

## **CHAPTER TWO**

### **REVIEW OF THE LITERATURE**

This chapter reviews literature in related theories, concepts, and previous literature. The summary of the four main parts is the following:

2.1 The Concept of Tourism

2.2 The Concept of Impression and Opinion

2.3 Related Studies

#### **2.1 THE CONCEPT OF TOURISM**

##### **2.1.1 Definition of Tourism**

The World Tourism Organization (WTO) and the United Nations Statistical Commission (as cited in Goeldner and McIntosh, 2000, p.16) mentioned the definition of tourism as "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

According to Goeldner and McIntosh (2000), tourism is "the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors."

Swarbrooke and Horner (1999, p.4) explained that tourism is defined as a people's short-term movement from their normal place of residence to places some distance to indulge in pleasurable activities. Traveling for business may also be included in tourism.

Hunziker and Krapf (as cited in Lickorish & Jenkins, 1997, p.34) defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity."

The free encyclopedia Wikipedia (wikipedia, 2007, tourism, para.1) stated that “Tourism is travel for predominantly recreational or leisure purposes or the provision of services to support this leisure travel”.

In conclusion, tourism is a temporary movement of people to destinations outside their normal places of work and residence. It includes movements for all purposes, the activities undertaken during their stay in those destinations, and the facilities created to provide to their needs.

In this study, Thailand tourism is defined as a temporary movement of foreign tourists of all purpose outside their workplace or residence to/within Thailand.

### **2.1.2 Motivation**

Goeldner and McIntosh’s study (อ้างถึงใน นุชบา สุธีธร, 2541, น.7) stated that tourism motivation is something that stimulated people to travel, to satisfy their need. Motivation encourages people to travel. It can be categorized into 4 main groups which are 1) Physical motivation 2) Cultural motivation 3) Interpersonal motivation 4) Status and prestige motivation.

However, people are different. The factors that motivate each tourist are also different. The factors that influence individual tourist are:

- Personality: their character such as adventurous or loner, confident or timid.
- Lifestyle: such as fashionable, preoccupied with health, live alone and want to make friends. This will indicate people’s purchasing decisions.
- Past experience: both negative and positive experience in the past as a tourist, and particular types of holiday.
- Past events: some motivation in people’s lives may result from their life to date, such as the place that they took their honeymoon.
- Perceptions: their own strengths and weaknesses, wealth or skill.
- Image: how they wish to be viewed by others.

### **2.1.3 Type of Tourism**

According to Swarbrooke and Horner (1999, p.29), tourism can be divided into types as follows:

- Visiting friends and relatives (VFR)
- Business tourism
- Religious tourism
- Health tourism
- Social tourism
- Educational tourism
- Cultural tourism
- Scenic tourism
- Hedonistic tourism
- Activity tourism
- Special interest tourism

While Valene Smith (อ้างถึงใน ศิริ สามสุโพธิ์, 2542, น.64-66) stated that types of tourism can be divided into categories, as below:

- Ethnic tourism
- Environmental tourism
- Cultural tourism
- Historical tourism
- Business tourism
- Recreational tourism
- Incentive tourism

### **2.1.4 Dimensions of Tourism**

Mill (1990, pp.22-28) mentioned the four main dimensions of tourism, which are attractions, facilities, transportation, and hospitality

- Attraction

Attraction is considered as one of the most potential factors that motivate people to travel. It draws attention from people to a destination. It may be based on natural resources, **culture**, ethnicity or entertainment.

- Facilities

As attractions pull people to destination, facilities service people when they reach there. The main facilities are accommodation, restaurants, support service, and infrastructure.

- Transportation

People want to travel to a place outside their usual environment as the basis of tourism, a place is different from their residence. Transportation is very important for people to enable them to reach their destinations.

- Hospitality

In general hospitality is a treating others with warmth and generosity, or a feeling of welcome as people get while visiting the place. People do not want to go or stay where they do not feel welcome.

### **2.1.5 Tourism Situation in Thailand**

Since 1997, when economic crisis hit many business sectors in Thailand, tourism has become a crucial source of income for the country. It generates a large amount of income. In 2004, income from the tourism industry reached about 384,000 million baht, with tourists numbering of 11 million people. However, the World Trade incident, SARS, Tsunami, and the southern unrest in Thailand in 2004 resulted in a decreasing number of tourists to Thailand.

The World Tourism Organization predicted a 4% growth of international tourist arrivals in 2007, in line with its long-term forecast growth rate through to 2020 of 4.1%. By 2020 international arrivals are expected to surpass 1.5 billion people.

Beside all those mentioned factors, Thailand will also confront significant competition from other regions, such as the Middle East, and South Asia.

Measurements have been used by all Thai agencies concerned to sustain Thailand's competitiveness and market share in the world market.

However, according to Pailin Choenpetch (ไพลิน เชื้อเพชร, 2548), in the eyes of foreign tourists, tourism in Thailand has prominent aspects or positive images in 1) Nice and rich traditional and culture 2) Beautiful natural resources 3) Unique and tasty Thai food 4) Loyalty to Monarch 5) Convenient accommodation 6) Value of money.

