The Relationship between Environment and Tourist Behaviour in Thailand

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Abstract—Number of Asian and Euopean tourists in Thailand have been unstable. Since Thailand's tourism industry presents a large amount to the GDP, the decrease of tourist would affect the economics in Thailand [1][2]. The aim of the study is to explore the relationship between environment factors and tourist behaviour in Thailand. This is an exploratory research. A questionnaire survey using 407 respondents is conducted in this study. Data analysis was done using descriptive statistics, Pearson's correlation analysis, and regression analysis. Results showed that a positive tourist behaviour of tourists is evident by great intention for repeat visitations. A highly positive relationship between environment factors and tourist behaviour is found in the study. Consequently, it is suggested that developing the environment factors is important to create a positive tourist behaviour. It is concluded that there is a linear relationship between the political environment factors and the tourist behaviour. The study suggests that the stability of safe and security factors, political environment and environment factors affecting tourism which Thai government should take into the account in order to attract more tourists.

Keywords-political environment, influence, tourist behaviour

I. INTRODUCTION

As Thailand's tourism industry presents a large amount to the GDP which means tourism industry affects the economic and social system of Thailand and worldwide [2]. It is apparent that the tourism industry is an important source of income for foreign exchange and employments in the country etc. Tourism is a service industry that generates revenue for the nation and people. Whenever there is a tourist attraction, there will be a number of tourists visit which will result of income. The tourism industry is a highly expanding industry and it plays an important role in the economic system and the society of Thailand. It is also an important source of income that brings foreign currency, job creation and distribution of prosperity to the region. Ministry of Tourism and Sports as Secretary of the Board National Tourism Policy Therefore drafting a national tourism development plan 2012-2016 proposed the plan by restoring and stimulating tourism sector to expand and create sustainability and potential to increase the nation's income. This plan will develop tourism in Thailand to be ready to generate revenue and income distribution along with sustainable development in order to increasing the competitiveness of the country [1]. To increase the number of tourists, it is necessary to learn about the tourists' behavior in order to improve them satisfaction. Determining tourist behaviour is a key factor to plan of tourist services. wherein we follow the argument that the analysis of the behaviour indicates the strengths, weaknesses and opportunities in the development, marketing and implementation of tourist products;

Table 1 shows number of Asian tourist arrivals (in millions).

Source: Association Of Thai Travel Agents

Table 1 show the unstable of number of Asian tourists in Thailand between 2016-2019 . The number of Asian tourists declined in 2017 and rose up in 2018 then it decreased in 2019. To compare with the European tourists arrival in Thailand. Table 2 shows number of European tourist arrivals (in millions). There is a same picture of the unstable amount of European tourists.

Table 2 shows number of European tourist arrivals (in millions).
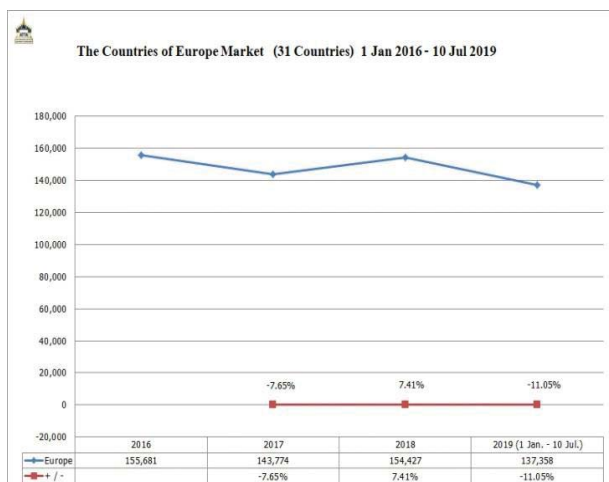
Source: Association Of Thai Travel Agents

Even though there were few studies in tourism industry however, there was little research focus on political environmental factors in Thailand. Therefore, the main purpose of this research is to identify the relationship between the environment factors and tourist behaviour in Thailand.

II. LITERATURE REVIEW

Selby, Hayllar and Griffin (2008) claimed that understanding the tourists' perspectives about the visiting places provide useful information for study of tourism[3]. Furthermore, it is benefit to government agencies and travel agencies to use this information to advice travel plan or travel itinerary and focus on marketing activities and so on. Brey and Lehto suggested that tourism's decision to visit any countries depend upon political stability[4].

Llorca-Vivero suggested that number of tourism drop due to an unattractive political factors and they tend to avoid unpleasant political realities [5].It is apparent that tourist behavior is the prediction of future tourism behavior. With regard to the social role of tourists, the behavior of each tourist can be an indicator of the behavior of others. With their behavior, tourists define social norms of behavior in the context of tourism. These norms are followed by other consumers. Those who do not participate in travel or tourism behavior as those who do Travel behavior is the background of consumer behavior that buys, absorbs and discards travel services. The service is considered impersonal, making it difficult to market. They have additional complexity factors because they are often far away from the behavior of consumers that occur. The symptoms of tourism behavior are diverse and in principle there are many steps to be taken [6].

