaction score. Through inference statistical analysis, we further verify the key factors which could further enhance visitor's experience in the cultural attraction. Firstly, as significant portion of respondents are excursionists which potentially reside in the Phuket province. We analyze whether the differences between these two types of visitors are statistically notable. Table 2 shows the t test for the differences in expectation and satisfaction between Phuket old town's excursionists and Phuket old town's tourists. In which, we find that the expectation on each attributes of Phuket old town's experience between excursionist and tourist are not statistically significant. We could firmly conclude that the expectations of visitor is relatively uniform regardless of whether visitor had stayed overnight in the area or just spending their day trip in the area.

Table 2: Expectation and Satisfaction between Excursionist and Tourist on each destination's attributes

Destination Attributes	Expectation/Satisfaction	\bar{X}		S.D.		t	Sig. (2-tailed)
		Excursionist (269)	Tourist (145)	Excursionist (269)	Tourist (145)		
Landscape and Architecture	Expectation	3.801	3.930	0.827	0.758	-1.696	0.091
	Satisfaction	3.531	3.744	0.630	0.665	-3.638	0.000*
Cleanliness	Expectation	3.878	3.913	0.829	0.851	-0.433	0.665
	Satisfaction	3.624	3.738	0.719	0.768	-1.699	0.090**
Safety and security	Expectation	3.909	3.848	0.872	0.880	0.731	0.465
	Satisfaction	3.727	3.923	0.797	0.751	-2.779	0.006*
Infrastructures, retail shops and facilities	Expectation	3.878	3.941	0.717	0.711	-0.930	0.353
	Satisfaction	3.615	3.837	0.599	0.624	-4.002	0.000*
Overall satisfaction	Expectation	3.942	3.948	0.893	0.780	-0.074	0.941
	Satisfaction	3.671	3.865	0.775	0.787	-2.730	0.007*

However, tourists significantly have higher satisfaction than excursionist as shown in the above table. For example, tourist generally rated the value of travelling in Phuket old town as 3.865 from the scale of 5 while the group of excursionist has the average score of 3.671. It should be emphasized that the differences between these two group of respondents are statistically significant in every attributes. The result from this t test further encourage us to explore which factors could statistically influence the overall satisfaction in the controlled setting under the multiple regression. Results are shown in the following table.

Table 3: Result from Multiple regression 1

Abbre.	Variables	Coefficient	Std. Error	t-Statistic
Constant		0.5192 (0.0046***)	0.1822	2.8491
<i>ARCH_i</i>	Landscape and Architecture	0.1057 (0.0822)	0.0607	1.7418
<i>CLEAN_i</i>	Cleanliness	0.1148 (0.0315**)	0.0532	2.1574
<i>SAFETY_i</i>	Safety and security	0.0059 (0.8993)	0.0466	0.1266
<i>INFRA_i</i>	Infrastructures and facilities	0.6493 (0.0000***)	0.0620	10.4814
	R-squared	0.4126	Mean dependent var	3.7541
	F-statistic	85.5204	n	414

Note. Number in parenthesis is the *p* value of coefficient, coefficients, figure reported with figure reported with ** are significant with .05 significance level, figures reported with *** are significant at .01 significance level.

We find that the sub-aspect of [a]footpath and street cleanliness, [b] adequacy of trash bins in the area, and [c] overall cleanliness of the attraction are all statistically important to the overall satisfaction as they can significantly increase overall visitor satisfaction. Interestingly, we find that the linkage between cleanliness of footpath and streets and overall satisfaction of visitors are relatively strong. The plausible explanation for this important linkage could be underlined as the physical settings of Phuket old town in which visitors mostly spending their sightseeing through footpath.

For the infrastructure and facilities aspects of culture tourist attraction, we find that four out of ten elements under these infrastructure and facilities aspects could actually increase the overall satisfaction of visitors' experience in cultural tourist attraction. An increase in visitor's satisfaction on [d] travel accessibility to attraction could actually boost overall satisfaction at the approximate rate of 0.20 from the scale of 5 in the satisfaction level. Other significant exogenous sub variables in this aspect are [e]variety of retail shops in the attraction, [f]availability of local foods and [g]cleanliness of foods and drinks in the attraction could statistically increase the overall level of visitor satisfaction. Other sub aspects under this infrastructure and facilities are found to have insignificant linkage with overall satisfaction; for instance, the availability of night entertainment outlets in the area could not positively increase the visitors' overall satisfaction, neither as the satisfaction of visitor on price of local foods in the area could statistically boost overall satisfaction.

Table 4: Result from multiple regression eq.2 on significant exogenous variables ($INFRA_i$), testing for the direct linkage between sub aspects under $INFRA_i$ and visitor's overall satisfaction($SATIS_i$).

	Variables	Coefficient	Std. Error	t-Statistic
	CONTANT	0.8153 (0.0000)	0.1788	4.5591
SHOP _i	Variety of retail shops in attraction	0.1162 (0.0126**)	0.0464	2.5050
LOCALP _i	Availability of local products	0.0758 (0.1103)	0.0474	1.6000
ENTMNT _i	Availability of nightlife entertainment	-0.0383 (0.3755)	0.0432	-0.8871
LOCALF _i	Availability of local foods	0.1110 (0.0256**)	0.0495	2.2402
FB _i	Variety of foods and drinks	0.0480 (0.3099)	0.0472	1.0167
FBPRICE _i	Price of foods and drinks is reasonable	0.0223 (0.5624)	0.0385	0.5797
FBCLEAN _i	Cleanliness of foods and drinks	0.0953 (0.0471**)	0.0479	1.9908
UNIDSGN _i	Availability of universal design facilities	0.0464 (0.3008)	0.0448	1.0360
ACCESS _i	Travel accessibility to attraction	0.1964 (0.0000***)	0.0454	4.3268
TRANCONT _i	Connectivity of mass transportation system in Phuket	0.1399 (0.0010***)	0.0370	3.7831
R-squared		0.4592	Mean dependent var	3.7765
F-statistic		36.6808	n	414

Note. Number in parenthesis is the p value of coefficient, coefficients, figure reported with figure reported with ** are significant with .05 significance level, figures reported with *** are significant at .01 significance level.

The following section discuss the results tested on the spending determinant objective, it should be noted the spending questions requires high data consistency as respondents are required to specified their spending amount in their own currency. From the data screening process, we find that only 50 responded questionnaires, all of them are tourist, are employable to implement regression (3).

Table 5: Result from Multiple regression 3

Variables		Coefficient	Std. Error	t-Statistic
CONTANT		2008.2530 (0.0805)	181.7396	-0.8557
GAP _i	Gap between visitor's overall expectation and visitor overall satisfaction towards the destination attributes.	0.1162 (0.0126**)	211.7457	-0.5380
DHBCN _i	Whether respondent has attended in Chinese new year cultural event , 1: Yes, 0: No	-113.9125 (0.5937)	279.6126	-1.6626
DHBSM _i	Whether respondent has attended in weekly cultural event , 1: Yes, 0: No	-464.8782 (0.1044)	0.0050	4.7128
REV _i	Latest month income of respondent	0.0235 (0.0000***)	1253.3270	-0.9298
DWAY _i	Whether visitor arrange the trip by himself/herself, 1: Yes, 0: No	-1165.3710 (0.3582)	206.0658	0.1400
GAPARCH _i	Gap between visitor's expectation and satisfaction towards landscape and Architecture	28.8557 (0.8894)	192.9591	0.6909
GAPCLEAN _i	Gap between visitor's expectation and satisfaction towards cleanliness	133.3188 (0.4937**)	196.0960	-1.7265
GAPSAFETY _i	Gap between visitor's expectation and visitor satisfaction towards safety and security	-338.5552 (0.0922)	227.0324	2.4422
GAPINFRA _i	Gap between visitor expectation and visitor satisfaction towards Infrastructures, retail shops and facilities	554.4590 (0.0922***)	1119.1160	1.7945
R-squared		0.5188	Mean dependent var	896.93
F-statistic		4.6726	n	50

In term of tourist spending, we find that that their spending expenditure could only be influenced by their level of income_s. For each level of 10,000 Baht (308 USD)[at 32.38 Baht/USD] differences in income level per month could yield the spending difference in the area as 23.35 Baht per day (0.72 USD). As previous section we find that only infrastructure & facilities plays significant role in determining expenditure of tourist in cultural attraction. An exceeding satisfaction over expectation in the infrastructure and facilities could yield the difference in spending as much 554 Baht (17.12 USD) per tourist per day. It should be noted that an exceeding satisfaction in other attributes could not statistically accelerate the spending of tourist in the cultural attraction.

CONCLUSIONS & IMPLICATIONS

The objective of this study is to shed the light on the deterministic factors which can statistically influence the visitor's satisfaction and their spending in cultural attraction. With primary survey in Phuket old town which itself host number of 10 million visitors per year, we aim to find the factors which could enhance visitor satisfaction in this cultural attraction.

Through inference statistical analysis, we find that visitors generally develop identical expectation on cultural attraction's attribute. However, we find that there are significant differences in the satisfaction between excursionist and tourists on their travel experience in cultural attraction. Results from multiple regressions lead us to conclude that visitor's satisfaction in cleanliness, and infrastructure and facility of cultural attraction could significantly increase their overall satisfaction. It should be noted that we finds none of the linkage between visitor's overall satisfaction and visitor's satisfaction on architecture and safety attributes. Interestingly, the magnitude of significant coefficients of travel accessibility and connectivity attributes remarks the vital role of transportation system to/from cultural attraction. While, tourist's personal income and only tourist's exceeding satisfaction in infrastructure and facilities available in cultural attraction that could statistically boost tourist's spending in cultural attraction. From review of literatures, we also learned that in various tourist destination territories; cultural experience seeking travellers are averagely spending more than mainstream travellers. The development of cultural attraction could be potentially used as one of the tools in achieving sustainable tourism goal while maintaining quality tourist recipients. Authority should consistently maintain the cleanliness of the attraction while progressively improve the infrastructure and facilities; particularly travel accessibility, of the cultural attraction.

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DRIVERS FOR EVENT PARTICIPATION IN SOCIAL TOURISM: THE CASE OF GAWAD KALINGA ENCHANTED FARM

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ABSTRACT

Research interest in social tourism has risen recently due to its potential to spur economic growth in rural communities and the limelight provided to sustainability issues across the world. In this study, the researchers looked into the factors that influence people's event participation in social tourism. Under a qualitative and descriptive approach, the study utilized an online questionnaire with past participants of the farm tours of Gawad Kalinga Enchanted Farm as the main respondents. The study found that the main drivers for event participation in social tourism include the learning experience, programs and activities, and willingness to help a community. Recommendations and implications to help increase event participation in social tourism initiatives, particularly in the Gawad Kalinga Enchanted Farm, were also provided at the latter part of the study.

Keywords: *social tourism, social entrepreneurship, community-based tourism, Philippines*

INTRODUCTION

Social tourism refers to “facilitating access to tourism for low income groups and/or the use of tourism as a regeneration and economic stimulation strategy” (Minnaert, Maitland, and Miller, 2013). Although the concept has been around since the 20th century, it has only garnered research interest recently.

In the Philippines, social tourism is relatively new and organizations are just beginning to tap into its potential (Palma, 2013). Social tourism in the country is part of the general tourism industry, which accounted for around 21% or P3.4 trillion of the Philippine economy. While social tourism in the country is still at its infancy stage, however, it is beginning to take ground.

Last 2015, the first Social Tourism Summit was organized in partnership with the Tourism Educators and Movers of the Philippines and League of Tourism Students of the Philippines (Orosa, 2015). This marks the importance of social tourism not just to the economic development of the country, but also in terms of promoting its cultural heritage and natural beauty, among many others.

According to the Philippines' Department of Tourism, social tourism is one way to increase the arrival of tourists and deepen the traveling experience (Arnaldo, 2013). Euromonitor International (2018) adds that sustainable tourism is the "key theme" for the Philippines. With recent events such as the closure of Boracay, tourism is now being reexamined to ensure that sustainability will be practiced in the industry. People are now becoming more conscious of the social, environmental, and economic impacts of their tourism activities. Moreover, the rise of eco-tourists both inbound and domestic is expected because travelers are now becoming more conscientious of the impacts of tourism.

The main goal of the research is to identify the drivers that motivate people to participate in social tourism, specifically in the farm tours of the Gawad Kalinga Enchanted Farm. The farm hosts a variety of activities in their farm tours, which include social enterprise demonstrations, workshops, scavenger hunts, cooking challenges, educational tours, and camping, to name a few.

Gawad Kalinga Enchanted Farm has been one of the most popular social tourism sites in the country by far (Workalife, 2017). It attracts locals and foreigners (mostly Americans and Europeans) to visit local communities and even start their own social enterprises. According to Gawad Kalinga founder Tony Meloto, they aim to raise 500,000 social entrepreneurs in the country by 2024.

It is important to note that since this study looks into social tourism in the Gawad Kalinga Enchanted Farm--this is not similar to agritourism or farm tourism. For the tours in the Gawad Kalinga Enchanted Farm, they are focused on the social aspect because the tourists are immersed with the cultures and lifestyles of the local community. Unlike in farm tourism where the tourists are mainly introduced and exposed to the produce, work, and daily tasks in the farm, social tourism involves an immersive and cultural experience.

LITERATURE REVIEW

Social tourism refers to initiatives that seek to include minority groups into tourism who are otherwise excluded from it (Minnaert, 2014). According to an earlier definition by Minnaert, Maitland, and Miller (2011), social tourism is a form of tourism with an "added moral value", wherein the main objective is to benefit the host or visitor during the tourism activity.

The concept of social tourism has been around since the 20th century. There have also been various perspectives raised on the topic. Recently, however, research interest on social tourism began growing (Minnaert, Maitland, and Miller, 2013). Part of this rise is due to the recent limelight provided to sustainability issues across the world (Cisneros-Martínez, McCabe, and Fernández-Morales, 2017; Sanchez, Camba, and Pascual, 2016).

With the rise of social tourism comes the increase in number of participants (Minnaert, Maitland, and Miller, 2013). Not many studies, however, have looked into social tourism participation as social tourism in itself is a relatively new field. The closest one is a study by Šimková and Holzner (2014) that looks into the motivations of tourism participants.

Using Maslow's five-stage theory on motivation, the authors looked into the following five factors that drive individuals to participate in tourism: physiological needs, safety needs, social needs, cognitive and aesthetic needs, and self-actualization needs. This theory suggests that as tourists, they have the aforementioned needs to satisfy in order to maximize the tourist experience.

The first level of tourists' needs that must be satisfied include physiological needs on food and accommodation. Tourists will then look for calmness and peace as part of their safety needs. After this need comes the social needs, wherein the tourists feel a need to interact and go with a group. After these, tourists will now look for higher meaning through their cognitive and aesthetic needs. Lastly, tourists will now search for self-actualization, wherein they will need personal growth through their experiences in the tour.

Šimková and Holzner's (2014) usage of Maslow's five-stage theory of motivation will also be used as the framework for analysis in this study's results. This is to understand further the drivers of event participation among people, and what motivations they have behind participating in social tourism events. Apart from this, the people aspect of the 6Ps of Marketing will be used (Preston, 2012; Sahu, n.d.), as this refers to the people who attended the social tourism events as well as how the social tourism initiatives can further be improved.

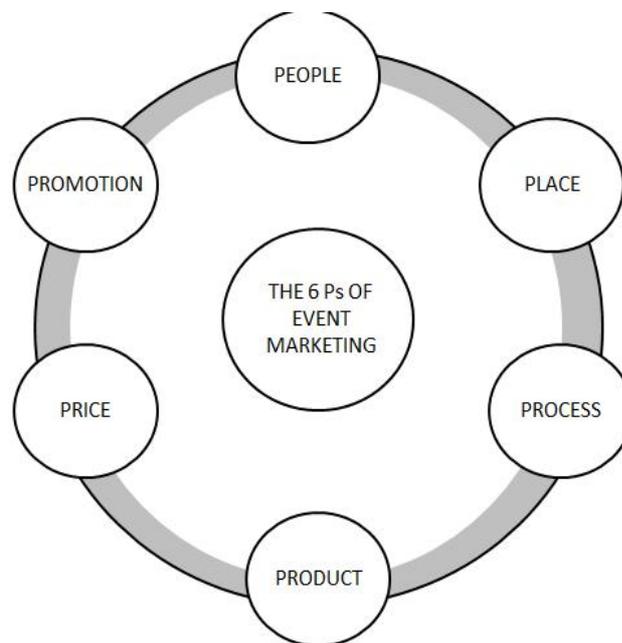


Figure 1: The 6Ps of event marketing (Preston, 2012)

METHODOLOGY

The research focused on identifying the factors that drive people to participate in social tourism. Participants of the farm tours in the Gawad Kalinga Enchanted Farm were used as the primary respondents for this study. Under a qualitative and descriptive approach, the study used an online survey through Google Forms to gather data. 32 respondents were asked questions pertaining to the participants' demographics, previous experience, source of information for discovering the farm, attendance in the tours, factors they considered before attending the tour, factors that mainly influenced them to attend the tour, and their insights and recommendations. The questions were patterned after a similar study by Sanchez, Camba, and Pascual (2016) and Sanchez, Camba, and Pascual (2018).

On the other hand, secondary information on the Gawad Kalinga Enchanted Farm were also gathered through their web pages. The secondary data, together with the survey data, were analysed through descriptive statistics.

RESULTS & DISCUSSION

The study looked into the driving factors that motivate people to participate in social tourism, specifically in the Gawad Kalinga Enchanted Farm. It looked into the participants' demographics, previous experience, source of information for discovering the farm, participation in the tours, factors they considered before participating in the tour, and their insights and recommendations.

Participants' demographics, previous experience, and discovery of the farm

The survey conducted showed that the average age of the participants was 34.91. Organizing these into age ranges, Figure 1 shows the people who participated in the farm tours.

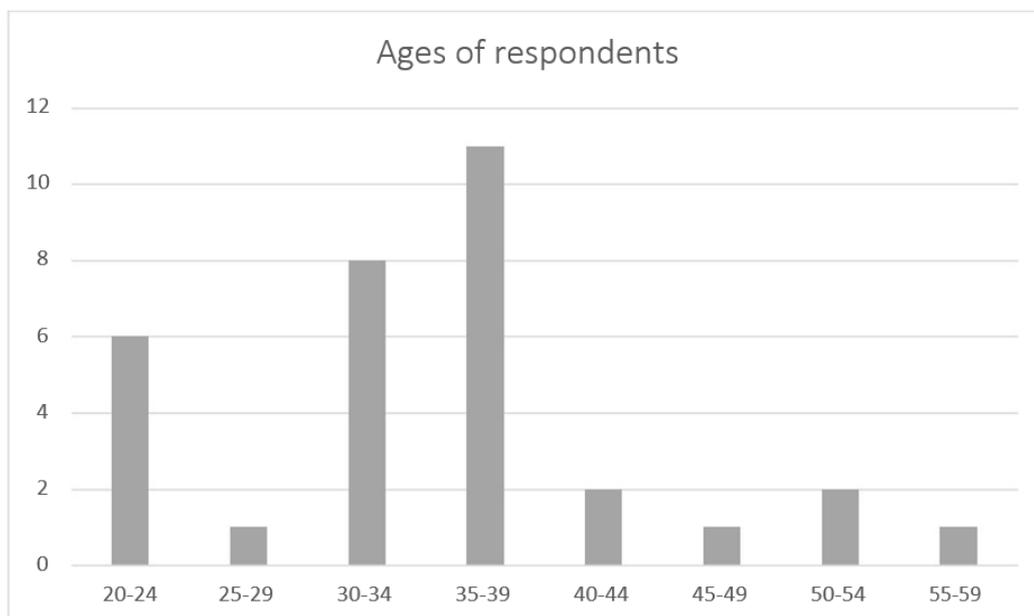


Figure 2: Age of respondents

Majority of the respondents come from the 35-39 age bracket ($n = 11$). These people come from a mixture of professional backgrounds such as entrepreneurs, government workers, corporate employees, and freelancers. Meanwhile, the least number of respondents come from the 25-29, 45-49, and 55-59 age brackets. The 25-29 age bracket is interesting to note as millennials are said to be the one of the main customers of social tourism initiatives (Zinampan, 2018).