Moreover, in 2007 the Tourism Authority of Thailand (TAT) launched a campaign under the banner of "Seven Amazing Wonders". TAT has segmented and regrouped core national tourism products into a seven-point package. The "Seven Amazing Wonders" products are as follows:

- **Thainess:** Experience the Art of Thai Living  
Refers to traditional Thai hospitality.
- **Treasure products:** Land of Heritage and History  
Covers the World Heritage sites and historical places, temples, and Thai museums.
- **Beaches:** Fun, Sun, Surf and Serenity of Thai Beaches  
The long-standing popularity of Thai beach resorts for international and domestic tourism.
- **Nature:** Encounter the Sheer Beauty of Thai Nature  
Focus on conservation and environment, and marketing Thai products with the framework of worldwide attention being paid to global warming.
- **Health and wellness:** Land of Healthy Smile  
A rapidly growing market, highlighting Thailand's preventive and curative therapies.
- **Trendy:** Excite Yourself with a Myriad of Thai Trends  
Targeted at the new generation of young travelers, and covering new boutique hotels, and shopping centers.

- **Festivities:** Enchant Yourself with International Festivities in Thailand

The ‘sanuk’ (fun) factor featuring popular Thai events and festivals such as the Phuket Regatta, Elephant Polo.

The TAT expected to get 14.8 million international tourists in 2007, and 15.7 million in 2008.

This study will find out foreign tourists’ opinions not only on the “Seven Amazing Wonders” but also other points of Thailand tourism in general, such as tourist facilities and service, and Thai food.

## **2.2 THE CONCEPT OF IMPRESSION AND OPINION**

### **2.2.1 The Concept of Impression**

The book “Encyclopedia of Psychology” (1972, p.106) defined impression as “an overall picture of some object, say a landscape or a person, as the product of relatively complete process of a cognition or perception. In the psychology of expression, an impression is constitutive in so far as there is no expression as such, but only an (valid) expression for someone who apprehends it as an impression”.

Reber (1985, p. 347) mentioned that impression is “the presumed neural effect of stimulation. This use is a kind of physiological metaphor for whatever it is that occurs in the brain”.

Harfe and Lamb (1983, p.4) explained definition of impression in a book “Encyclopedic Dictionary of Psychology” as used to denote what is called an idea of sense. It could be used to refer to mental states such as pleasant feelings as well as to the object of outer sense.

Finally, in the book “Cambridge Advanced Learner's Dictionary” stated that impression is an idea or opinion of what something is like.

### **2.2.2 The Concept of Opinion**

Arthur S. Reber (1985, p.494) mentioned about opinion that it is

A tentatively held and expressible point of view. It is used with the connotations of an opinion as being intellectually held and based on at least some facts or data. These aspects help differentiate opinion from belief, where an emotional component is entailed, and from attitude, which has a much broader range of semantic implication.

The free encyclopedia Wikipedia (wikipedia, 2007, opinion, para.1) explained the definition of opinion is “a person’s ideas and thoughts toward something. It is an assessment, judgment or evaluation of something.” An opinion is not a fact because it has not been proven or verified yet. If it later has been proven then it is a fact, not an opinion anymore.

In the book “Collins Cobuild English Language Dictionary” (1990, p.1010) it is stated that opinion is a statement of what someone think or believes about something. It also is the way in which someone thinks, especially about what is right and what is wrong.

In this study, impression is defined as a foreign tourist’s feeling, idea or opinion of what Thailand tourism is like, whereas an opinion is defined as foreign tourists’ thoughts or belief about a situation, or something that concerns visiting Thailand.

## **2.3 RELATED STUDIES**

There are several theses written in the area of attitude and satisfaction, but not much of impression. However, there are three theses that are prominent in the area of impression.

One of these theses was conducted by Pailin Choenpetch (ไพลิน เชิญเพชร, 2548) about positive image and negative image of Chinese tourists toward Thailand tourism. The finding in this research showed that Chinese tourists had positive or neutral opinions toward Thailand tourism. There was no negative opinion toward Thailand tourism from them. The results also expressed that Chinese tourists liked to visit historical places, Thai restaurants, buy jewelry and garments.

While Busaba Sutethorn (บุษบา สุธีธร, 2541) studied attitudes and impressions of foreign tourists visiting Thailand, the results in this study showed that natural resources were the biggest attraction to foreign tourists.

Another thesis written by Araya Wannapasirt (อารยา วรรณประเสริฐ, 2542) is entitled “Thailand’s Image among Foreign Tourists”. It narrated the concept of tourism, public relations, image, communication and media. The study showed that Thailand’s image was positive among foreign tourists. Moreover, the outstanding positive image of Thailand was the friendliness and kindness of Thai people, while the moderate image was of pollution.

In conclusion, this study will examine the impression of foreign tourists toward Thailand tourism. It will touch upon the Seven Amazing Wonders, and other aspects of Thailand tourism in general, such as tourist facilities and service, and Thai food. Also this study will find out the opinion of foreign tourists before coming to Thailand, and after having the experience of visiting Thailand.