Each step consists of the process of planning, decision making and purchasing. For instance, tourists may plan their holidays directly with the service provider. (Such as booking a room directly with the hotel) or indirectly through a

travel service intermediary (Such as booking through a travel agent). There are also methods and tools for planning, such as by phone, manually or through the internet at a distance[7].

Tourist perception studies recently focused on risk and security perception, including the perception of crime and the recognition of terrorism or disease[8]. Promburom, Thanya and Kimphakorn, Narumon suggested that the politics such as discipline in the country and political stability[9].

Promburom, T. and Kimphakorn, N. (2015) has offered the elements of creating experience Travel as follows[9]

1. Politics such as Discipline in the country and Political stability
2. Safety in life and property such as Safety and security in life, Family safety and The safety of women
3. Travel activities such as Entertainment at night, Infrastructure related to tourist spot, The overall tourism in Bangkok is very valuable to me.
4. Environment and tourist atmosphere such as Cleanliness of the overall destination, Noise, water and air pollution, Nature is not rotten, Climate conditions and The friendliness of the local people
5. Travel / Transportation services in the area such as The ability to reach destinations easily, Travel service management, Possibility of finding products
6. Food and drink such as The availability of food that is hygienic and beneficial to the body

Promburom, Thanya and Kimphakorn, Narumon studied about the behavior and attitude of foreign tourists traveling to Thailand in the post-political unrest. As for the number of times to travel to Thailand before, it was found that most of the sample groups came to Thailand for the first time[9].

III. METHODOLOGY

This was exploratory research. The data was gathered through a quantitative survey. A questionnaire survey using 407 respondents according to Krejcie and Morgan is conducted in this study. The questionnaire was divided into 3 sections[10]. Section 1 was the participants' demographic details. Section 2 was the political environment factors affected tourist experience and section 3 was the tourist experience. The questionnaire was using a five-point Likert scale (1 = very negative, 2 = negative, 3 = neutral, 4 = positive, 5 = very positive). The data was analysed using SPSS with descriptive analysis and multiple regression.

IV. RESULTS

Table 1 tourists Demographic

Gender		N	%
Male		211	51.8
Female		196	48.2
	Total	407	100
Age		**N**	**%**
26-35		178	43.7
16-25		101	24.8
36-45		71	17.4
46-55		38	9.3
56-65		11	2.7
over 65 years		8	2.0
	Total	407	100
Occupation		**N**	**%**
Employee		159	39.0
Own business		120	29.50
Professional		77	18.90
Student		23	5.70

Labour	18	4.40
Unemployment	10	2.50
Total	407	100

Source: author

The tourists Demographic of the participants are summarised in table 1. The number of participants of the study was accounted to 407 (N=407) where 51.8 percent were females and the 48.2 percent were males. Almost 45 percent of the participants were between 26-35 years of age, 24.8 percent were aged between 16-25, 17.4 percent were aged between 36-45, 9.3 percent were aged between 46-55 and only 4.7 percent were aged above 56 respectively. More than 38 percent of the participants were employee. 29.50 percent had their own business, 18.90 percent of the participants were professional, 5.70 percent of the participants were students, 4.40 percent of the participants were labour and 2.50 percent of the participants were unemployment respectively.

Table 2 Correlation between Political Environment factors and Tourist Behaviour Correlations

** Political Environment factors

	Pearson Correlation	
	1	.646
Sig. (2-tailed)		.000
N	334	334

** Tourist Behaviour

	Pearson Correlation	
	.646	1
Sig. (2-tailed)		.000
N	334	334

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

Correlation measures the association and relationship between two variables. To find the correlation between tourists' experience and tourists' behavioural intention, Pearson

Correlation technique was employed. The analysis of the results proves that there is a positive strong correlation between tourists' experience and their behavioural intention(r=0.646) and (p=0.000) at 99 percent significant level (table 2). The results of the correlation analysis express a precious meaning to the tourist service providers. It implies that if tourist service providers take actions to improve their experience, tourists' behavioural intention will be improved.

Table 3 Model Summary of Regression analysis
Model Summary

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Standard Error	Beta		
Model	.410	.113		3.537	.234
Safe	.224	.017	.309	7.455	.004
Political	.509	.092	.411	4.654	.000
Environment	.610	.076	.213	1.769	.001

Predictors: (Constant), Safe, Political Environment, Environment factors
Source: author

a. Dependent Variable: Beh_Int Source: author's field observations.

$$Y = 0.410 + 0.224 Safe + 0.509 Political + 0.610 Environment$$

The model explains that quality of tourist attractions positively support political environment.

V. CONCLUSION

Determining the behaviour of tourists explains themanifestations of behaviour factors, and the consequencesor effects of tourist behaviour. Tourism is a highly serviceoriented industry hence needs a high level of servicequality. The

purpose of measuring behavioural intentionand travel experience is to assess the quality of currentpractices and to identify the directions to improve. Apositive behavioural intention of tourists is evident byhigh satisfaction and intention for repeat visitations. Thestudy found that there is a strong positive relationship

between safe and security factors, political environmentand environment factors and tourist behaviour whichconsistent to the work of Llorca-Vivero [5]. Thereforeincreasing the safe and security factors, politicalenvironment and environment factors are necessary tocreate a positive tourist behaviour.

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