These results are interesting as it indicates that millennials are not the only ones inclined to participate in social tourism. Certain offerings of the farm, such as social enterprise demos, may be tailored towards a younger audience as many millennials today are inclined towards social entrepreneurship (Feldmann and Yu, 2014). In reality, majority of the social enterprise owners in the Gawad Kalinga Enchanted Farm is composed of the youth. This is a potential growth point for the farm in terms of event participation in their social tourism initiatives as there are more millennials becoming interested in social businesses.

In terms of the participants' average monthly incomes, Figure 2 summarizes these results.

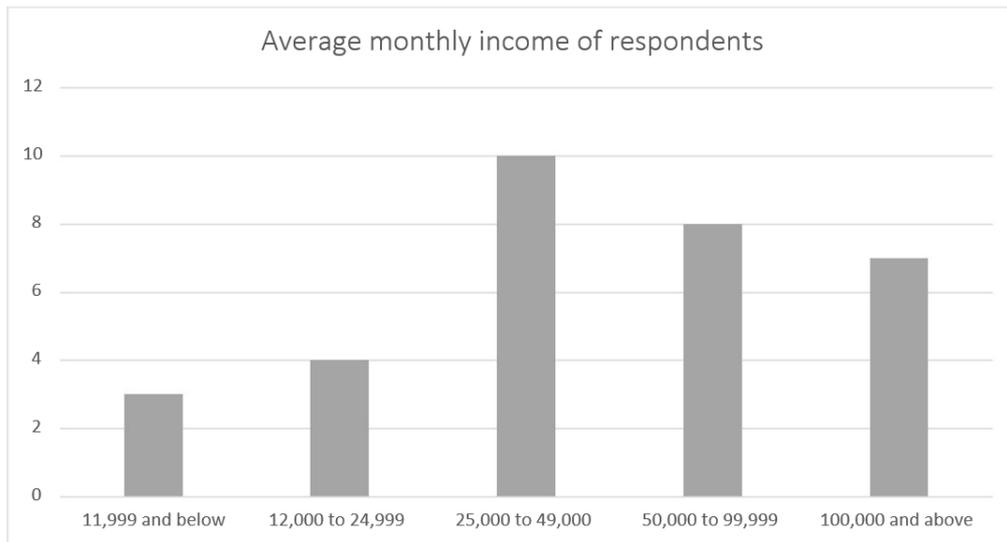


Figure 3: Average monthly income of respondents

Majority of the respondents (n = 10) earn around P25,000 to P49,999 per month. They come from mixed professional backgrounds such as freelancers, entrepreneurs, corporate employees, and academe. Meanwhile, the least of the respondents earn P11,999 and below (n 3.3). These results indicate also a rather diverse set of people coming from different income brackets. It can be implied that social tourism is interesting for people regardless of their income levels.

Out of the 32 respondents, 17 mentioned that they were first-time participants in the farm tours, whereas 15 were not a first-time participant. For those who were not first timers, they have already participated in other activities of the farm such as social enterprise demos, workshops, educational campuses, company immersions, team buildings, anniversaries and exhibits, and other special activities.

The participants discovered the farm tour through several platforms and media including social media, friends, co-workers, word of mouth, family relatives, and even an invitation from the farm itself. A summary of these platforms and media are shown on Figure 3.

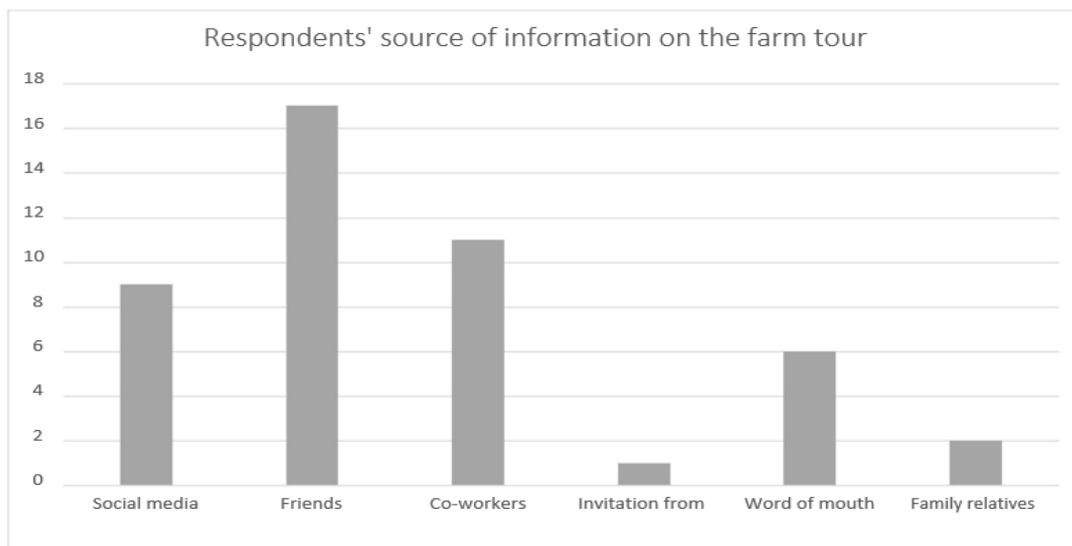


Figure 4: Respondents' source of information on the farm tour

Majority of the respondents discovered the farm tour through recommendations from their friends (n = 17). This is briefly followed by co-workers (n = 11) and social media (n = 9). Meanwhile, only one respondent mentioned that they were invited by the farm itself.

The farm may consider capitalizing on social media, friends, and co-workers of potential customers to encourage them to visit the farm. Moreover, since these are the common means of the respondents by which they discovered the farm, it is also interesting to note that marketing campaigns may be focused on these aspects so as to maximize existing resources.

Meanwhile, out of 32 respondents, 30 respondents mentioned that they participated in the farm tour with a group, whereas only two respondents went alone. This shows that the participants would rather go in groups and experience the farm.

Participation in the tours

The participants enumerated a wide array of factors that they considered before participating in the farm tours. These are summarized in Figure 4.

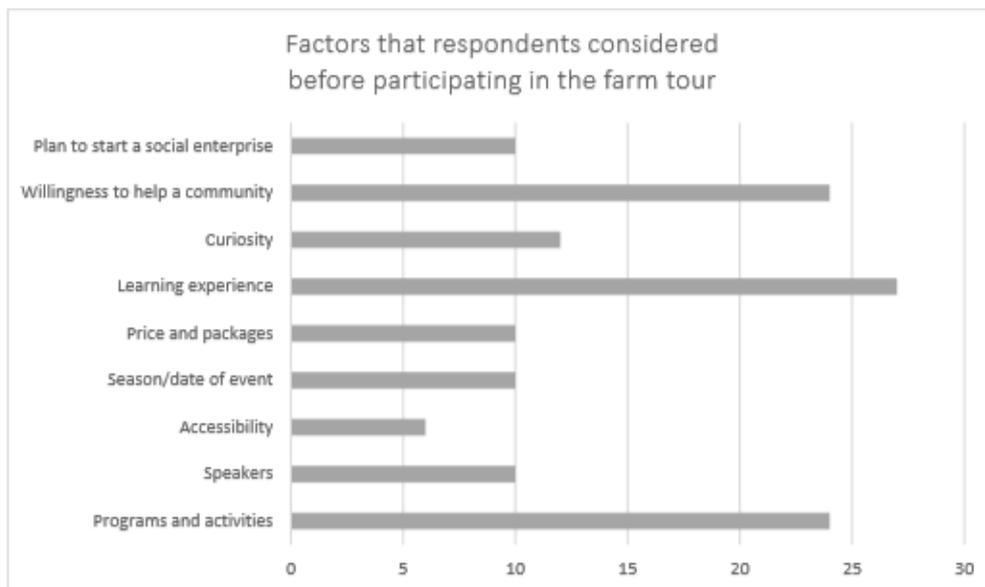


Figure 5: Factors that respondents considered before participating in the farm tour

The learning experience (n = 27), program and activities (n = 24), and willingness to help a community (n = 24) are the three top factors that the participants considered before attending the farm tour. Meanwhile, the least factor is accessibility (n = 6). Out of all these factors, the one that the participants considered as the most important overall is their willingness to help a community.

With learning experience being the top factor that people look into before participating in social tourism, this implies a lot as social tourism in itself is meant to provide an immersive learning experience for tourists.

Meanwhile, the existing programs and activities are the second top factors that participants look into before participating in social tourism. This means that participants are looking for quality and well-designed activities to maximize their stay in the farm.

Equal to the existing programs and activities is the participants' willingness to help a local community. Considering this, it can be said that the participants know what they are going into when it was first mentioned that the farm tour is essentially a social tourism initiative.

All participants indicated that they would recommend the farm tours to their family, friends, and colleagues. They also stated a number of things that the farm tour can add into their current activities and offerings including information accessibility on local products, social and wellness programs, more activities and community building initiatives, new products and innovations, more hands-on experiences in the farm.

Insights and recommendations of participants

The respondents indicated several aspects that will make them visit the farm again in the future. One of these is the Social Business Summit, an annual social entrepreneurship conference that talks about the most recent trends and developments in the social business sector. It is usually held at the Gawad Kalinga Enchanted Farm, where participants from various walks of life network and gain knowledge from one another.

Some participants mentioned the addition of new, local products and services. In the farm, they have a social business incubation program that supports several social enterprises. In this program, the social enterprises develop their products and services before they can be commoditized. What's more is that this program usually trains out-of-school youth to start their own social businesses and create a better life for their families. These social enterprises are born from the farm's School for Experiential and Entrepreneurial Development, where the training program is mainly conducted. It is interesting to note that new products and services are usually being developed through this program.

CONCLUSIONS & IMPLICATIONS

The study looked into the factors that drive people to participate in social tourism. Based on the results and discussion, the following conclusions can be deduced to help increase event participation in social tourism—in this case, for the Gawad Kalinga Enchanted Farm:

Millennials and social entrepreneurship

Millennials are shown to be one of today's leaders in the social entrepreneurship movement (Feldmann and Yu, 2014). It is interesting to note that by focusing the farm's marketing campaigns towards millennials, this may be a growth point not only in terms of increasing event participation in social tourism but by also encouraging and planting the seeds among millennials to start their own social business. Moreover, in the study's results, a number of people have also expressed their plan to start a social enterprise as one of the main factors they considered before attending the farm tour. Hence, more marketing campaigns and activities geared towards millennials and their interest with social entrepreneurship can be taken advantage by the farm tour.

Income levels are not significant drivers of event participation in social tourism

Regardless of income levels and tourist destination preferences, there were no significant differences observed with regard to the kinds of people participating in social tourism. This means that the current customer base of the Gawad Kalinga Enchanted Farm can be more creative with their marketing efforts as the potential market is big.

Development of more group-based activities

It was observed in the results that majority of the respondents prefer traveling in groups and were looking for more activities in the farm. This shows a potential for group-based activities, because not only does it help develop the dynamics in a group; it also satisfies the needs of the participants in terms of traveling and engaging in activities with a group.

Development of new products by the social enterprises

The participants indicated that new products being offered by the social enterprises in the farm would attract them to go back and visit. This means that the Gawad Kalinga Enchanted Farm can capitalize on its existing product development initiatives, such as their social business incubation program, to also increase event participation in their social tourism initiatives such as the farm tour. These new products, for instance, can be presented to the tourists wherein they will be educated on the history, origins, and process of how the new product came to be.

Learning experience, programs and activities, and willingness to help as main drivers of event participation

With these three factors in mind, the farm can tailor the development of their products and services towards the participants' longing for a quality learning experience wherein they will be holistically educated on the history and origins of a product or service. Another factor is the programs and activities that the farm is organizing—they must be tailor towards the learning experience of the participants. Lastly, the participants' willingness to help the local community can spur the development of new programs that focus on establishing friendship and camaraderie among the participants and the members of the local community.

Social tourism can be integrated in the itinerary of meetings, incentive travels, conventions, and exhibitions

Social tourism is growing as an industry, and to spur this even more, its inclusion as an alternative itinerary or tourism destination will be beneficial for it in the long term.

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LITERATURE INFORMED REVIEW OF AVIATION INTERNSHIP PROGRAMME: THE CASE OF PRINCE OF SONGKLA UNIVERSITY

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ABSTRACT

Student internships are a common segment of many contemporary Bachelor's Degree programmes. Apart from being widely perceived as an efficient way to prepare students for the employment, it was found that quality of internship programmes significantly influences overall image of educational institutions. Even though seemingly an effective way to learn, internships do not always achieve their intended learning goals, therefore regular reviews of internship programmes seem like a sensible practice. This paper compares an existing aviation internship programme at Faculty of Hospitality and Tourism, Prince of Songkla University, with relevant internship literature and proposes a theoretical framework for the programme review. The study builds on findings which highlight the systemic process organisation, sound student support and learning through reflections for a successful internship programme. The framework intentionally observes issues from the educators' perspective, focusing on the matters that could be controlled and organised by educational institutions. This is because demanding more efforts from aviation organisations, due to their significant operational demands, seems far less feasible. Although the framework focuses on the review of aviation internship practices at the Prince of Songkla University, its propositions draw from internship studies in various disciplines. Consequently, framework suggestions appear broad enough to be potentially trialled within other disciplines' internship programmes.

Keywords: *Internship, Aviation, Educators' Perspective*

INTRODUCTION

Student Internships (SI in further text) have been a topic of interest of academic papers for a number of years, revealing numerous positive outcomes for all involved (Lindseth, 1999; Lam and Ching, 2007; Yiu and Law, 2012; Ruhanen, Robinson and Breakey, 2013; Stansbie, Nash and Chang, 2016). However, SIs have also exhibited some adverse impacts on the participants, particularly when not organised well (Yiu and Law, 2012; Kim and Park, 2013). The intention of this conceptual paper is to explore both positive and undesirable outcomes of SIs, with the aim of establishing a theoretical framework for aviation specific SI programme at Prince of Songkla University (PSU), Phuket Campus (Gilson and Goldberg, 2015; Jarumaneerat and Promsivapallop, 2015).

Aviation focused SIs at the PSU are a part of Aviation Business stream within Bachelor of Business Administration (BBA) Degree in Tourism Management. This degree is offered at PSU's Faculty of Hospitality and Tourism (FHT) and based on Tourism curricula, with five exclusively aviation focused subjects (Faculty of Hospitality and Tourism, PSU, Phuket Campus, 2013). These subjects are covering airport and airline operations and management, as well as aviation specific customer service, hence fitting well within the Degree's main Tourism orientation. A mandatory part of all FHT Bachelor's programs are three SIs, of which for the students of the Airline Business stream, at least one must be in the aviation related role. Due to the strict aviation security regulations, students can only intern in ground based roles, usually located at one of Thailand's airports (ICAO Annex 17, 2011).

PSU is not the only University in Thailand that offers aviation studies. There are approximately fifteen Aviation Business degrees and numerous private training centres (Admission Premium, 2018). PSU is also not the only Thai University which is mandating SIs during the course of its studies and the number is only likely to increase. This is partially because of Thai Government's encouragement of Workplace Integrated Learning (WIL), as a part of its long-term plan for the development of higher skilled workforce (Wongboonsin, 2011; Reinhard and Pogrzeba, 2016).

Rising numbers in Thailand's educational institutions offering SIs should be significant for PSU and other Thai Universities, as it was found that students tend to perceive the quality of educational institutions based on their SIs quality, specifically in aviation and hospitality (Lindseth, 1999; Lam and Ching, 2007; Kim and Park, 2013). As an additional challenge for aviation programmes, authors of this paper noted that local aviation SI positions often get filled by non-aviation students, intensifying a contest for the limited number of SI aviation placements. Hence, it becomes clear that an effective SI has an important role for both success of future industry practitioners and a higher education programme. Therefore SIs' continuous reviews and improvements become a necessity, rather than a pure academic exercise.

LITERATURE REVIEW

Internship practices involve three major stakeholders: student interns, host organisations and educational institutions (Lam and Ching, 2007; Alpert, Heaney and Kuhn, 2009; Narayanan, Olk and Fukami, 2010; Yiu and Law, 2012; Simicevic and Stetic, 2017). Based on this classification, current review takes a loose three-section formation, exploring PSU relevant positive and negative SI effects for three identified stakeholders. This organisation of the material inadvertently follows the logic of Yiu and Law's (2012) seminal paper about hospitality internships, however it has quite a different focus. This review takes mainly educators' perspective, draws from aviation internship research and aims to provide a specific theoretical framework for the PSU's aviation internship programme.

STUDENT INTERNS

SI participating students acquire multiple positive outcomes from their internship practice (Yiu and Law, 2012; Hsu, 2017; Chen, Shen and Gosling, 2018). Some of those outcomes relate to students' easier access to future employment, and some prompt 'bridging the gap' between classroom learning and 'the world of work' (Phillips, 1996 cited in Worrells 2010, Fox, 2001 in Lam and Ching, 2007). Since this paper has educators' interests at the forefront, outcomes associated with students' future employment will not be examined. Conversely, research findings linked to 'bridging the gap' of students' knowledge provide an interesting, learning related avenue worth exploring.

Entirely 'bridging the gap' of knowledge by educational institutions alone might not be achievable yet. This is because learning occurs in different ways in the classroom and at the workplace (Hodge, Wright, Barraket, Scott, Melville and Richardson, 2011; Stansbie et al., 2016). However, providing work experience alone does not automatically generate learning (Yiu and Law, 2012; Billett, 2011 cited in Madigan, Johnstone, Cook and Brandon, 2019). Learning at work includes experiential type of learning, which necessitates reflection in order to be effective (Clark, 1999 cited in Prather, 2007; Madigan et al., 2019). SI practices have previously trialled individual students' SI reflections through the use of diaries, a practice also formerly used at the PSU (Koc, Yumusak, Ulukoy, Kilic and Toptas, 2014). Both practices recorded a similar constraint, unrealistically extensive time requirements from teachers to review large number of diaries. Additionally, Koc et al. (2014) study noted students faking their diaries, owing to teachers' inability to thoroughly check all diary entries.

A solution for these issues might lie in the use of technology. Chu, Chan and Tiwari (2012) trialled the use of blogs for students' internship experiences records. They acquired positive results for both students' learning and the reflections recording method. At PSU, students are already actively using university's Learning Management System and internship website. These resources could be further enabled and trialled as a mode of recording students' SI experiences and reflections (Booher, 2004 cited in Prather, 2007).

Building on the recorded learning benefits of individual SI reflections, Forde and Meadows (2011) found that peer reflections, or sharing students' individual experiences with a group, produced even higher learning outcomes. Students shared both positive and negative SI experiences and it was found that even negative experiences carried significant learning values (Forde and Meadows, 2011). At PSU, SIs are graded through students' post-internship presentations about their experiences, which can be viewed as a peer shared learning. Nevertheless, non-graded and stress-free teacher guided peer discussions could perhaps help students learn more from each other in a relaxed setting, although time and availability restrictions could deem this solution impracticable. Hence, PSU's on-line systems could once again provide a useful platform for students to share their experiences. Students' individual blog-diaries could be additionally enabled for peer-discussions and information sharing amongst students at similar SI programmes (Chu et al., 2012).

Organisations and Industries

Positive aspects of SIs for organisations are almost self-evident: access to lower-paid and temporary staff, with opportunities for prolonged 'assessment' of potential employees (Ruiz, 2004; Worrells, 2010; Yiu and Law, 2012; Binder, Baguley, Crook and Miller, 2015; Tesone and Ricci, 2005 cited in Waehama, 2018). However, a positive aspect of SIs for organisations might not necessarily be positive for student interns, educational institutions or even industries (Prather, 2007; Ruhanen et al., 2013; Koc et al., 2014; Chen et al., 2018). Chen and Shen (2012), as well as Wang, Chiang and Lee (2014) found that negative, or poorly organised SIs in hospitality, tourism and aviation might completely dissuade students from remaining in the chosen industry. The solutions for this issue, which 'should' be implemented by the host organisations, educational institutions and even governments, are recurrently proposed in research; some of them being frequent job rotation, student training and support during SIs (Lam and Ching, 2007; Yiu and Law, 2012; Chen et al., 2018). Unfortunately, even the diverse timeline of SI research, proposing very similar solutions throughout a decade, demonstrates that those solutions are yet to be implemented.

Considering the educators' perspective as the basis of this paper, it can be stated that influencing businesses to provide organised internship programmes is not always easy (Koc et al., 2014). Ideally, industry practitioners would see the benefits of developing its future workforce, particularly in service oriented industries where staff are one of the most important parts of the product (Greene, Walls, & Schrest, 1994 cited in Kim and Park, 2013). Unfortunately, businesses do not always effectively collaborate with educational institutions to create a highly skilled workforce (Lam and Ching, 2007; Yiu and Law, 2012; Koc et al., 2014). At PSU, positive steps towards aligning curriculum and the needs of the hospitality industry have already been made through partnership with Phuket Hotel Association. PSU Aviation stream, on the other hand, despite good relations with local Airlines and Airports, still needs to develop a more in-depth collaboration, which is somewhat impeded by highly restricted aviation work practices.

Since it might be difficult to influence changes in individual organisations' commitment to SIs, there might be areas where educational institutions alone could attempt to overcome SI challenges. In the case of PSU internships, some organisations which accept PSU students have well organised and developed SI programs, with induction, training, job rotation and clear learning goals. Unfortunately, there are also others, which only provide job placements. Chen and Shen (2012) found that unorganised SIs do not generate enough learning outcomes and might negatively affect students' perceptions of the internship and industries in general. Conversely, having clear SI learning goals helps students have a more effective experience (Madigan et al., 2019). The solution for having better focused SIs might be setting out the learning goals for students, by educational institutions, even before they begin their SIs. Considering the number of different job roles and tasks which students could take up during SIs, and establishing consistent task-based learning goals for all, even if only for Aviation stream students, might be an unfair requirement. Fortunately, more generic, yet very valuable learning goals that students could be assigned have been identified (Yiu and Law, 2012; Chen et al., 2018).

In order to establish the goals that are not task specific, but could be valuable for students to achieve during their SIs, it is perhaps worth looking into the skills that have been found to increase students' general employability, or learning that occurs during well organised SIs (Yiu and Law, 2012; Chen et al., 2018). Jones (2002, cited in Prather 2007) identified critical thinking, dealing with pressures, applying classroom learning, dealing with challenges and workplace politics, communication and teamwork as most frequently developed skills during aviation based internships. Similarly, hospitality students reported improvement in their emotional control, tolerance to pressure, adaptability, teamwork, communication, problem solving and leadership, amongst other hospitality specific skills, during SIs (Chen et al., 2018). Therefore, some of these generic skills could be highlighted to students and monitored throughout SIs by the universities. For aviation based SIs, skills relevant to aviation employability, based on the common industry competencies, could be further researched and assigned. Moreover, PSU's Learning Management System could also be used to allow students to record their progress in their development of generic employability skills.

Educational Institutions

Amongst main benefits of successful SIs for educational institutions are enhanced reputation and better connections within the industries (Yiu and Law, 2012; Kim and Park, 2013). Interestingly, significant amount of SI research determines the level of SI success by investigating students' satisfaction with SIs (Narayanan et al., 2010; Ruhanen et al., 2013; Koc et al., 2014, Farmaki, 2018). However, if SIs success is measured mainly through students' satisfaction, it might be difficult to use its findings for improvements of the program. This is because some features fall well out of educational institutions' scope, such as pre-study

industry expectations, mentorship at the workplace, job rotation or paid versus unpaid nature of internships (Chen and Shen, 2012; Farmaki, 2018; Madigan et al., 2019). In addition, focusing on students' satisfaction and treating students as customers may lead to lower academic accomplishments, which will in turn reduce educational institutions reputation (Bunce, Baird and Jones, 2017). The question if the industry, academia or students should be considered the primary customers of an educational institution could also be worth exploring.

Instead of researching students' SI satisfaction, universities could perhaps focus on investigations about students' learning and ways to create more effective teaching. In search of the approaches which would minimise gaps in students' educational preparation for workplace, Stansbie et al. (2016) analysed various teaching methods. The one that was deemed particularly ineffective was teachers transmitting the facts without students' input or understanding. The same authors found that learning outcomes improved through the use of various 'high student involvement' teaching methods, such as Role Plays and classroom Work Based Practices (Stansbie et al., 2016). Both of these methods are in use in PSU's aviation subjects for a few years already, confirming Hodge et al. (2011) conclusions that universities have long moved on from their 'ivory tower' traditions. Despite wide use of practice-based learning at PSU, students' interest in SIs is anything but gone. The reason for continuous interest in SIs might lie in Ruiz's (2004) research, which identified observation of the way airline functions and interaction with airline employees as two of the most important SI aspects for interns. These aspects are unlikely to be created by the universities and can possibly explain why the gaps between the education institutions and work placement, even with the most advanced teaching methods, will always exist (Zopiatis and Constanti, 2007 cited in Kim and Park, 2013).

Ruiz's (2004) finding of interns' preference for the opportunities to work along the existing employees, has been confirmed in other SI research (Kim and Park 2013; Madigan et al., 2019). Similarly, Cleak and Smith (2012, cited in Madigan et al., 2019) found that students' relationship with the work supervisor greatly influenced quality of their SI experience, while Kim and Park (2013) determined that negative internship experiences had less detrimental effects on students, if immersed in positive social connections with co-workers and supervisors. The difficulties with social connections during SIs, for educational institutions, are that social connections cannot be easily predicted, nor controlled. Hence students' struggle with transition from a protective and well structured environment of universities, to often shift-based and less directed world of work, without a sound social support becomes even more challenging (Prather, 2007).

One way in which lack of support at the internship site could be alleviated by educational institutions, is with more guidance and support from the teachers. Ko (2007, cited in Chen and Shen, 2012) found that faculties' support strengthened students' confidence about their career choice. Even though university teachers generally visit internship sites, it is usually done only once during the internship period, as teachers visiting numerous sites of internships represents a huge budget and time constraint (Ruhanen et al., 2013; Hsu, 2017). Solution for more intern support during their SIs might lie in Hsu's (2017) research, which got positive results from the use of technology and social media, where Taiwanese teachers provided almost instantaneous support to students through the use of Facebook and Line messaging apps. Although these apps are already informally used for student support by the PSU aviation teachers, making it more prominent could perhaps help a potentially negative internship experience become a "part of the learning itself" (Clark, 1999 cited in Prather, 2007, p.77.).

PROPOSED FRAMEWORK

Building on the literature findings about three participants in the SI process and SI experiences at the PSU, a following sequential framework for aviation SIs is proposed:

The process would start, similarly to the current process, with student SI briefings, explaining the difference between classroom and workplace learning, as well as benefits of setting clear employability goals (Tsai, Hsu and Yang, 2017). During the briefings, clear instructions about the advantages of recording own experience reflections, and ways to manage those through the PSU on-line system would be explained, and guidance teachers, who would support students in their employability goals development, would be introduced. In addition to creating more organised SI process, briefings might help with students' SI anxiety, which Wang et al. (2014) recorded occurring before any internship job placement, while Zopiatis and Theocharous (2013) found that students' level of academic and psychological readiness greatly affected the outcomes of SIs, therefore supporting the pre-internship briefings practice. Ideally, students' preparation for the SIs would have started much earlier, during regular subject classes with a creation of realistic job and industry expectations (Forde and Meadows, 2011).

While students are at their internship sites, teachers would frequently follow up using the on-line platforms, participate and encourage individual student's reflections, and peer knowledge sharing (Wan, Yang, Cheng and Su, 2013; Tsai et al., 2017). Besides expected students' benefits from teachers' increased involvements, teachers and PSU would gain direct feedback about the organisations and potential improvements of the SI programme. Ideally, some form of structured records about the noted issues would be kept (Wan et al., 2013; Tsai et al., 2017). Points against this practice could include the time demands and increased workload of teachers, however fortunately for PSU, majority of its SIs occur during summer, when most teachers do not conduct classes, hence might have time for internship consultations.

The final, post-internship part of the SI process would begin with a peer de-briefing, ideally facilitated by the teachers in the pre-planned groups. The majority of input in the briefings should be provided by the students, with teachers' guidance in placing students' learnings into meaningful perspectives. Moreover, there should be a structured and transparent evaluation model, wide enough to encourage students' unique SI reflections and specific learnings that could occur. This is because depending on students' personalities, they might have quite different SI experiences and organisational preferences (Forde and Meadows, 2011).

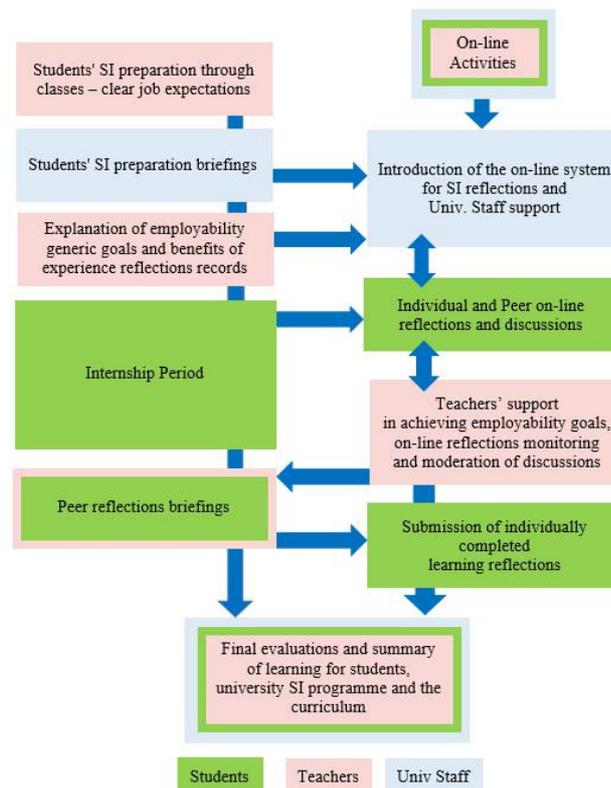


Figure 1. Proposed Framework for the PSU Aviation Sis

CONCLUSIONS & IMPLICATIONS

Students' transition from university to workplace might be both satisfying and daunting. SIs are usually the first 'taste' of 'the world of work' in a chosen industry and can be crucial in students' career decisions (Chen and Shen, 2012). This is why it is important that both organisations offering internship placements and educational institutions acknowledge their responsibilities and invest in a design of effective SIs (Narayanan et al., 2010; Madigan et al., 2019). Industries, and in particular rapidly growing aviation industry, should not risk losing highly sought after educated workforce through a poor organisation of SIs (IATA, 2018).

Although loss of high quality workforce should be a concern of industries, it seems that educational institutions have more to lose, particularly in Thailand's abundant aviation education landscape. Hence authors propose theoretical framework for PSU aviation SI review, based on a synthesis of research findings and PSU SI experiences. The framework is particular in its emphasis on the importance of having meticulously organised SI processes, effective technology utilisation and strong support for students, in order to overcome previously identified SIs' shortcomings. The framework could be trialled and empirically tested in further studies at PSU. Finally, although quite specific for the aviation SI programme at the PSU, the framework does contain a set of relatively broad SI development proposals, and could be further customised and potentially applied to other disciplines and SI university programmes.

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ASSESSMENT OF BEACH DESTINATION SATISFACTION BETWEEN FIRST-TIME SENIOR TRAVELERS AND REPEAT SENIOR TRAVELLERS: A CASE STUDY OF PHUKET, THAILAND

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ABSTRACT

This research paper examines underlying dimensions of senior tourists' satisfaction and to identify the satisfaction level between two groups of senior travellers, first time travellers and repeat travellers. Factor analysis was conducted and the result identified 5 factors namely "Beach, Accommodations and facilities", "Logistic and Safety", "Foods and Hygiene", "Attractions and Activities" and "Price and Value for money". Independent sample t-test was employed to determine whether there is a significant difference between first-time and repeat travellers. The result revealed a significant difference in all five factors. These finding will enable all stakeholders to better understand the distinction between the two groups and serve as a guideline to attract first-time senior tourist and turn them to be repeater.

Keywords: Senior tourist; First-time traveller; Repeat traveller; Satisfaction

INTRODUCTION

Hospitality and Tourism business is one of the significant sectors which are contributing to the economic growth and country's development. With the expansion of the sector, it brings lots of opportunities to the nation and its people such as employment, infrastructure's development, foreign investment both direct and indirect investments, and etc. Supported by Department for Communities and Local Government (2006), it was mentioned in their study that if the destination has a good plan, not only can attract the huge amount of tourists, but also can encourage the exchange of foreign currency and offer employments for the local people in the nation. With this regard, it results in increasing the revenue generated to the country. As it has obviously shown through the increasing of the GDP (Gross Domestic Product) which is a good indicator to reflect the economic performance in the particular country. According to World Travel and Tourism Council (2018), it reported that tourism business accounts 10% of Thailand's GDP and the number tends to increase rapidly in the future.

With many comprehensive investigations for the tourism's trends, it found that senior tourism is becoming an upcoming trend, which influenced by the demographic change. All the business operators should keep an eye on this transition since this group of people will become a crucial market segment in the world of business. According to World Population Ageing

2015 established by Department of Economic and Social Affairs, United Nations, the report shown the interesting information that the number of aging population is projected to reach 16.3% of total population in the world by 2030. And this number will keep substantially growing up to 2 billion in 2050. With this transition, understanding the senior tourists' preference, motivation, and behaviour is important in order to satisfy their needs. High purchasing power and time flexibility are some aspects of senior tourists which are distinctive from young travellers and can gain attention from business operators. However, to take these advantages, operations should be facilitated special needs of the segment.

Despite the number of studies related to hospitality and tourism field has been increased a lots as the benefits of the tourism on the economic growth are aware, but only some of them had been forwarded on the repeat travellers. The importance of repeat travellers is widely beneficial to the destinations and businesses. Not only a stable source of revenues, but they are also considered as the information distributor which provide the destination information to their friends, relatives, and others. To achieve these benefits, all the stakeholders should fully investigate all dimensions of senior tourists. Hence, the objectives of this study are: 1) to comparative study travel behaviour of senior first time travellers and repeat travellers; 2) to identify the factors contributing senior tourist's satisfaction; 3) to determine the satisfaction level between senior first time travellers and repeat travellers in Phuket, Thailand. With this study, it enables all relevant parties to prepare for retaining the repeat travellers, and develop customer loyalty to the destination.

LITERATURE REVIEW

Senior Tourism in Thailand

The definition of senior is widely discussed by many scholars, but however, the definition of the senior is still varied from country to country. According to Muller and O'Cass (2001), in America, the senior is referred to the group of people who has become 65 years old and above. Meanwhile, there are another researches reflected the divergent perspective on being senior which starting from the age of 55 years old (Gardner, 2011). Based on this study, the group of senior people is defined as the people whose age is 55 years old and more.

Global senior tourists have become an increasingly crucial tourist segment to the world tourism and also to Thai tourism. It is expected to increase by 22 percent of the total global population in 2060 (United Nations, 2010). Moreover, the number tends to substantially increase in every year. Therefore, senior group is considered as an important tourism market segment in the future since they have money and time flexibility. However, the needs of senior tourists need to be investigated since it is different from other tourist groups. Another important aspect that the market developers should take into their account is this segment is growing more rapidly than others (Tourism Authority of Thailand, 2010). To achieve this market segment, tourists' preference, needs, and behaviours need to be understood.

For senior tourists visiting to Thailand, this group of tourist was categorized into various groups based on the purpose of their traveling such as; leisure, participating in volunteer activities, or medical treatments. However, since the past decade, the number of senior tourists visited to Thailand was not dominant as other groups of tourist. Without awareness of the importance of senior tourists, most of stakeholders, especially in private sectors, did not realize and serve the specific needs of this segment due to the difficulty of the operations (Alén et al., 2012). By academic researches, insightful information was revealed to illustrate another important dimension of senior tourists. It found that this market segment is representing a source of revenue for tourism business around the world. Ministry of Tourism

and Sport (2009) presented the statistical data, which indicated the number of senior tourists visited to Thailand, it found that during 1996-2000, the number was increased 6 percent and seem to continuously increase every year.

The differences between First-time travellers and Repeat travelers

Tourist's information, especially tourists' loyalty, is very significant data for the policy developers and marketing strategy makers. The loyalty to the destination can be measured through the number of previous revisiting (Steen, 2016). The study done by Oppermann (2000) found the strong relationship between repetition and loyalty to the destination. Repetition has some partial influences on loyalty. By observing the number of repetition, understanding behavioural perspective is better. Therefore, a tourist will be considered for being loyal when revisiting the destination occurs (Campon et al., 2013).

To understand this dimension, numerous studies were comprehensive investigated. However, the differences between first-time visitors and repeat visitors should be distinctively clarified. The study presented by Gitelson and Crompton (1984) shown that first-time travellers were mostly younger and single who seeking for the variety and new experiences. In addition, Kozak (2001) further stated that first-time travellers had lower satisfaction level on the destination than repeat travellers. Meanwhile, repeat travellers had higher possibility than first-time travellers to revisit to the same destination in the future (Gitelson and Crompton, 1984). The purposes of repeat travellers were mainly relaxation, so the number of sit visited and activities done was less than first-time travellers (Lau and McKercher, 2004).

Conclusively, the term of repeat tourists is used to refer the tourists who visiting the same destination again or more than one. It has highly significant influence to the decision making process for the destination selection. There are two dimensions used to determine repeat tourists; 1.) frequency, and 2.) sequence of visits (Oppermann, 2000). With this respect, repeat tourists refer to the people who visit the particular destination more than one time, and first-time tourists are called the people who visit the destination for the first time.

The Importance of Repeat Tourists

According to Anwar and Sohail (2004), it was found that the differences between first-time and repeat tourists have been widely discussed among the researchers and scholars in the tourism field. It is vital in developing the marketing strategies and creating the travel motivation if the destinations are targeting on the group of tourists (Lau and McKercher, 2004). For repeat tourists, this group has gained lots of attention from the tourism researchers since they have high loyalty to the destination. Moreover, repeat tourists can be considered as the destination-aware tourists which mean that they have experiences on the destination, and their expectations come from their previous experiences. Contrary to this, first-time tourists need more information for destination selection process (McKercher and Wong, 2004; Reid and Reid, 1993). This implicitly means that if the marketers would like to retain the repeat tourists, it requires less persuasion efforts and low expenditure on promoting the business. Compare with attracting new customers, it needs to invest both efforts and money (Lau and McKercher, 2004). Furthermore, many researches also presented the advantages of securing the repeat tourists as mentioned in the research done by Reid and Reid (1993), it indicated that repeat tourists are not only a stable source of revenues, but they are also the information distributors which provide the destination information to their friends, relatives, and others.

METHODOLOGY

The data used in this study were obtained from the Phuket Tourist Experience Index Research done by the Faculty of Hospitality and Tourism, Prince of Songkla University. Only tourists who were 55 years or above, stayed in Phuket at least two nights were included in this study. Convenience sampling was employed to select the participants at departure areas of Phuket International Airport. After screening incomplete questionnaires, 354 usable questionnaires were employed in the analysis.

RESULTS & DISCUSSION

1. Travel behaviour of senior first time travellers and repeat travelers

Purpose of visit

More than half of repeat travellers had visited Phuket more than 2 times within the last five years. The majority of first-time travellers were travelling to Phuket for a holiday and leisure (94.1%), some of them were on visiting friends and relatives (3.4%), meeting and business (2%) and health treatment (0.5%). For repeat travellers, 85.5% were travelling to Phuket for a holiday and leisure followed by health treatment (8.1%), visiting friend and relative (4.7%).

Length of stay

The majority of the first-time travellers stayed in Phuket for 2-3 days (32.4%), For repeat travellers, 55.6% stayed in Phuket for 7 days or more.

Trip arrangement

For first time travellers, the proportion of both free independent tourists (FIT) and group tour package was slightly different (FIT = 40.8%, tour package 44.8%). While more than half of the repeat travellers were FIT.

Sources of information

The most important source of information for first time travellers was family and friend (45.9%) followed by travel agent (37.6%), and social media such as Facebook, Twitter, Instagram, TripAdvisor (33.7%). Repeat travellers obtained information from past experience at Phuket (48.5%) followed by family and friends (36.8%) and social media (30.8%)

2. Factor Analysis

Factor Analysis was conducted to reduce the underlying variables of senior tourists' satisfaction attributes. The criteria to determine the smallest number of factors that can be used to best represent the inter-relatedness among variables were the size of eigenvalues and pattern of factor loading. All factors to be retained must have an eigenvalue greater than one. Only factor loading of 0.40 or higher were retained.

The final factor analysis generated five factors, namely "Beach, Accommodation, and Facilities", "Logistic and Safety", "Foods and Hygiene", "Attractions and Activities", and "Price and Value for money". Five factors represented 58.66% of total variance. The Cronbach's alphas for the five factors were robust, ranging from 0.70 to 0.87, which indicates high internal consistency among the variables which each factor (table1).

Table 1: Underlying Dimensions of senior tourists' satisfaction

Attributes	Factor loadings	Cronbach's alpha coefficient	Variance Explained (%)
Factor1: Beach, Accommodations and facilities		0.87	15.05
Attractiveness of beaches			
Availability of space on beaches	0.83		
Facilities provided on beaches	0.82		
Variety of accommodation	0.76		
Quality of accommodation	0.87		
Factor 2: Logistic and Safety	0.84		
Network of local transport within Phuket		0.70	11.81
Safety of traffic			
Sign posting to tourist attractions	0.78		
Overall safety and security while travelling	0.75		
Factor3: Foods and Hygiene	0.63		
Variety of local food	0.79		
Taste of local food			
Availability of fresh seafood		0.75	12.56
Hygiene of food	0.84		
Overall cleanliness of the destination	0.85		
Factor 4: Attractions and Activities	0.70		
Variety of tourist attractions	0.61		
Temples and cultural attractions	0.63		
Availability of touring services to nearby tourist attractions		0.83	12.04
Variety of leisure activities	0.87		
Factor 5: Price and Value for money	0.65		
Prices of food and beverages	0.78		
Prices of local transport			
Overall value for money of the trip	0.72	0.74	7.20
	0.73		
	0.70		
	0.66		
Total variance explained			58.66%

3. Senior tourists' satisfaction differences by number of visits

To determine whether there is a significant difference in the senior tourists' satisfaction between first time and repeat travellers, the independent sample t-test was employed. The result of independent sample t-test reveals a significant difference in all five factors. In each of these cases, first time travellers were less satisfaction than were repeat travellers.

Table 2: Independent Sample t-test for the comparison of first-time and repeat senior traveller

Attributes	First-time traveller		Repeat traveller		Sig
	Mean	SD	Mean	SD	
Beach, Accommodations and facilities	4.09	0,85	4.35	0,85	0.00
Logistic and Safety	3,45	0,92	3.90	0,85	0.00
Foods and Hygiene	3,97	0,98	4.02	0,89	0.00
Attractions and Activities	4,12	0,79	4.26	0,91	0.00
Price and Value for money	3.78	0,88	3,98	0,87	0.00

CONCLUSIONS & IMPLICATIONS

The findings of the study revealed the significant information on senior first time and repeat travellers. In terms of travel behaviour, most of senior travellers visiting to Phuket, Thailand with the purposes of leisure, visiting friends and relatives, meeting and business, and health treatment. But most of senior repeat travellers revisited Phuket mainly to take a holiday and leisure since Phuket has been recognized as a world-class destination, especially costal attractions. Some of them visited Phuket for health treatments. With this information, it indicated that Phuket is not only famous on beaches, but also medical treatment. This is consistent with the information presented in the report produced by C9 hotelworks (2016), it stated that “Phuket’s reputation as a quality medical hub and the increasing global movement towards beauty enhancements are leading a shifting focus of market offerings and attraction for overseas patients”. For the length of stay, it is clear that the repeat travellers stayed in the destination longer than first-time travellers, which supported the study conducted by Wang (2004); and Lau and McKercher (2004), it also exhibited that the first-time visitors stayed shorter periods and spent more while visiting the destination. Moreover, the study found that senior repeat travellers required less information on the destination because they relied on their past experiences to decide whether revisit the destination or not, and the information will be passed through their friends and relatives. It can be well said that repeat travellers can be information distributors to spread positive word of mouth to others. If the destination can retain this group of people, it can reduce the money that the business operators may invest for the advertising (Lau and McKercher, 2004). Since the repeat travellers are the destination-aware tourists, they preferred to revisit the destination as FIT (Free Individual Travel).

Moreover, the study indicated that there are five main factors, which can contribute the senior tourists’ satisfaction; “Beach, Accommodation, and Facilities”, “Logistic and Safety”, “Foods and Hygiene”, “Attractions and Activities”, and “Price and Value for money”. These five factors should be closely focused and maintained the quality if the destination aims to enhance the tourists’ satisfaction and retain this market segment. Furthermore, T-test was employed to determine the satisfaction level between senior first time travellers and repeat travellers on these five attributes. It resulted that there is a significant difference between senior first time travellers and repeat travellers, the group of repeat travellers has high satisfaction level in all dimensions. It is also consistent with the previous studies by Kozak and Rimmington (2000), Gitelson and Crompton (1984), it illustrated that first-time visitors have less satisfaction than repeat visitors. And to develop loyalty, Petrick and Backman (2002) stated that repeat visitors have higher intention to revisit the destination again in the future.

Therefore, it is suggested that all the relevant parties such as; business operators, policy makers, local authorities, and etc., should be involved to develop some strategies in order to turn the first time travellers to become repeat travellers. It can start from creating the environment, which is friendly to senior tourists, such as; facilities, services, and other concerns. The changing can lead to increase the positive perception and satisfaction of senior tourists. With respect to these suggestions, it allows the destination to take some advantages from this segment. It may result in reducing expenditure on advertising, increasing number of tourists regardless of seasonality, enhancing positive image of the destination, and etc. Achieving these particular outcomes, the sustainable long-term growth of tourism on the destination would be rewarded.

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Developing PERSONNEL COMPETENCE IN TOURISM AND HOSPITALITY INDUSTRY UNDER ASEAN FRAMEWORK OF ENTERPRISES IN ANDAMAN COASTAL PROVINCES THAILAND

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ABSTRACT

The tourism and hospitality industry in the present-day world has become a large service trade for population. The growth of tourism in the ASEAN countries also occurs rapidly. Research on Developing Personnel Competence in Tourism and Hospitality Industry under ASEAN framework (MRA-TP) of enterprises in Andaman Coastal Provinces Thailand stresses that professional education of the staff is an indispensable condition that dictates success of enterprise. From the above reason, it is clear that there is need for monitoring and generalization guideline influencing the quality of personnel competency development for the tourism and hospitality industry in ASEAN context. The object of the study is a specific sample. In-depth interview from key informants into Hotel business executives and 23 positions employees, Travel business executives and 9 positions employees, others associated from restaurant business, souvenir shop, spa business, travel attractions, Thai tourists, foreigners and organized focus group discussion. With the experts' academics from educational institutions, Institute of higher education, vocational institutes, tourism business registration office and tourist guide department. Tourism authority of Thailand (TAT). Hotel business and travel business. Subject of the study the guideline of Developing Personnel Competence in Tourism and Hospitality Industry under ASEAN framework of Enterprises in Andaman Coastal Provinces Thailand.

Keywords: *Development, Personnel Competence, Tourism and Hospitality industry, ASEAN Framework*

INTRODUCTION

Tourism is an industry that plays an important role in the economic and social development of countries around the world. Because tourism brings revenue into the country a huge amount of money. Tourism in the world has grown rapidly over the past three decades. It will continue to grow to become the largest travel industry in the world (World Travel and Tourism Council, 1991), The Global Assessment of Tourism Policy and Economist Intelligence Unit predicted that the number of tourists increased. Quickly Tourism has expanded significantly from the income of the tourism industry in many countries. Meanwhile, the World Tourism Organization (WTO) has forecast that 2020 will increase more than 1,600 million international tourists and more than 100 trillion Thai Baht revenue.(Boonlert Jittangwattana, 2013:1) According to the United Nations World Tourism Organization (UNWTO) found that there were 1,087 million international travellers traveling around the

world in 2013. Tourism has the highest growth rate of 6.2 percent. UNWTO forecasts that in 2030, the number of world tourists will increase to 1.8 billion people with an average growth rate of 3.3 percent per year. It is anticipated that after 2015, the developing-country markets will be the countries where the number of tourists is growing at a higher rate than that of developed countries. Asia and the Pacific will have the highest growth rate. (Ministry of Tourism and Sports, 2015). According to the forecast of the World Tourism Organization in 2020, people around the world will travel with a jump of 1.6 billion people, with a concentration in the Asia Pacific about 400 million. And ASEAN 160-200 million people are confident that tourists will increase over in 2015 that ASEAN has announced it will one handshake. And it is estimated that there will be 120 million arrivals in ASEAN countries (Thanachai Panichseth, 2016: 211-212). Thailand has a number of tourists coming to visit the country from all over the world, such as East Asia, Europe, South America, the Middle East and Africa, more than 30 million people between January and November 2017. (Ministry of Tourism and Sports, 2018) and travel to the southern Andaman Coast in 5 provinces, including Phuket, Phang Nga, Krabi, Ranong, Trang and nearly 19 million people by 2015 (National Bureau of Statistics, 2014). The year 2015 is the year in which ASEAN member countries, including Myanmar, Laos, Vietnam, Malaysia, Singapore, Indonesia, the Philippines, Cambodia and Brunei, join hands to gain economic benefits. Initially developed an agreement framework for integration into the AEC. To be a single market and product base with free movement of goods. Capital investment services and skilled labour.

Under the vision of the ASEAN Ministerial Meeting, "ASEAN 2020 is a dynamic partnership (ASEAN 2020: Partnership in Dynamic Development) ((Thanachai Panichseth, 2016: 26-28). The ASEAN Charter conference is an agreement between each other's an organization with legal rules, comprising the ASEAN Security Community (APSC), the ASEAN Economic Community (AEC) and the ASEAN Economic Community (AEC). ASEAN Socio-Cultural Community (ASEAN Socio Cultural Community: ASCC) from the integration of ASEAN's almost 600 million people, is the country close to the major markets of the world such as China, India It is the most abundant source of social and cultural diversity. If the change is successful. It will increase the potential for self-development. In addition, the ASEAN Mutual Recognition Arrangement (MRA) has been agreed upon in 7 professional services fields: dentists, nurses, nursing, engineering, architecture, exploration and tourism The ASEAN Mutual Recognition Arrangement on Tourism Professionals (MRA-TP) has been established with the approval of 10 ASEAN member countries. The objective is to facilitate the movement of ASEAN tourism professionals to exchange information and best practices and to facilitate the exchange of information. The position of the promotion and development of personnel in the tourism industry under the agreement does not include a professional tour guide that reserved for Thai people only. Currently, the development of personnel in the travel industry under the agreement is carried out in 2 branches, 6 departments, 32 positions, namely Hotel Services, consisting of 4 departments, 23 positions and the travel branch (Travel Services) consists of 2 departments, 9 positions. It is important for the Member States to consider the performance of personnel in various positions. By using the features, education, training and experience. To work as a basis for accepting the qualifications of professional personnel who get the certification of professional qualifications in tourism. ASEAN Member Countries as specified in the Joint Competency Standard for ASEAN Tourism Professionals The right to work in a recipient country will be subject to the terms and conditions of the recipient country's laws and regulations. The mutual recognition agreement will be effective when ASEAN Member Countries Every country has established the internal structures responsible for certifying competencies and professional standards within 180 days of signing and ratification in all 10 countries. This agreement will enhance the standards and qualifications of The Thai tourism industry are becoming more international. Thailand needs to develop the highest level of workforce as defined by ASEAN in order to allow Thai workers

to be equally competent with their member countries (Department of Tourism, 2016). To achieve 20 years (2017-2036) vision. "The country is a stable, prosperous, sustainable, developed country with the development of the philosophy of economics. "It leads to the development of Thai people happy and responsive to the achievement of the national interest in the development of quality of life, high income into the developed world and the happiness of the Thai people. Society is stable and equitable. Countries can compete in economic strategies, develop and empower people to transfer to the National Economic and Social Development Plan No. 12 (2017-2021) Strategies to strengthen and develop human capital potential. Creative thinking Work skills and ready to enter the job market.

In line with the master plan for tourism development in Andaman, 2014-2018, the development of goods, services and supporting factors for tourism to strengthen the economy of the community, to strengthen. To develop the potential of tourism personnel to be competitive by creating a competitive ability to achieve an average income of 450,000 Baht / person / year in the next 20 years of the 20 year national strategy. It is designed to be used to drive the development of the country to prosperity, prosperity and sustainability, covering issues of goal development and vision. There are achievement indicators. Legal support Monitoring and evaluation systems are effective at all levels of the public and engaging and cooperative ownership. Strengthen the economic and sustainable competitiveness that is expected from agricultural income. Industry and services will grow at an average of 3 percent, 4.5 percent and 6percent. The agricultural sector will have a net cash income of 59,460 baht per household. And income from tourism is not less than 3 trillion baht. (National Strategic Plan 20 years 2017-2036, 2017). Also found that the National Tourism Development Plan. 2 (2017-2021) set the vision of Thailand Tourism 2036 (Vision 20 years) "Thailand is a leading tourist destination in the world with balanced growth on a Thai basis, to promote economic and social development, and to distribute income to all people in a sustainable manner. "For the goal is to increase the competitiveness of the tourism industry. The TTCI has been ranked no less than the 34th in the world. Provide guidelines for developing tourism personnel into indicators 1 in 4 for the first country in the world of customers treatment) The Special Development Area for Sustainable Tourism (Public Organization) Ministry of Tourism and Sports Office of the Permanent Secretary, Ministry of Tourism and Sports Department of Tourism Institute of Physical Education and 18 Ministry of Education with the budgets 203.2088 million baht, by the Office of the Permanent Secretary for Tourism and Sports is the host. (National Tourism Development Plan No. 2, 2017-2021)

The tourism industry is a business related to manufacturing and services. It is related to many businesses of many different sizes. It is a business. Accommodation, Tour Operator, Travel Agent, Food and Beverage, Souvenirs, Transportation, Recreation, spa, conference, exhibition and tourism (MICE). (Arisa Seyanon, 2017: 45-46). The tourism industry is providing services. All things cannot be fixed as objects. The value of services in the travel industry depends on customer satisfaction. Each customer has different needs. It is difficult to define or provide a framework for all customers. Satisfaction is within the human resources, making it one of the most valuable business resources in the travel industry. It is said that human resources are valuable assets and dignity. Human resources are responsible for managing resources. Until it became a tourist service. Human resources must be managed effectively to be the key factor for the success and value creation of the tourism industry. (Boonlert Jittangwattana, 2017) While both internal and external organizations in the ASEAN community The liberalization of trade, the free movement of resources. Man is another movable resource. The obvious is. Moving the skilled workforce into desirable higher economic incentives, innovation, capacity building, and organizational performance for the long term, must be prepared. Availability of managed resources is a challenge. Management

of the organization must be developed as a value added to drive the organization to meet the rapid change that occurs because human resource managers will be more effective in the long run. (Supawadee Khunthongchan, 2013. 13) From the joint agreement on the recognition of qualifications of ASEAN Tourism Professionals (MRA-TP) To facilitate the exchange of information and best practices and to enhance the capacity and potential of tourism personnel in the member countries at international level. Promotion and development of personnel in the tourism industry, business in the tourism and hospitality industries. Therefore, it is necessary to have the criteria for determining the characteristics, personnel and guidelines for the development of personnel competency to a professional standard can compete in the ASEAN community, enterprises can recruit personnel from ASEAN member countries qualified. And through professional training in accordance with the agreement in that position. To work as well as develop internal personnel to higher capacity in accordance with higher positions and work together with colleagues from various nationalities in the ASEAN Economic Community area of tourism in the South Coast Andaman Sea area. With the growth rate of tourism, economic stability for the country with huge amounts of money and continued. The ratio is higher every year. At the same time, Thai workers are not very professional in their profession. Especially problem solving skills. Computer skills Teamwork Performance and most importantly, any weaknesses in this profession in Thailand. is foreign language especially English. And ability to manage especially, hotels, restaurants and Thai restaurants have not met the expectations of most entrepreneurs. And if we consider only tourism, it is found that skilled and skilled Thai workers. Most problems do not meet the expectations of users. (Thailand Development Research Institute, 2015). The unemployment rate rose to 476000 unemployed people reached the highest unemployment level of 253000 people, the highest unemployment rate. (National Statistical Office, 2017).

With a focus of the importance of tourism industry personnel. The service will need to be developed to meet the competency standards of the ASEAN tourism industry in order to be competitive and to improve its positioning at all times to meet the labour demand in the tourism and hospitality industries. The rapid expansion of both current and future. Researchers are interested in research on the development of personnel competencies in the tourism industry and services in knowledge, skills and attitudes in line with the competency standards of personnel in the tourism industry and services under the framework of the agreement. Recognize the barriers to success and how to improve the performance of tourism industry personnel. Guideline to improve the performance of personnel to achieve the success of the credible organization. Customers are loyalty to the organization. Personnel have good relationship, good attitude towards the organization. Process and performance they also have standard skills as agreed upon in the qualifications of ASEAN Tourism Professionals in the South Andaman Coast. The tourists are more and more flowing into the continuous increase of security. The ASEAN Economic Community (AEC) is the only country in the region that has the potential to compete with the non-regional economy. The next international level.

LITERATURE REVIEW

A study on the development of personnel competencies in the tourism and hospitality industry. According to the agreement on the qualifications of the ASEAN Tourism Professionals of the South Andaman Coast the researcher studied the theory and related research papers as a guideline for framing research ideas. 1) Human Resource Development Concepts and Theories 2) Concepts and theories of personnel competency 3) Concept of ASEAN Economic Community and Competency Framework The ASEAN Tourism Forum (MRA-TP) 4) Business Ideas in Tourism Industry and Services 5) Tourism and Hospitality Industry Southern Andaman Coast 6) Related Research.

A study on the development of personnel competencies in the tourism and hospitality industry. According to the agreement on the qualifications of the ASEAN Tourism Professionals of the South Andaman Coast the researcher studied the theory and related research papers as a guideline for framing research ideas.

Human Resource Development Concepts and Theories. Based on the study of the concepts and theories of human resource development, it is found that both local and foreign scholars have given different meanings and importance to each of their views. Kanyamon Inwang (2014: 64- 65) said that human resource management is important to use techniques that need to be studied for the sake of performance in terms of performance. The use of personnel the importance of human resource management in the organization today is broad and valuable, until it is called the Human Resource Management. Human resources are the most valuable asset, and it is difficult to find anything, even in the case of invented machinery. But it's also inevitable that someone needs to supervise. Therefore, many organizations have to focus more on the resources of their company to enhance the efficiency of their employees in a variety of ways, whether it is training employees inside and outside. At the place of work, it is seen continuously, which is good for both the staff themselves have developed. In addition to more efficient employees, the results are even better. It is about all parties, in addition to focusing on whether the organization needs a technical executive who has the technical expertise to perform the knowledge. Dessler (2003), "Management of Human Resource Management: Says human resources development. Strategic Contains three important things: awareness of the complexity of change management. Demand for survival And the shift from focusing on specific training to the pursuit of new ideas and directions. Harisson and Kessler (2004) discuss human resource development. It's a process in the organization. Contains expert planning and support. To provide the whole learning style. Informal and informal the process of creating knowledge and experience. Both in the workplace and elsewhere. To advance the organization and increase staffing potential. It can be made through the ability to adapt, join forces. Gibb (2008) states that human resource development consists of the following processes: observation, planning, action, and review. Cognitive capacities. Capabilities and behaviours for team development, team performance and performance. Swanson and Holton (2001) define human resource development as: It is the process of developing and releasing the power of knowledge. Yorks (2005) states that human resource development Is the concept of organizational and human resource development. Together, they pushed and worked effectively. Gilley, Egglan, & Gilley (2002) argue that human resources in the meaning of the organization refer to the person that the organization hires to come to practice. Human resources are one of the basic resources needed to operate within an organization. These basic resources include: (1) The organization must have such equipment, facilities, or equipment, (2) financial resources such as cash, accounts receivable, stock, and (3) human resources. This is the most important resource. It is a major resource that contributes to other resources or uses other resources to sustain the growth of the organization. Development means improvement. Or to stay in a state of prosperity. Therefore, human resource development is a means to make the organization's personnel better equipped. Both in terms of mental state and performance.

Sutinee Rerkkum (2017:5-9) states that human resource development (HRD) is aimed at improving the efficiency of an organization. Knowledge of human resources development is a result of a combination of diverse disciplines. Well Economic psychology and system theory. The vocabulary of human resource development can be divided into two parts: human resources and human resources. The meaning is related to the organization. Within Gilley, Egglan, & Gilley (2002), human resources are one of the basic resources needed to operate an organization. These bases include: (1) the tangible assets of the organization. (2) Financial resources such as cash, accounts receivable, and (3) human resources, which constitute the most important resource, as the main resource that generates other resources or removes other

resources. It is used to strengthen the growth of the organization. Development refers to improvement or improvement in the human condition. Therefore, human resource development is about making the personnel of the organization better in terms of mental state and result. Saovalak Singhgovin and Kamol Adulphan (2014) say that personal development is a broad and comprehensive term. It may also include methods and techniques that help people have mental and mental growth. To make progress in front of the job. There are many different ways to develop a person in an organization, such as training, management development. Organization Development

Concluding that human resources development. Means Human Resource Management through the process of developing knowledge, skills and human capacities in society. The people are complete, have the knowledge, ability and virtue, use the knowledge, ability to the full potential of each person can recognize, learn, improve, change, and develop themselves to work with the team. And the system of the organization effectively, resulting in higher pay and performance. Progressive Organization Kanyamon Inwang (2015) states that "In the era of rapid change and a state of intense competition in the modern world, (Competitiveness) organizations. To turn back to self. Strategic Human Resource Development (HRD) is the focus of human capital development and knowledge management. The leaders in adjusting to the change flow as mentioned. Survival organizations are able to adapt to the changing dynamics, but organizations that are successful must be able to anticipate and adapt in advance and to be an organization of excellence forever. (Wanichyada Wajirum, Kanyamon Inwang, 2018). Can meet the change. Predictions for change, and the ability to lead change in the future, while Chotechawan Fukijkarn (2016:14) states that development begins. Since man was born because the development is better, human beings need to develop things, including themselves, in order to be able to continue living. Human beings must also develop human beings together. To work on each other. Including the development of their descendants. To live on when you die. This condition is one of the most historic developments in human development in the world. Later on, over time. Humans are more advanced. The money is used to represent the trading. It became a form of economic organization. The development of just a lifestyle. It turns into human development for business competition. Or for social benefits. Human beings are thus the most important resource in the operation of all organizations. Lyle Yorks (2005) mentions that the development of human resources to improve learning is similar to that of Juani Swart, Clare Mann, Steve Brown and Alan Price (2005). Human resources development is about continual human improvement, as Richard A. Swanson and Elwood F. Holton (2009) describe human resource development as: Jerry W. Gilley, Steven A. Egglund & Ann Maycunich Gilley (2002) suggested that human resource development is one of the processes that will increase the efficiency of human capital. Chutikarn Sriwiboon (2557: 12) has the view that human resource development is an act of improvement. And changing human beings has the potential to increase both the short and long term, as well. Human Resource Development (HRD) is very important to the organization. Since humans are most important in the conduct of all organizations. If the organization has people who are not qualified or do not work. This will cause problems that will lead to failure. On the other hand, if the organization has workers who are knowledgeable, capable or have high potential. Sirapat Wongthongdee (2013: 8-10) says that the human resource development concept is of great interest and Human resources development has also been referred to as "training and development". The other generation is interested in the study and practice of human resource development and defines human resource development at the level of education. The organization's definition, such as Gilley, Egglund, And Maycunich (2002), says human resource development is that concluded. Human Resource Development is the process of extracting human talent is intended to improve performance, action to improve. And the human potential to increase (Potentials) in both short and long term. Human resource development is very important to the organization. Since humans are most important in the conduct of all organizations. If the organization has people

who are not qualified or do not work. This will cause problems that will lead to failure. On the other hand, if the organization has workers who are knowledgeable, capable or have high potential. The result is that the organization is successful.

Chotechawan Fukijkarn (2016:37) says that human resource development can be categorized into three types: education, training and support. The study can be divided into 4 types: Non-formal education Short-term study Education and life-long learning there are 10 training options available: lecture, orientation, demonstration, workshop, brainstorming, case study discussion. On-the-job training Study visit and health training if the responsibility is divided into two types of training is conducted by the organization. And training conducted by external training institutes. There are four possible ways to support. Suggestion and the rotation in each form.

Pornchai Jedaman, Pitoom Pimdee, Kajornsak Buaraphan, Arkapong Sookmart (2018:151-154). Say that Human Development 4.0 in the 21st Century to Thailand 4.0. "PLC" (Professional Learning Community) for General Human Resource Development is a development of general topics that can be used in the workplace, regardless of the personnel being developed and trained. That the position of the job is at the managerial level or at the management level, or the knowledge gained from the development and training can be used as well. The team develops training about how to work, enjoy work, etc. Specific Human Resource Development is the development of a specific position or function to be used in practice, which includes the following: 1) Activities are actions or actions of the entrant. Development and training aimed at promoting better learning experience. 2) Apprenticeship training. Apprenticeship is the development and training of personnel, most of whom do not know or have never worked under the supervision of the responsible person until they have the ability to work properly. 3) Behaviour modelling 4) Brain Storming is where all members have the opportunity to express their opinions freely, without restrictions, rules, and opinions. This method is used to solve the problem by participating in the activity as a person with expertise and experience. 5) Business Games the activities that give developers and trainers the opportunity to take part in various activities or games, may be used to compete in management and work in the same or similar conditions as they do in real life. To learn how to solve problems and make decisions that may be encountered in the game, the style of the game is easy to read or may be complicated or may be divided into groups. 6) Case Study is a factual study or real-life study to provide information for participants to develop and train to solve problems. 7) Teaching Coaching is the development and training of personnel by department heads or senior staff members who are experienced in the workplace, who understand the rules and procedures of the agency. 8) Community College Training focuses on the development and training of personnel by the institution. Or community agencies as a source of practice. 9) Computer Assisted Instruction (Computer Assisted Instruction) is a computerized simulation of an event, either in the form of a program or via the Internet. 10) A conference is a formal meeting consisting of meeting leaders and attendees. The meeting will provide participants with the opportunity to share their knowledge, experiences and ideas in order to share their ideas and experiences. Edit issues that are of common interest 11) Partnership. Academic Knowledge (Corporate Universities are the development and training of personnel, resulting from the cooperation between organizations, activities and academic knowledge. 12) Demonstration shows the participants in the development and training to see the real situation by showing. 13) Discussion is a discussion to educate people about the development and implementation of the process. 14) Exercise is the implementation of theories or concepts that have been learned. 15) Field trips are for those who have been trained and trained to go to war. The actual conditions outside the place in relation to the development and training. 16) Group Discussion is a group discussion, discussion or discussion between the developer and the trainer on the topic of mutual interest, informal, informal, and informal. 17) In-basket Training is the development and training of personnel by practicing a device that is similar to the actual work. The method is to write the problem into a basket and then pick up. 18) Internship Development and training of personnel who will have some knowledge or work, but also lack of experience

under the supervision of the responsible person. 19) Lecture / Classroom Program is a method used by lecturers to educate the developer and trainers to develop and train. 20) Management is an activity that gives people the opportunity to develop and develop their skills and knowledge. The management level is divided into sub-groups so that the members of the group can act as executives or supervisors, with competition in management or practice. Work in the same or similar to that reality, to learn how to solve problems and make decisions that may face in the workplace 21) the mentor system (Mentoring System) development and personnel training. By providing personnel.

In summary, human resource development has been successful in a variety of areas, including education, training and development, with the development of general human resources. Bring the knowledge gained from the development and training to the work. Specific Human Resource Development is the development of a specific position or function to be used in practice, where a variety of approaches can be used for human resource development in the context of personal factors. The workforce and the diversity of businesses in the tourism industry and services.

David C. McClelland (1975) defines that "Performance is a feature that is hidden within the person, and these attributes will motivate individuals to achieve higher performance in the task they are responsible for, or above the target / target," said Boyatzis (1982). "Performance refers to the person's underlying characteristics (Motives), Traits, Skill, Boam and Sparrow (1992) "Competency refers to the group of behavioral traits a person needs to perform in a given position in order to succeed in his or her duties." Spencer and Spencer (1993) "Competency refers to the basic features (Underlying Characteristic) is a significant personal motives (Motive) trait (Trait) The self-concept. Knowledge, skills that drive or influence a person's ability to perform his or her duties, responsibilities, or situations effectively. S. Anil Kumar (2008) described the performance of a person as influencing performance and / or performance. The nature of the person is that it may be an incentive, a skill or an idea, or the knowledge used in the existence of these attributes may or may not exist in the person. In such a manner, it may be a feature that is not found in the person. In short, performance is the composition of knowledge, emotional skill, and appropriate group of motivations.

In summary, the concept of personnel development is based on performance. It is the development of resources in the organization that is the activity that needs to focus on the results of the person directly, by applying the competencies defined in each job. As a way to develop in a variety of ways to match the context of the job to achieve success in accordance with the vision and mission of the organization, which divided into three parts: education. For future corporate goals Training to enhance current job-related skills and development for the purpose of changing the behaviours of personnel, with a variety of formal and informal personnel development practices, taking into account the context, skills and competencies. Motivation is one of the key factors that an organization must consider in its personnel development. Classification of competency standards for ASEAN tourism professionals is classified into three main categories: General performance and performance.

Workers' Compensation Plan for ASEAN Community (Final Report) The basic competencies of the ASEAN Professional Competency Standards for Tourism Professionals (ACCSTP) are the minimum requirements for the basic competency of professional practitioners. The basic set of competencies is to enhance service in the tourism sector and facilitate the implementation of the MRA in ASEAN Member States. The basic competencies set by ACCSTP include Core Competencies Generic and Functional Competencies, which are detailed for ASEAN tourism professionals, comprising two main areas of study: accommodation and travel. 1. Hotel Services There are 4 divisions in 23 offices. 1) Front Office 5 positions include Front Office Manager, Front Office Supervisor, receptionist Bellman 2) housekeepers 6 positions including Executive Housekeeper, Laundry Manager, Floor Supervisor, Laundry Attendant, Room Attendant, Public Area Cleaner, 3) Food Production, 7

positions include Executive Chef, Chef, Demi Chef, food Commis Chef, Chef de Partie, Commis Pastry, Baker and Butcher. 5) Food and Beverage Service 5 positions include F & B Director, F & B Outlet Manager, Head Waiter, Bartender, Waiter, 2. Travel Services There are 2 departments of 9 positions: 1) The unit (Travel Agencies) 4 positions include General Manager (General Manager) Assistant General Manager (Assistant General Manager) chief travel advice. Senior Travel Consultant (Travel Consultant) 2) Tour Department Tour operation consists of 5 Product Managers, Sales and Marketing Managers, Credit Managers and Ticketing Managers.

METHODOLOGY

Research on Capacity Development for Tourism Industry and Service Personnel According to the agreement on the qualifications of the ASEAN Tourism Professionals of the South Andaman Coast Objectives 1) To study the characteristics and development of personnel competencies in the tourism industry and services of the Southern Andaman Coastal Business. 2) To study the problems, obstacles, successes, suggestions for the development of the capacity of tourism industry personnel and services 3) Study competency development guideline of the tourism and hospitality industry in accordance with the MRA-TP (ASEAN Tourism Professionals) framework for the establishment of the area. Southern Andaman Coast Qualitative Research The researcher conducted the research process.

Phase 1 research study features Personnel performance, development methods, barriers, successes, suggestions, capacity development, personnel in the tourism industry. And services of the South Andaman coast. Conduct qualitative research by analysing the characteristics, competencies, personnel, knowledge, skills, attitudes, methods, problems, obstacles, successes, and suggestions for the development of personnel competencies of the establishments by using semi-structured interviews in in- Depth interview. Based on the basic competency framework for ASEAN tourism professionals (ACCST). The key informants in the research. And the study area. Used in this qualitative research. Scope of key informant's Key informants in in-depth interviews, stakeholders in the tourism and hospitality industry.

To explore the features, approaches, obstacles, successes, and suggestions for capacity building for tourism industry personnel and services in accordance with the MRA-TP Qualification Agreement for Establishments. The four key informants are divided into 1) Hotel service with 12 executives and 62 employees. 2) Travel service with 8 executives and 9 employees. 3) Others associated 1 people from restaurant, 1 people from souvenir shop, 1 people from spa and 1 people from travel business. 3) Tourist group 5 Thai tourists and 5 foreigners, totalling 105 people. Focus Group Discussion with experts. Academics from educational institutions there are a total of 3 professional from the Institute of Higher Education, 2 professional from the vocational education institutes, 1 professional from Tourism Authority of Thailand, 1 professional from the Tourism Authority of Thailand (TAT), 1 professional from the hotel business, and 2 professional from the tourism industry. and 1 professional from hotel business association. Space in the study Space in the study The Andaman coast consists of five provinces: Phuket, Phang Nga, Krabi, Ranong and Trang. Time Scope of Data Collection Studying Capacity Development for Tourism Industry and Services According to the agreement on the qualifications of the ASEAN Tourism Professionals of the South Andaman Coast Study between Jan - August 2018.

Phase 2 Research: Competency Development for Tourism Industry and Services in the South Andaman Coast. Study are set out as a guideline for the development of personnel competencies in the tourism industry and services in the Southern Andaman Coast. Check to confirm the suitability of the capacity development guidelines for the tourism industry and the service sector in the Southern Andaman Coast by the experts then modify the development guidelines as suggested.

Data analysis Qualitative information in the study. Qualitative Research uses secondary data analysis with content analysis, lectures, and tables, based on data from research, evidence, and related research. Validated by Associate Professor Dr. Kanyamon Kanjanataweekul, Advisor The data is collected from all kinds of data, including the study of secondary data and primary data by in-depth interview with key informants. Focus Group Discussion to validate data from in-depth interviews. Analysis (Synthesis) provides meaning. To achieve the objectives of the research.

RESULTS & DISCUSSION

Qualitative information in the study. Qualitative Research uses secondary data analysis with content analysis, lectures, and tables, based on data from research, evidence, and related research. Validated by Associate Professor Dr. Kanyamon Kanjanataweekul, Advisor The data collected from all types of data were collected from the study of secondary data and the primary data were collected by means of interview, analysis and classification of personnel qualities. The stakeholders in the tourism industry in the South Andaman coast to group competencies, knowledge workers The attitude, problems, obstacles, successes and recommendations for the development of tourism industry personnel and services, with the basic information of key informants.

The results of the analysis and classification of personnel competencies by collecting in-depth interviews with stakeholders in the tourism industry in the Andaman Coast. Characterization, competency, personnel, knowledge, skills, attitudes, problems, obstacles, successes and suggestions, competency development, personnel, tourism industry and services. The results of the analysis of the content of the Focus Group Discussion from the experts and Representatives from the government Representatives of the tourism industry in the southern Andaman coast. To check the accuracy of primary data from in-depth To explore the features, approaches, obstacles, successes, and suggestions for capacity building for tourism industry personnel and services in accordance with the MRA-TP Qualification Agreement for Establishments. The four key informants are divided into 1) Hotel service with 12 executives and 62 employees. 2) Travel service with 8 executives and 9 employees. 3) Others associated 1 people from restaurant, 1 people from souvenir shop, 1 people from spa and 1 people from travel business. 3) Tourist group 5 Thai tourists and 5 foreigners, totalling 105 people. Focus Group Discussion with experts. Academics from educational institutions there are a total of 3 professional from the Institute of Higher Education, 2 professional from the vocational education institutes, 1 professional from Tourism Authority of Thailand, 1 professional from the Tourism Authority of Thailand (TAT), 1 professional from the hotel business, and 2 professional from the tourism industry. and 1 professional from hotel business association. Space in the study Space in the study The Andaman coast consists of five provinces: Phuket, Phang Nga, Krabi, Ranong and Trang. Time Scope of Data Collection Studying Capacity Development for Tourism Industry and Services According to the agreement on the qualifications of the ASEAN Tourism Professionals of the South Andaman Coast Study between Jan - August 2018.

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The results of the analysis of the content of the Focus Group Discussion from the experts and Representatives from the government Representatives of the tourism industry in the southern Andaman coast. To check the accuracy of primary data from in-depth interviews. To find out guideline to improve the performance of personnel in accordance with the ASEAN Competency Framework.

Summary of research findings Make a summary by introducing the preliminary findings to the link. The researcher used the research findings to write a link to a summary of each group.

Presentation of guidelines for the development of professional capacity for tourism industry personnel in accordance with the ASEAN Mutual Recognition Arrangement.

Table1. Summary table of research findings, characteristics of personnel competence in Tourism and Hospitality industry.

Knowledge	Skill	Attitude
<input type="checkbox"/> Knowledge of the job Assign (Job Description) <input type="checkbox"/> MRA-TP knowledge <input type="checkbox"/> Knowledge of the arts and sciences in tourism industry and services. <input type="checkbox"/> Diverse tourist behaviour <input type="checkbox"/> Foreign languages <input type="checkbox"/> Tour information <input type="checkbox"/> Knowledge around <input type="checkbox"/> Some jobs do not have to have basic knowledge of education. Just use the qualifications, diligence, integrity, patience, responsibility is enough. <input type="checkbox"/> Positions that require academic skills. The level of performance is based on minimum secondary education. <input type="checkbox"/> The supervisor must have work experience	<input type="checkbox"/> Communication in the job <input type="checkbox"/> Foreign Language Communication in English Chinese <input type="checkbox"/> Human relations <input type="checkbox"/> Teamwork <input type="checkbox"/> Ability to solve problem <input type="checkbox"/> Job Planning <input type="checkbox"/> Process thinking <input type="checkbox"/> Negotiation <input type="checkbox"/> Compromise <input type="checkbox"/> Understanding culture and adapting to the regulations of each organization. <input type="checkbox"/> Work to the different positions of each organization. <input type="checkbox"/> Smile <input type="checkbox"/> Service Personality <input type="checkbox"/> Knowing the poses <input type="checkbox"/> Communication etiquette <input type="checkbox"/> Leadership in change <input type="checkbox"/> Ability to build good relationship between relevant sections. <input type="checkbox"/> Using Social Media and Technology command	<input type="checkbox"/> Positive attitude <input type="checkbox"/> Love in Hospitality and Tourism job <input type="checkbox"/> Respect to the team organization and colleagues <input type="checkbox"/> Optimism, volunteerism <input type="checkbox"/> Manage own emotions in service. <input type="checkbox"/> Be diligent, honest, patient, punctual <input type="checkbox"/> Responsibility <input type="checkbox"/> Know how to please him to care for us. <input type="checkbox"/> No denial of service <input type="checkbox"/> Be ethical in conducting business honest and responsible

From the findings. Researchers have created a picture of the characteristics and methods of developing the capacity of tourism industry personnel and services under the framework of ASEAN.

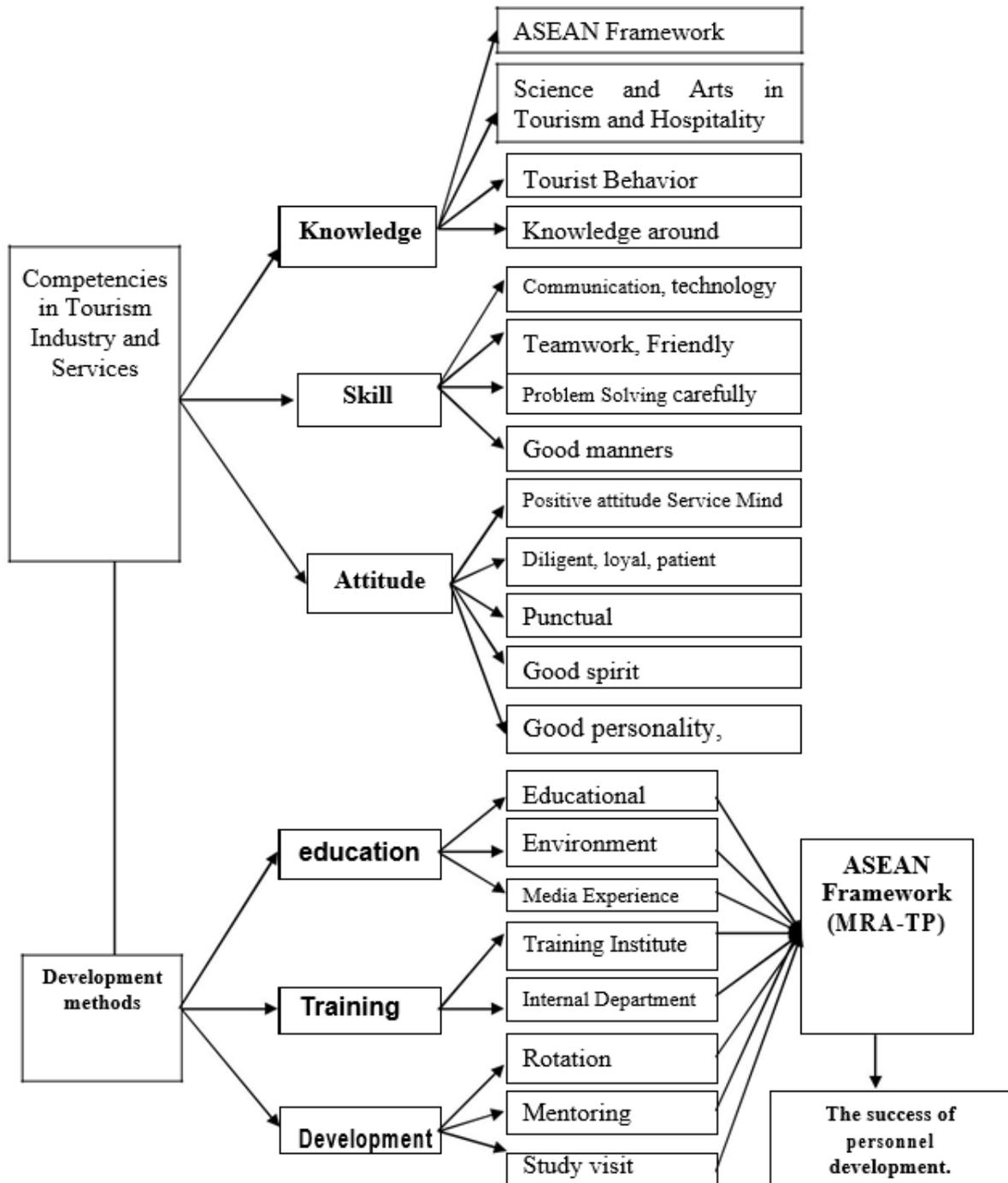


Figure 1. Characteristics and methods of developing the capacity of tourism industry Personnel and services under the framework of ASEAN.

The results of qualitative data collection, brainstorming sessions from qualified persons. Representatives from the public sector and representatives of operators in the tourism industry and services to verify the accuracy of information and to find guideline to improve the capacity of professional personnel in the tourism industry and services. The researchers found that the success of human resource development can be attributed to the establishment of networking partnerships between Enterprises. Educational Institution Training and Development Institute Government agencies By the government Create awareness, policy, promotion and development of personnel competencies of enterprises. With the publicity of the ASEAN Professional Competitiveness Framework, the results are tangible and tangible. Academic institutions bring ASEAN competency into the curriculum. Organization of the ASEAN Competency Framework in Job Description Training Institute Design Training Course with ASEAN Competency Framework The link is shown as follows.

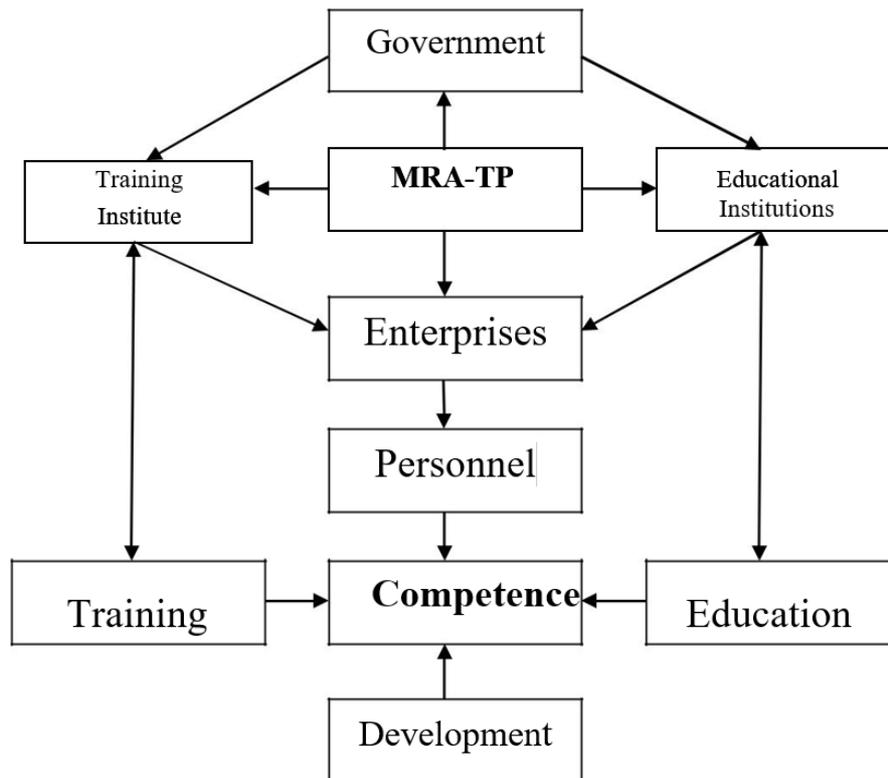


Figure 2. Awareness of Developing Personnel Competence in Tourism and Hospitality Industry under ASEAN framework of Enterprises in Andaman Coastal Provinces

CONCLUSIONS & IMPLICATIONS

Based on the study of the characteristics and the development of competencies, the personnel of the tourism industry into the 32 positions as a whole.

The performance of personnel and the development of personnel competencies in the tourism industry and the service sector of the Andaman coast of the 32 positions were found to be similar.

1. Position Manager Front Office (Front Office Manager) found that the need to know. Variety of service providers and service recipients. Travel behaviour, relationship management, and diversity in the workplace. Manage the team effectively; communicate skills, language skills, leadership, and attitude. There is justice, discipline, honesty, punctuality.
2. Front Office Supervisor found that the knowledge of customer care. To work in the communication, coordinate with departments. Hotel knowledge Communication skills, English, Chinese, attitude, love and understanding, service, diversity, customers and colleagues. Attitude to the organization. Service Mind calm.
3. Receptionist (Receptionist) found that need to know. The hotel information is correct. Good command of written and spoken English. The pressure from all parties to communicate with all parties, attitude, love, service, tolerance, optimism. Get the mood of the customer. Have a cunning to solve.

4. The Telephone Operator is found to have knowledge. General information of the hotel is correct to answer the questions of the contact. Communication skills Foreign languages English Chinese language Customer related languages Good interpersonal skills, service attitude, patience, optimism, volunteer spirit.
5. The Bell Boy staff of Baggage (Bell Boy) found that the need to know. About the customer diversity of the baggage technique. Good command of spoken and written English.
6. Executive Housekeeper Manager of Housekeeping department Housekeeping found that the hotel maid must have knowledge. How to use the device How to use clean chemicals and clean. Cleanliness of the room Take care of the surroundings of the hotel. The order of employees in the department. Customer Safety Develop yourself and your followers. Good command of spoken and written English. Leadership Priority, high responsibility, good personality. Have a passion for the job. Happy to work teamwork.
7. The manager of the laundry department (Laundry Manager) found that the knowledge of how to use a variety of chemicals, care for fabrics, analyse the problems with the fabric. Have skill, fast, thorough, clean, organized, and intelligent, solve the problem correctly, be fast and fast, have a good attitude, diligent, patient and responsible.
8. Room Supervisor (Floor Supervisor) found that they have knowledge about the room, both inside and outside. Cleanliness The use of chemicals Employee Care Fluency in English Clean, thoughtful, honest, teamwork. Communication between departments. Have a good attitude towards the team and the organization. Personalize your work. Do not play at work time.
9. Laundry Attendant found that the knowledge of the use of chemicals to remove stains from stains from things such as water, ink, lipstick, etc. on a variety of fabrics. Able to work under pressure, hardworking, good teamwork, good interpersonal skills. Room Attendant is required to have knowledge of procedures. How to make a room as defined in the hotel system. More knowledge to make the room look better. Have quick skills responsibility Language for communication with customers is honest attitude. Responsibility.
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11. The staff of the public clean room (Public Area / Cleaner) found that the knowledge to manage the general area of the hotel clean. Have skills, speed, cleanliness, prudence, love attitude in the job.
12. Executive Chef found that the knowledge needed to prepare new dishes. Analysis of consumer demand behaviour. Cost Management Allocate and control manpower Planning department Culinary Training for Employees Leadership skills, communication, coaching, coordination, love attitude in the profession. To work with. Cooking Ideas Clean discipline.
13. Demi-Chef found that it was necessary to have knowledge, control, cost, check, order picking, cleaning, cooking, coaching, positioning, and interns. Have skills in using office equipment, using computers for communication by mail, having a keen sense of observation, having a common goal attitude, teamwork in the same direction.
14. Commis Pastry found that the knowledge to control the cost of making desserts. Bakery Calculation of liquid starch with rapid skill. Cunning Have a passion for the job.

15. Chef de Partie found that there was a need to know how to control the cost of making a recipe. Solving the problem of making soup sauce, control food in the same direction. Communication skills Transfer of knowledge in team work Have a positive attitude, be careful of words, work as an emotional control team, have fun with the job.
16. Commis Chef found that the knowledge of cooking. Check the workplace cleanliness, prepare raw materials and souvenirs. Good command of spoken and written English.
17. Baker found that cost control knowledge was needed. Dessert preparation Bakery Calculation of flour, fluid, skill, speed, wit, attitude, love in the job.
18. Butcher's position is that there is a need to know about meat. Prepare meat. The food menu is skilful, diligent and careful. Working as a team with a positive mind-set in positive thinking.
19. The Director of the Food and Beverage Director found that the knowledge of food and beverages, cost control, recipe management, sales management to achieve the specified criteria. Schedule the department's work. Leadership skills, problem solving, menu design, food and beverage. Promotional Customer Behaviour Analysis, Coaching, Personnel Development Have a good viewpoint. Optimistic teamwork.
20. Food and Beverage Manager (Food and Beverage Outlet Manager) found that the knowledge of service. Food & Drink How to Work Discipline Employee Performance Leadership, service, coaching, attentive attitude, service
21. Head Waiter found that the knowledge of food and beverages on the menu. Customer service skills. Foreign Language Communication Able to work under pressure.
22. Bartender found that the knowledge of various beverage services. Mixing Techniques, Problem Solving Skills, Speed Accuracy Foreign Language Communication Service minded Good interpersonal, hardworking, honest
23. Waiter service has been found to require knowledge of the service. Order pick Food and Drink Menu Have skill Foreign language communication, cheerful attitude, service minded, hard-working, honest, patient..
24. The general manager (General Manager) of Travel service found that the knowledge in the job well-versed in the problem-solving skills, speak English well. Good command of spoken and written in English. Have a passionate attitude in the service. Tourism is ethical. Communicate with the right information.
25. As an Assistant General Manager, we need to have the knowledge and experience in the field of tourism. The whole system of job training, staff evaluation. Interaction between employees Reporting to managers Communication skills, coordination, problem solving, wit, attitude, love in service. Works with a variety of people.
26. Senior Travel Consultant Must have knowledge, product and service, customer behaviour, a wide range of knowledge. Update news Customer service solutions provide guidance as mentors, staff below, and new employees. Analyse the situation To meet the needs of customers and all parties are right. Good command of spoken and written English, good command of English, computer literacy, good command of English and computer literacy.

27. Travel Consultant (Travel Consultant) found that the knowledge of travel product in all categories and other knowledge such as visa, behaviour, tourists, various knowledge around. Good communication skills in both spoken and written languages. Communication technology equipment is very good. Have a passionate attitude in the service. Like help Like to offer information, diligence, perseverance, knowledge. I know honestly, honestly, ethically.
28. The manager of the Tour Manager (Tour Manager) found that the knowledge of tour experience in all aspects, coaching and care for the staff. Have skills, experience, knowledge in the right job, communicate both spoken and written language with all relevant parties. Have a passion for service. Like traveling, enjoy the smart offer.
29. Sales and Marketing Manager (Sales and Marketing Manager) found that the knowledge, information, products and services. Pricing, Quotation Offer sales, meet both domestic and foreign customers. Have good communication skills. Interpretation of foreign languages, good human relations. negotiation Wise Have a good attitude, honest, ethical, negotiable. Compromise
30. Credit Manager (Credit Manager) found that the need for accounting knowledge. Customer Behaviour Analysis Communication skills Foreign language Speaking and writing negotiation Compromise has a loving attitude in work, diligence, integrity, patience, responsibility, witty decision.
31. Ticketing Manager found that the knowledge needed to use the flight reservation system. Check out the visa issuance tickets. Insurance provides customer information on ticketing, check-in. English proficiency Communication skill in using seat reservation system. office equipment Touch-type communication device Have a passionate attitude in the service, have a flair, patience, honest responsibility.
32. Product Manager (Product Manager). Must have knowledge of tourism product evaluation, negotiation, and product development. Ability to communicate in foreign languages, coordination, negotiation, negotiation, negotiation Have a good attitude, hardworking, hard working.

Based on a study of document surveys. In-depth interview and brainstorming. Involved with the knowledge, skills and attitudes that will enable each job to succeed in the job will vary according to job position. The MRA-TP's centralized performance framework is that most operators and employees do not know the details. While government agencies have developed a professional competency standard for ASEAN tourism, there is still a lack of public awareness about the policy implementation. Some educational institutions give importance to and apply professional standards to the curriculum. The establishment and the employees are working. There is no information and details of the standards in the ASEAN Framework Agreement. Therefore, the link between professional performance standards has not been established. This may be due to a lack of awareness about ASEAN. This is consistent with the results of the study. When studying the Thai workers, how did they get into the AEC A survey of 2,170 students from leading universities in 10 ASEAN countries showed that Thai students had attitudes and knowledge. This is a low level compared to other ASEAN students. And when asked how familiar with ASEAN is, 68 percent are familiar, but when asked whether they know about ASEAN or not, only 27.5 percent of Thai students are the last in ASEAN member countries. It shows that perceptions and attitudes towards the implementation of the ASEAN Competency Framework are still very low. The government agencies. Educational institutions and related associations need to push and promote such matters to reach the students. Operator In addition, the tourism industry will be more closely linked to the region.

There is a shortage of personnel and the need for assistance from workers involved in labour production and the development of personnel who come to work in the workplace. Human resources are the key to driving the tourism business in all areas, with the many features and skills needed, especially for foreign-language communication in Thailand, compared to those in ASEAN. Post Today Day 2012 said that tourism is an industry that brings revenue into Thailand. If the ASEAN Free Trade Area Thailand may be profitable because of the operators. Good command of English and computer literacy. Some employers expect that Thai workers will lose more than 80% of their workforce if they are free. However, Thailand is not willing to liberalize tourism because it can have a long-term impact on Thai workers. Together Because skilled labour cannot compete in the labour market in other ASEAN countries. This is different from the analysis of the Yu. In the preparation of the ASEAN Tourism Workers' Forum, it is important to emphasize the strengths, weaknesses and development of people in order to create a balance in the labour market. For example, a hotel worker needs to gain language knowledge. In English Should know other languages. As for travel agents, such as those who travel. Or manager It should raise the level of knowledge about history, geography, expertise, tourist destinations. However, if the liberal ASEAN workers will make it to foreigners to take the Thai people. Should not worry too much. Even though it is certified in accordance with ASEAN standards. However, practitioners must also comply with the relevant regulations and requirements of the country where they work. Applying for a work permit for a foreigner should be prepared. And travel to support free labour ASEAN. By focusing on increasing the capacity of both new and old workers, the higher education and vocational institutions, both public and private. Developing a curriculum that strengthens weaknesses and improves the working group. Should practice continuously since 1-4, communicate more than 3 languages. Do not worry about foreign work. Because the conditions are not easy. The return of the ASEAN group is also not incentive. However, the safety measures of tourists are unclear. It may be a major obstacle to the business of tourism is Thailand. Therefore, the development of human resources to enhance the readiness of the competition is accelerated. The proposed development approach should also focus on the issue of the opening of the ASEAN Economic Community. It should be reinforced by colleagues on how weaknesses, strengths, and synergies exist in coordinating the linkages, learning the client, learning the behaviour of tourists and the nature of the people in each locality. Management of their own tourism. This is because working in the tourism business requires the accumulation of experience and expertise. Basic human resource development is a necessity for individuals to learn from the institution, but entrepreneurs need a development approach that can link the experience to the learning experience. In the current course, the entrepreneur sees that it can be used in the real world.

Therefore, the establishment requires the relevant agencies. The educational institution is responsible for the production of graduates. Training institutes help with training, development, training, knowledge, skills, attitudes, and skills needed to work in the workplace. Self-sustaining self-sustainability.

Recommendations for this research.

The research on the development of tourism industry personnel and services under the ASEAN Tourism Facility Recognition Agreement of the Southern Andaman Coastal Region has the following suggestions:

1. Based on the results of the research, the characteristics of the knowledge workers are diverse. Therefore, it should encourage the development of personnel to have knowledge in the arts and services to meet the needs of various tourist services to meet the objectives of the service. The emphasis on knowledge management for human resources and human resources can be used to select and develop personnel. Performance attributes that match the characteristics of the tourism industry.

2. Characteristics of Skilful Personnel Skills. Human relations Therefore, it is advisable to develop effective communication skills to enhance the competitiveness of the service.

3. The study of the characteristics of personnel performance, the attitude is very positive, personnel must have a positive attitude. Therefore, it should promote and encourage the introduction of human interaction features. Teamwork Service mind and personality for service. The smile. Care and follow up service, which is a basic feature of Thai people who are different from other countries to create advantages in the work.

4. Study of problems, obstacles, development of competencies, personnel in the tourism industry and services of the most common establishments are new employees who lack experience. In addition, the service is a task that requires the knowledge of different skills in each job. In training, training should focus on the issues that can be put into practice in each job and in the appropriate time. In addition, tourism operators and service providers can bring obstacles to the development of their respective contexts in order to plan the development of personnel competencies.

5. The study of barriers to human resource development in the ASEAN framework is a lack of information on ASEAN benchmarks. Therefore, public relations should be planned to raise awareness of the application of the ASEAN Competency Framework. The strategic planning of integrated marketing and information technology to apply for public relations as well as customer relationship management.

Suggestions for Next Research

The study on the development of tourism industry personnel and services in accordance with the ASEAN Tourism Facility Recognition Agreement of the South Andaman Coast The researcher would like to propose that the following researches will be considered.

1. Due to this research, most operators and employees do not have information about the ASEAN Tourism Competency Standards. They do not see the importance and lack of interest in the development of capacity to support labour mobility. Should be studied. "Awareness-raising strategies for the application of ASEAN benchmarks to the practice of professional workers in the tourism and hospitality industries". Southern Andaman Coast"

2. This research found that most of the businesses in the southern and southern provinces of Andaman Coast are small and medium-sized businesses with limited capacity to manage internal staff development. It should be studied "the development of competencies in tourism industry and services of small and medium enterprises in Southern Andaman Coast".

3. This research was a qualitative research that found there were limitations in the population and the sample that was not covered. It should be studied in the form of integrated research methods to obtain a more precise answer. The development of a model for the development of competencies in tourism industry and services in Thailand.

4. This study found that the travel business establishments were not clear about the organizational structure. There are no vacancies in the ASEAN Tourism Forum. Therefore, it should be studied "Tourism Organization Management Strategy to Support Professional Capacity of ASEAN Tourism Professionals"

5. This study found that employees in the tourism industry and services sector are turnover relatively high. it should be studied The "Employee Engagement Strategy for Organizations in the Southern Andaman Coast Tourism Industry and Services"

6. This study found that Demand for personnel development in tourism industry and services is high. So should study. "Success Factors, Business Management, Training Institutions, Personnel in Tourism and Services in Southern Andaman Coast"

7. This study found that there is also a lack of linkage to the network of management, human resource development in the tourism industry and services. It should be noted that the "Strategies for Developing Links between Networks for the Establishment of Competency Standards for Tourism Industry and Creative Services in the Southern Andaman Coast"

8. This study it found that businesses in the tourism industry and services were diversified in the context of business size. The management style of personnel development is complex, so it is important to study the "integration model of teaching and learning in the workplace. To develop human capital in the sustainable tourism industry. "

9. This study it found that businesses in the tourism industry and services are diverse in the context of Identity tourism in different areas makes the management model. Customer service has a variety of complexities. "Marketing strategy, development of tourism management model should be studied.

10. This study found that the tourism and hospitality industry is diverse in the context of different tourist identity in different areas, thus differentiated management styles should be studied. "A Model for Developing Competency Competencies for Business Diversification in the Tourism Industry and Services in the South Coast of Andaman Coast."

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THE STATE AND ETHNOSCAPES IN HERITAGE TOURISM: LITTLE INDIA OF SINGAPORE AND GEORGE TOWN

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ABSTRACT

The historical multicultural traits of cities in the Malay Peninsula had allowed for the creation of ethnoscapas serving the needs of various communities. Although cultural tourism is growingly recognised for its tourism prospects and commercial value, it also serves the needs of states for its national identity. Established from similar roots, Little India of Singapore and George Town, Penang had come to be associated with diverging needs for both cities. The Little India of Singapore is a reconstruction by the state to confirm to its state identity while tapping into the potentialities of ethno-tourism, while the placement of the ethnoscape in George Town is part of a broader heritage identity. This research seeks to understand the roles played by the state in the placement of Indian identity for heritage tourism in Singapore and contrast that with George Town. Based on this understanding, a framework for state engagement in solidifying Little India in George Town's heritage tourism narrative would be proposed.

Keywords: Little India, Heritage Tourism, Statism, Ethnoscapas, George Town

INTRODUCTION

Plurality of culture celebrated amidst coalesced nation states in South East Asia had created a unique historical identity for both Malaysia and Singapore. Enclaves such as Chinatown and Little India, created by immigrant communities provided for the preservation of culture and languages despite the entrenchment of post-independence national identities. Heterogeneous in its makeup, the Indian community in South East Asia are well represented as a visible minority in Malaysia and Singapore. Sharing similar historical background, the contrasting path of both nations post-independence had allowed for divergent interpretations of cultural identity to be adopted as the national narrative. The involvement of the state in shaping Indian ethnic historical narratives is also apparent in how heritage enclaves are packaged for tourism, evident in the Little India of Singapore and Malaysia.

Driven by the need to consolidate its global identity, Singapore tapped into its multicultural foundation in recreating its ethnoscapas as part of its state identity and turning it into tourist attractions. Whereas in Malaysia, ethnoscapas abound in major cities although only select few are clearly marketed for tourism. Comparable with the Little India of Singapore, its counterpart in Kuala Lumpur attracts intense state engagement in renewing it for tourism (Hazmi Bachek, Zainudin, & Ain Haron, 2014; Khan, 2015). Nevertheless, this study focuses

on the Little India of George Town due to its richer intra-ethnic history as the first Indian ethnic enclave (Yeoh, 2009) in Malaysia as well as its location within a UNESCO World Heritage Site (WHS).

Sharing similar roots with Singapore, state led efforts in place making Little India of George Town in Penang is constrained by its placement as minor polity against the wider Malaysian national identity. This paper is driven by several objectives. It seeks to understand the roles played by the state in the placement of Indian identity for heritage tourism in Singapore and contrast that with George Town. Based on this understanding, a framework for state engagement in solidifying Little India in George Town's heritage tourism narrative would be proposed.

Little India of Singapore and Penang, Malaysia

The city of George Town, Penang, Malaysia and Singapore were established as trading ports in late 18th and early 19th century as part of the British expansion into the Malay peninsula. Attracting regional settlers, immigrants naturally banded together in ethnic enclaves. However, the colonial government were more pro-active in the creation of ethnic spaces in Singapore as opposed to George Town. As noted by Dobbs, (2003) and Heng, (2016), colonial authorities in Singapore allotted zones within the city based on racial and occupational factors while in George Town, communities tended to organize themselves creating seamless, ethnically diverse shared spaces (Pieris, 2017). Given Singapore's current status as a nation and Penang as a state under Malaysia, the cultural and historical similarity between the Little India in both cities are well marketed for heritage tourism. Nevertheless, the enclave in George Town rides on its WHS status although its visibility is shrouded by its counterpart in Kuala Lumpur (Avineshwaran, 2015).

LITERATURE REVIEW

Ethnicity, as an aspect of cultural identity is included in tourism discourse cautiously due to its fragmented (Yang & Wall, 2009a) and compartmentalized nature (Burns & Novelli, 2008). In an effort to create a dominant national culture, states may utilize tourism in co-opting peripheral culture into singular national identity (Hall & Oehlers, 2000; Henderson, 2002). However, using ethnic culture as a tourism commodity distorts community identity by allowing repurposing of cultural activities for commercialization (Diekmann, 2015). Moreover, state authorities had also created or invented new cultural activities to confirm with the nation's idealised image for tourism (Allerton, 2003; Hitchcock & King, 2003). Utilizing this method, state authorities can build a national narrative that will seamlessly tell the story of the nation to a wider audience.

Nevertheless, utilizing ethnic culture and cultural settlements for ethno-politics had been critically explored by some scholars (Pickard, 2008; Xie & Wall, 2008). Described as ethnoscaples, idealised multicultural cities that fits into a national narrative often face the issue of social and economic inclusiveness (Appadurai, 1996; Diekmann, 2015; Diekmann & Smith, 2015; Edwards, Ho, & Choi, 2017; Miura, 2018). This is especially so when cultural bias may favour a narrative that is adopted by the state over others, leaving out the voices of communities in the peripheral. Arguably, the visibility of ethnoscaples in tourism is dependent on its inclusiveness by the government in the cultural narration associated with the nation (Henderson, 2002, 2012; Yang & Wall, 2009b; Yeoh & Kong, 2012).

ARGUMENTS FOR THE RESEARCH

Indian ethnic enclaves in both cities functioned as a mixed commercial and living space for settlers in the city, building a distinctively Anglo-Indian and Chinese townscape over the years. Nonetheless, as Singapore embarked on a form of high-modernist urban renewal, much of its traditional dwellings were levelled over and replaced with monotonous buildings (Yuen et al., 2006). Realizing the loss of culture and the need to retain tangible aspects of national culture while tapping into the potentialities of heritage tourism, certain parts of Singapore were restored and renewed (Yuen & Hock, 2001; Yung, Zhang, & Chan, 2017).

Regardless, the choice of reverse orientalisng Singapore after decades of efforts to confirm to a more internationalised image is seen to be ambidextrous (Ooi, 2010). Johnson, (2009, p. 189) noted that "ethnic cultural expression and heritage precincts" only attain "real value when proscribed and profitable". As such, the recreation of Little India's identity in Singapore fits dual-role, namely to align with the national historical narrative, serving a nation-building role and to create idealised image for the purpose of heritage tourism (Henderson, 2008; Kong & Yeoh, 2003; Yeoh & Kong, 2012).

The establishment of the Indian Heritage Centre (IHC) in 2015 is a prime example of state involvement in co-opting Indian cultural identity in Singapore. It serves as "a springboard for visitors to explore Little India, enjoy the sights, sounds and scents of the historical precinct" (Nair & Lin, 2011, p. 6). By creating the IHC as a central hub, the state through the Singapore Tourism Board (STB) and National Heritage Board (NHB) presented Little India as an ethnoscape with all the hallmarks for heritage tourism.

Moreover, the state is actively supportive of the Little India Shopkeepers and Heritage Association (Lisha)'s annual lighting up of Serangoon Road during Deepavali, which is turned into another tourist attraction for the heritage enclave (Hong, 2017). Although there are some arguments claiming that the Little India of Singapore is "less Singaporean" as the ethnoscape is not frequented by locals (Phua, Berkowitz, & Gagermeier, 2012; Richmond, Harper, Parkinson, Rawlings-Way, & Watkins, 2010), the authenticity of Indian culture is still reflected in the vibrancy of its "old style recipes to dance, art and literature", making it a viable alternative for a "short experience of India" (Phua et al., 2012, p. 1257).

Retaining a more cosmopolitan character, Little India of George Town is an integral part of the inner city. As noted in Jenkins, (2010), ethnic enclaves in George Town are centred around specific places of worship while the vast majority of spaces are interchangeably shared. When it comes to the promotion of tourism, Little India does not stand distinctly from the heritage enclave in general. In effect, the state's effort in enhancing George Town's Little India in 2004 met with resistance from some traders although various stakeholder's were co-opted in the beautification project (Jenkins, 2010).

As such, there is a clear disparity with the state-centred approach adopted in Singapore against those of George Town in spatializing Little India for tourism. Conversely, Little India of George Town lacks a centralized intervention to its minor status against the larger national narrative. Funding and political limitations hamper efforts to solidify ethnoscapas in George Town, due to the centralized nature of governance in Malaysia. Undeniably, efforts are afoot with the listing of George Town as a WHS, yet the sole cultural centre of Indian heritage is located in the grounds of the Hindu Endowment Board away from the heritage enclave. Tourists intent on exploring Little India in George Town experience just the commercial aspects of the site, lacking a concise understanding of the ethnoscape.

Amidst its placement as a global financial hub and paraded as an icon for modernism (Ooi, 2011), Singapore's ability to retain and consolidate its ethnoscapas for tourism and nation building needs to be understood in contrast to George Town. This ensures that George Town's Little India and Indian heritage remains relevant in its future tourism discourse as Penang becomes economically expansive.

METHODOLOGY

To achieve its objectives, this research would employ interpretative epistemology (Bevir & Rhodes, 2003; Stark, 2015) by undertaking semi-structured interviews targeting selected state actors. This approach would elicit responses that are narrative-driven, primary data that "accounts for actions, practises and institutions by telling a story" (Bevir & Rhodes, 2003, p. 20). Although there is a risk of being inundated with massive transcribed data, this method induces "rich detail at the agency level" (Bevir & Rhodes, 2003, p. 40), aiding in the creation of a framework at a micro level.

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IDENTIFYING TOURISM POTENTIAL OF GANGANI, INDIA; A SWOT-AHP APPROACH

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ABSTRACT

The sustainable development of backward areas having tourism potential depends on identification and subsequent development of nature. If the resources of that area are utilised systematically with proper care, it will not only augment the socio-economic scenario of that region but will bring various scopes to improve its singularity. It can be a hub of tourists that will help to attract the people who love to spend time amidst nature and thus it will be a source of income. Gangani of Garbeta town in Paschim Medinipur district is such a place characterized by typical Badland topography with rill and gully erosion. The hostile environment hinders the prosperity of agricultural opportunity. An attempt has been made in this paper to assess the tourism potential of the study area by using SWOT analysis and AHP as a combined method and the results show remarkable chances of that area to be emerged as a Nature based tourism centre.

Keywords: *Nature based Tourism, SWOT, AHP, Backward Area, and Sustainable Development*

INTRODUCTION

The global spread of tourism creates economic as well as employment benefits in many related sectors starting from construction to agriculture or telecommunication (World Tourism Organisation, 2009). As per UN's World Tourism Organisation the tourism industry provides worldwide 6 to 7 percent direct jobs and millions more indirectly through its multiplier effects. It is basically a service oriented industry and unique amalgamation of many channels pattern. Like other industry the tourism industry also needs a proper strategic plan for its upper most success. Due to the uniqueness of spatial structure of tourism, problems related to its development should be looked upon at local and regional level. As this industry is multi-dimensional in nature, so the policy makers and the planners need to identify and evaluate the strategic factors that either help or make difficulties to explore the full potentiality of an area that could be a tourist destination. The biggest advantage of pre-defined strategic factors is that it helps the policy makers to explore the different areas of management, gives the power of acumen to investigate the importance of individual components within the enterprise and allowing them to induce appropriate action. With an aim to explore the full potentiality of a tourist destination, policy makers should concentrate on future goals depending upon the strengths and turn tendencies associated with weaknesses. Response to the internal strengths and weaknesses are therefore an important component of strategic management (Houben, G.,

Lenie, K., Vanhoof, K., 1999). Nature based tourism in both rural and more remote location need much more attention in both developed and developing countries and also in economically impoverished regions around the world. Although now a day's nature based tourism possesses a smaller portion of world tourism emporium, but it is recognized as one of the fastest expanding markets (Eagles, 1998, 2001). So with an aim to boost up the socio-economic condition of these remote areas having such potentiality planners and policy makers need to plan in a proper strategic way.

Being a miniature of India, West Bengal possesses a large variety of nature-based tourist destinations. But greater portion of this natural habitats are still uncouth. Gangoni (coordinates 22° 51' 18" N to 22°51' 30" N latitude and 87° 20' 20" E to 87° 20' 28" E longitude), popularly known as "**Grand Canyon of West Bengal**", of Garbeta town in Paschim Medinipur District of West Bengal is one of such unexplored natural area which has a huge potential to become a major nature-based tourism destination of this state. Gangoni constitutes the hidden beauty of nature in the form of badland. It is one of the most wondrous badland within Bengal as well as in India. The area is totally unusable for agriculture and other usage due to immense run off, sheet, channel, rill, and gully erosion. In this condition only the development of nature based tourism through a proper strategic plan in this area can animate both the local community and the natural habitat. The present study has made an attempt to develop a proper strategic plan with the help of SWOT and AHP combined method to explore the tourism potentiality of such a rummy nature based tourist destination.

LITERATURE REVIEW

The planning process of assessment of tourism potentiality is a critical job (Murphy & Murphy, 2004). To evaluate the tourism potentiality of a given region tourism planners tend to use a straight forward approach i.e. SWOT Analysis Method. The contribution of Mazanec (1986) in the field of strategic decision making in tourism is very much appreciated. Applying formal method along with involvements of experts in the domain of strategies in tourism can be noted in the works of Lee and King (2008). Swot analysis method is very much helpful to assess the tourism potentiality in different levels (National, Regional and Local) (Collin-Kreiner & Wall, 2007). SWOT analysis method is advantageous as it identifies the strengths and weaknesses as internal factors and examine the opportunity and threat as external or contextual factors to prepare a better strategic plan (Lawhead et al., 1992: as cited in Collins-Kreiner & Wall, 2007), but some authors still criticise this method as it cannot quantify the effects of weight and strategic factors on alternatives (Osuna, E.E., Aranda, A., Combining SWOT and AHP techniques for strategic planning, ISAHP 2007). Only through SWOT analysis approach the possibility of a comprehensive evaluation of strategic decision making is very low. To overcome this situation and to contribute a more qualitative decision making in situations of risks, incertitude, difference of factors and judgments, Thomas L. Saaty proposed AHP method (Saaty and Vargas, 1982). From 1983-2003, more than 140 publications were released in prestigious international scientific journals where AHP method is applied for the selection, evaluation and decision making (Vaidya, O., Kumar S., "Analytic hierarchy process: An overview of applications", European Journal of Operational Research 169(1): 1-29. 2006). The prime benefit of using AHP method in strategic development is that it can include more criteria for variables, i.e. to incorporate objective and subjective factors which influence the decision (Golden et al. 1989). The work technique of AHP mainly depends on characteristic values and characteristic vectors (Pavlovic and Markic, 1996).

To overcome the disadvantages of SWOT analysis, it is connected with AHP. As a result the obtained hybrid method i.e. SWOT-AHP produces quantitative values for SWOT factors (Jeon, Y., A., Kim, J.S., An Application of SWOT-AHP to develop a strategic planning for a tourist destination, 16th Graduate Students Research Conference, Houston, Texas, 6-

8.01.2011). Strategy formulation in the realm of tourism by using SWOT-AHP as a combined method can be observed in many works such as Wickramasinghe and Tankano (2009) and Osun and Arand (2007). Use of AHP in SWOT analysis not only helps to understand the analytical priorities of factors but also helps to compare them mutually (Kurttila et al. 2000). Following the basic steps of this hybrid method i.e. SWOT-AHP, the present study has made an attempt to formulate some basic strategic plans with a motive to develop the tourism scenario of the study region as it is still to be evaluated by the tourism planners.

STUDY AREA

Gangoni of Garbeta Town in Paschim Medinipur District of West Bengal extends between 22° 51' 18" N to 22°51' 30" N latitude and 87° 20' 20" E to 87° 20' 28" E longitude, shrouded mostly by lateritic soil which is very infertile in nature. The area covered a volume of 3.5 sq. km and renowned for spectacular ravine development on the concave right (northern) bank of Shilavati River (Bandyopadhyay, 1988). The area is characterized by sub-tropical humid climate with three distinct seasons i.e. (a) Pre-Monsoon (March to June), (b) Monsoon (July to October) and Post -Monsoon (November to February). The ideal time for the tourists to visit this place is during Post- Monsoon period i.e. from November to February.

OBJECTIVES

The prime objectives of the present study is to

1. Formulate some basic strategic plans to improve the tourism scenario of the study region in a sustainable manner.
2. Identify the major weaknesses and threats that create barrier in developing the area as a tourist destination

METHODOLOGY

To meet the objectives, the present study has used a hybrid of SWOT-AHP method which has been used previously by many authors (Kurttila, M., Pesonen, M., Kangas, M., Kajanus, M., 2000 and Yuksel, I.,Dagdeviren, M., 2007). SWOT, acronym of strength, weakness, opportunities, and threats, is the most used tool for analysing internal and external factors that enable to achieve a systematic approach and provide supports in solving certain complexity in strategy formulation (Kotler, 1988). This method is applied both of its normal and advanced versions such as TOWS (Gonan Bozac, 2008). SWOT is one of the most widely used methods by the tourism planners for creating strategies (Kurttila, M., Pesonen, M., Kangas, M., Kajanus, M., 2000). After identification of strengths, weaknesses, opportunities and threats through SWOT analysis method policy builders or the planners can set up a strategy focussing on strengths; eliminate the weaknesses and exploiting its capabilities to fight against threats. The information obtained through SWOT analysis is presented in a systematic matrix form and the different combination of four factors of the matrix can help to determine a strategy that will mean long time progress. In present study author identifies the strengths, weaknesses, opportunities and threats of the study area with the help of an expert team of tourism headed by Dr. P.K. Mandal who has done his research work on this area. The findings are presented in Table No. 1.

After identifying the factors through SWOT analysis author uses SWOT-AHP as a hybrid method. This hybrid combination used in several previous studies to improve the usability of a SWOT analysis as AHP quantitatively determines the importance of factors in

SWOT groups (Kurttila et.al.). Recently the SWOT-AHP as a combined method has been used by Kahraman et.al. to prioritize the SWOT factors and to decide and evaluate alternatives strategies of e-government (Vaidya,O., Kumar, S., 2007).

Steps of SWOT-AHP method:

According to YEON and Kim there are four steps of SWOT-AHP method. These are-

- a) Conducting a SWOT analysis.
 - b) Comparing in pairs between Swot factors within each SWOT groups.
 - c) Comparing in pairs between the sub-factors of four SWOT groups and
 - d) Formulating strategies based on results. (Osuna, E.E., Aranda, A., 2007).
- All these steps are followed in the present study and elaborately discussed in next part.

RESULTS AND DISCUSSION:

Application of AHP method on SWOT factors:

The AHP method has been applied to the SWOT factors through following steps:

Step I:

SWOT Analysis:

Author with the help of the expert tourism team identifies the relevant internal and external factors of SWOT analysis. These are shown in Table No. 1

Before applying the AHP method to the SWOT factors author makes sure that the sub-factors of SWOT groups do not exceed 10 because the number of comparisons in pairs will rapidly increase.

Table 1: SWOT Analysis of Tourist Destination of Gangani.

<p>STRENGTH (S)</p> <ul style="list-style-type: none"> a. Natural Beauties: (S₁) Spectacular scenic beauty with ravine development on the northern bank of Shilavati River. b. Geotourism Site: (S₂) Prevalence of sheet, channel, rill, and gully erosion can promote the area as a major Geo-tourist hub. c. Mythological and Historical Aspects (S₃) d. Absence of major economic activities (S₄). 	<p>WEAKNESS (W)</p> <ul style="list-style-type: none"> a. Shortage of professional management. (W₁) b. Absence of other diverse services related to tourism. (W₂) c. Previously blemished as an active maoist area. (W₃) d. Popularity as a picnic spot. (W₄) e. Maltreatment of local youth to tourist especially with female tourists. (W₅) f. Poor coordination between tourism authorities. (W₆)
<p>OPPORTUNITIES (O)</p> <ul style="list-style-type: none"> a. Potentiality to become a major Nature based as well as Geo-tourist destination. (O₁) b. Scope of improvement of socio-economic situation through the development of tourism scenario. (O₂) 	<p>THREATS (T)</p> <ul style="list-style-type: none"> a. Higher popularity of adjacent areas as tourist destination. (T₁) b. Out flow of economy without involvement of local people. (T₂) c. Destruction of natural landscape for improper management. (T₃)

Source: Prepared by Authors with the help of expert tourism team

Step II:

Comparisons in pairs between SWOT factors were conducted within each SWOT group

With the guidance of the expert tourism team author assigns weight (as per Saaty Scale) to each group of SWOT factors compared with each other. The relative priorities of these factors have been calculated using eigen values. The priorities of the factors reflect the perception of the decision makers on relative importance of factors. The **Criteria Weight** of *Strength (S)*, *Weakness (W)*, *Opportunities (O)* and *Threats (T)* are shown below

Table 2: Pair wise Comparison Matrix and Criteria Weight:

	S	W	O	T	Criteria Weight CW	% CW	Rank
S	1	2	1/3	5	0.25443	25.44	2
W	1/2	1	1/4	3	0.145909	14.59	3
O	3	4	1	5	0.533922	53.39	1
T	1/5	1/3	1/5	1	0.0657381	6.5	4

Source: Prepared by Authors.

It is obtained from table 2 that opportunities have the highest criteria weight i.e. 53.39% followed by strength, weakness, and threats. Though the percentage of opportunities have the highest weight but the development of tourism scenario of the study area is still lagging behind. To find out the reason of this situation author compare the SWOT factors with SWOT group with the help of the expert tourism team in the next step.

Step III:

Comparison in pairs between the sub-factors of four SWOT groups:

Sub-factors of each SWOT group having highest local priorities were chosen to represent each group. Then these sub-factors are compared with each other within the SWOT groups.

Table 3: Factor Priorities

SWOT Groups	Criteria Weight (CW)in % (Rank in brackets)	SWOT Factors (Rank in brackets)	Individual CW in %	CW Compared with Group in %
Strength(S)	25.44 (2)	S ₁ (1)	54.70	13.91
		S ₂ (2)	28.48	7.24
		S ₃ (4)	5.77	1.46
		S ₄ (3)	11.04	2.8
Weakness (W)	14.59 (3)	W ₁ (2)	17.92	2.61
		W ₂ (4)	9.36	1.36
		W ₃ (6)	3.30	0.48
		W ₄ (5)	6.88	1.00
		W ₅ (1)	46.73	6.81
		(W ₆) (3)	15.77	2.30
Opportunities (O)	53.39 (1)	O ₁ (1)	75	40.04
		O ₂ (2)	25	13.34
Threats (T)	6.5 (4)	T ₁ (2)	26.83	1.74
		T ₂ (3)	11.72	0.76
		T ₃ (1)	61.44	3.99

Source: Prepared by Authors

From the above table it is observed that O1 i.e. ‘Potentiality to become a major Nature based as well as Geo-tourist destination’ has the highest weight in Opportunities. Weaknesses are mainly responsible for the poor tourism scenario of the study area. ‘Maltreatment of local youth to tourist especially with female tourists (W5) and Shortage of professional management (W1) are the main weaknesses that create barrier to explore the tourism potentiality of the study area. In the next steps author try to formulate some basic strategies with the help of the expert tourism team to explore the tourism potentiality of study area.

Table 4: CR (Consistency Ratio) and CI (Consistency Index) Value

SWOT Groups		SWOT Factors			
		S	W	O	T
CR	0.0512	0.0755	0.0985	0	0.05172
CI	0.0461	0.0680	0.1222	0	0.0367

Source: Prepared by Authors

(CR value of both SWOT Group and each SWOT Factors is less than 0.10. So it can be assumed that each matrix (Both 'Swot group' and 'Swot factors') is reasonable constant.)

Step IV

Formulation of strategies based on the result:

In this step author uses TOWS matrix to define the strategies with a motive to improve the present tourism scenario of the study area. TOWS matrix has four different combinations. These are - (1) SO (Maxi-Maxi), (2) WO (Mini-Maxi) (3) ST (Maxi-Mini) (4) WT (Mini-Mini).

SO Strategies: (Maxi-Maxi)

Strategies to explore the study area as a nature based as well as geo-tourist destination to improve the socio- economic scenario of the study area: Upliftment of socio- economic condition of the study area can be done through the development of tourism by exploring the natural beauties and geo-tourism elements (including S₁/S₂/S₄/O₁/O₂).

WO Strategies: (Mini-Maxi)

Strategies to improve the professional management and the behaviour of the local youth to tourists for promoting the tourism scenario: Professional management system need to improve with the help of the proper tourism authority for exploring the tourism potentiality of the study area (including W₁/W₂/W₄/W₅/W₆/ O₁/O₂).

ST Strategies: (Maxi-Mini)

Promotional Strategies:

Promotion of the study area as a major nature based and geo-tourist destination in the state tourism map can improve the socio-economic condition of the local people through the development of tourism (including S₁/S₂/S₃/T₁/T₂/T₃).

WT strategies: (Mini-Mini)

Improvement of relationship between different tourism organisations:

Success of tourism depends mainly upon the coordination and co-operation of different tourism organisation. So in the study area the relationship between different tourism organisations needs to improve with an aim to develop the tourism scenario of the region (W₁/W₂/W₃/W₅/W₆/T₁/T₂/T₃).

The above strategies are explained with the help of the expert tourism team. The prime advantage of this approach is that include all the internal and external factors to formulate the strategies.

CONCLUSION

The present study has made an attempt to explore the tourism potentiality of Gangani through SWOT –AHP combined method. The present study also tried to formulate some basic strategies to improve the tourism scenario of the study region by using TOWS matrix. Results of the study show that Gangani has a great potential to become both major nature based and geo-tourism based tourist destination if the Tourism Department of the State pays proper attention to develop the basic strategies by involving the local people to ameliorate the present tourism scenario of the region which will bring the sustainability and prosperity to the native folks.

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Saturday, January 19, 2019		
10:45 – 12:15	Session I: <i>Tourism and sustainable tourism in Community Development</i>	Room: 902
<p>TOURISM SUITABILITY TOWARDS SUSTAINABLE TOURISM IN KEPULAUAN SERIBU NATIONAL PARK Riza Firmansyah and Sahid Agustian Hudjimartsu</p>		
<p>RELATIONSHIP OF SATISFACTION, TYPOLOGY OF TRAVELLERS AND THE BEHAVIOURAL LOYALTY IN PHUKET Krittabhas Khwanyuen and Tatiyaporn Jarumaneerat</p>		
<p>ANALYZING TOURISM POTENTIAL OF ALIPURDUAR DISTRICT, WEST BENGAL, INDIA A QUANTITATIVE STUDY Indrayudh Paul, Assoc. Prof. Dr Piyal Basu Roy, Dr Nazrul Islam, Assoc. Prof. Dr Rajib Bhaumik and Assoc. Prof. Dr Subhra Mishra</p>		
10:45 – 12:15	Session II: <i>Innovation in Hospitality and Tourism in ASEAN</i>	Room: 905
<p>DEVELOPING PERSONNEL COMPETENCE IN TOURISM AND HOSPITALITY INDUSTRY UNDER ASEAN FRAMEWORK OF ENTERPRISES IN ANDAMAN COASTAL PROVINCES THAILAND Chanya Tansakul and Assoc. Prof. Dr Kanyamon Kanchanathaveekul</p>		
<p>DRIVERS FOR EVENT PARTICIPATION IN SOCIAL TOURISM THE CASE OF GAWAD KALINGA ENCHANTED FARM Lysa Sanchez and Ian Benedict Mia</p>		
<p>IMPORTANCE-PERFORMANCE ANALYSIS (IPA) OF SENIOR TOURISM A CASE STUDY OF PHUKET, THAILAND Patthawee Insuwanno and Assoc. Prof. Dr Kullada Phetvaroon</p>		
13:15 - 17:00	Session III: <i>Tourist Behaviour in ASEAN</i>	Room: 902
<p>ASSESSMENT OF BEACH DESTINATION SATISFACTION BETWEEN FIRST-TIME SENIOR TRAVELERS AND REPEAT SENIOR TRAVELLERS: A CASE STUDY OF PHUKET, THAILAND Dr Kullada Phetvaroon and Patthawee Insuwanno</p>		
<p>DETERMINANTS OF VISITOR'S SATISFACTION AND EXPENDITURE IN CULTURAL ATTRACTION IN PHUKET Dr Chayanon Pucharoen, Surarak Wichupankul and Nichapat Sangkaew</p>		
<p>FACTORS AFFECTING DESTINATION SELECTION FOR INTERNATIONAL SENIOR TOURISTS A CASE STUDY OF PHUKET Arachapone Somkiatikul and Tatiyaporn Jarumaneerat</p>		
3:15 - 17:00	Session IV: <i>Tourism and Governance</i>	Room: 905
<p>IDENTIFYING TOURISM POTENTIAL OF GANGANI, INDIA; A SWOT-AHP APPROACH Mahadeb Das and Assoc. Prof. Dr Piyal Basu Roy</p>		

LITERATURE INFORMED REVIEW OF AVIATION INTERNSHIP PROGRAMME
THE CASE OF PRINCE OF SONGKLA UNIVERSITY

Kristina Stosic, Raphiphan Jiamthawibun and Dr Chayanon Pucharoen

FOOD RISK PERCEPTION DIMENSIONS AND FOOD SATISFACTION OF
AUSTRALIAN TOURISTS

Nichanan Blaxell and Pornpisanu Promsivapallop

THE STATE AND ETHNOSCAPES IN HERITAGE TOURISM LITTLE INDIA OF
SINGAPORE AND GEORGE TOWN

Nagathisen Katahenggam and Preveena Balakrishnan

A commitment to excellence

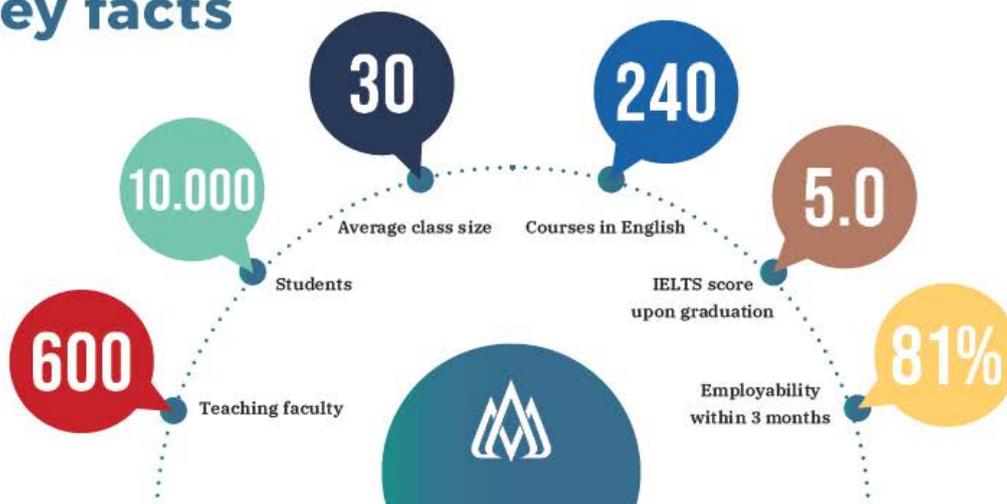
Hoa Sen University is located in the heart of the commercial center of Vietnam - Ho Chi Minh City. The institution was founded in 1991 as a vocational school, during the exciting period of economic and social transition, as the country started its global and regional integration. The institution became a pioneer in meeting the educational needs of society and came to excel within the field of vocational education.

It successfully acquired the status of "College" in 1999 and was granted the status of "University" in 2006.

Since it began, with only 80 students in 1991, Hoa Sen University has grown tremendously increasing to its current population of over 10,000 full-time students. The University has established a strong reputation as a young yet prominent university and gained growing recognition, nationally and internationally. It is committed to its mission to be recognized internationally in teaching, research and community service; and its goals are to ensure equal opportunity in education and to prepare individuals to become global citizens.

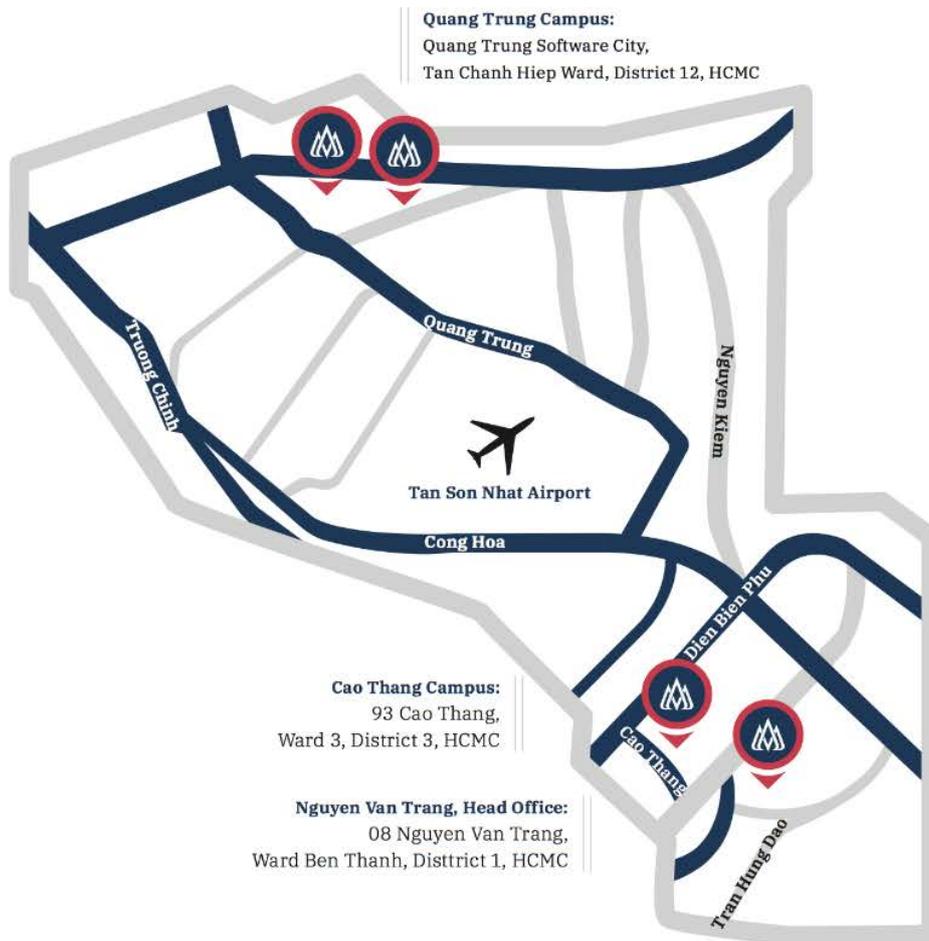


Key facts





The name “**HOA SEN**” in Hoa Sen University is very meaningful in Vietnamese. Its translation is “**LOTUS FLOWER**”. The Lotus is the national flower of Vietnam and the plant is found all over the country. It grows in dirty mud and yet a beautiful and fragrant flower springs up above the murky water. When it comes to the meaning, the lotus flower symbolizes purity, perseverance and strength.



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