

CHAPTER FOUR

RESULTS

The previous chapter explained the methodology for this research. This chapter reports the results of the study which ARE divided into 3 parts, and based on the data obtained from the questionnaires as follows.

4.1 Demographic Information of the Respondents

4.2 General Impressions of the Respondents

4.3 Problems and Inconveniences

4.1 DEMOGRAPHIC INFORMATION OF THE RESPONDENTS

Demographic information of the respondents is presented below in the form of numbers and percentages in Table 1-8.

Gender

Table 1 shows the total number of the respondents in this study was 100 foreigners who were traveling around Bangkok. More than half of the respondents or 55 % were male, and 45 % were female.

Table 1.

Gender of the Respondents

Gender	Frequency	Percent
Male	55	55.0
Female	45	45.0
Total	100	100.0

Age

Table 2 illustrates that the largest age group of the respondents were aged between 25 – 34 years old (38 %), and the next group aged between 45 – 54 years old (18 %). The smallest age group of the respondent, only 3%, were aged 65 years old and above.

Table 2.***Age of the Respondents***

Age	Frequency	Percent
15-24 years old	17	17.0
25-34 years old	38	38.0
35-44 years old	12	12.0
45-54 years old	18	18.0
55-64 years old	12	12.0
65 years old and above	3	3.0
Total	100	100.0

Education

Table 3 shows that more than 60 % of the respondents held a Bachelor's degree or higher. 41 % of the respondents graduated with Bachelor's degree while 42% had received a degree higher than Bachelor's degree.

Table 3.***Education of the Respondents***

Education	Frequency	Percent
Lower than bachelor's degree	17	17.0
Bachelor's degree	41	41.0
Higher than bachelor's degree	42	42.0
Total	100	100.0

Occupation

According to table, many of the respondents (31 %) were private company employees. 24 % of the respondents were in "Other" category such as freelance PR and marketing, or student with part time job. 15 % were students, followed by self-employed 11 %, and government officials, 10%. Only 1 % of the respondents were housewives.

Table 4.***Occupation of the Respondents***

Occupation	Frequency	Percent
Government official	10	10.0
Private company employee	31	31.0
Self-employed	11	11.0
Retired	8	8.0
Housewife	1	1.0
Student	15	15.0
Other	24	24.0
Total	100	100.0

Purpose

Table 5 presents a frequency analysis of the data for foreign tourists' purpose of visiting Thailand. The largest group, or 83 % of the respondents, came to Thailand for a holiday, while the smallest group, or 2 % of the respondents, visited Thailand for official purposes. No one came to Thailand for convention/conference/exhibition purposes.

Table 5.***Purpose of Visiting Thailand***

Purpose	Frequency	Percent
Holiday	83	83.0
Business	9	9.0
Convention/conference/exhibition	0	0.0
Official	2	2.0
Other	6	6.0
Total	100	100.0

Income

Table 6 shows annual income before tax of the respondents. 41 % of the respondents had an income between 20,001 – 50,000 \$US, followed by an income

more than 50,001 \$US at 34 %, and an income less than 20,000 \$US at 25 % respectively.

Table 6.

Annual Income before Tax

Income	Frequency	Percent
Less than 20,000 \$US	25	25.0
20,001-50,000 \$US	41	41.0
More than 50,001 \$US	34	34.0
Total	100	100.0

Companion

Table 7 provides information data of the respondents' companions while visiting Thailand. It shows that the largest group of the respondents (30 %) visited Thailand with friends, while the second largest group was traveling alone or with spouse (19 % in both group). Only one respondent was on a package/group tour.

Table 7.

The Respondents' Companion

Companion	Frequency	Percent
Alone	19	19.0
With spouse	19	19.0
With family	18	18.0
With friends	30	30.0
On package/group tour	1	1.0
Other	13	13.0
Total	100	100.0

Frequency of Visiting

Table 8 showed that 56 % of the respondents visited Thailand for the first time, while 44 % of the respondents have come to Thailand more than once.

Table 8.***Frequency of Visiting Thailand***

Frequency of visiting	Frequency	Percent
First time	56	56.0
More than once	44	44.0
Total	100	100.0

4.2 GENERAL IMPRESSIONS OF THE RESPONDENTS

This part explains about impressions of the respondents before visiting Thailand and during their stay in Thailand. It also touches upon the respondents' opinions about experience of Thai Culture.

Before Visiting Thailand

Table 9 represents statistics of the motivation that influenced the respondents before coming to Thailand. "Natural attractions" most motivated respondents to visit Thailand (65 %). "Thai Culture/tradition" at 54 % was the second motivation, followed by "Archeological, historical, cultural sites" and "Thai cuisine" at 54 % and 47% respectively. The least motivation that influenced the respondents was "Recreation and sport", and "Public safety/political stability" both at 8 %.

Table 9.***Impression of Visiting Thailand before Coming to Thailand***

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean	S.D.
1.1) Thai Culture / tradition	54	39	6	1	0	4.46	0.65
1.2) Archeological, historical, cultural sites	52	32	14	1	1	4.33	0.82
1.3) Natural attractions	65	26	7	2	0	4.54	0.71
1.4) Agricultural heritage	12	30	44	13	1	3.39	0.89

(table continues)

Table 9. (continued)

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean	S.D.
1.5) Accessibility to the neighborhood countries	19	24	26	20	11	3.20	1.27
1.6) Public safety / political stability	8	34	38	19	1	3.29	0.90
1.7) Thai cuisine	47	37	11	3	2	4.24	0.91
1.8) Shopping / souvenirs	11	31	37	15	6	3.26	1.04
1.9) Recreation and sports	8	20	44	18	10	2.98	1.05
1.10) Entertainment / night life	13	26	31	19	11	3.11	1.18
1.11) Destination travel costs	20	43	29	4	4	3.71	0.96
1.12) Attractive accommodation	19	35	34	11	1	3.6	0.95
1.13) Tourist facilities / service	14	48	28	10	0	3.66	0.84
1.14) Special event / festival	9	13	37	26	15	2.75	1.14

During the Visiting to Thailand

Table 10, similar to table 9, presents the opinions of the respondents toward visiting Thailand *during* their stay in Thailand. Slightly different from table 9, it indicated that “Thai Culture/tradition” impressed respondents the most (64 %). 55 % of the respondents were impressed by “Archeological, history, cultural sites” while 54 % were impressed by “Thai cuisine”, and by “Natural attractions” at 53 %. “Recreation and sports” made the least impression on the respondents at 9 %.

Table 10.***Impression of Visiting Thailand during Staying in Thailand***

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean	S.D.
2.1) Thai Culture / tradition	64	35	1	0	0	4.63	0.50
2.2) Archeological, historical, cultural sites	55	37	7	0	1	4.45	0.71
2.3) Natural attractions	53	35	12	0	0	4.41	0.69
2.4) Agricultural heritage	19	33	41	6	1	3.63	0.89
2.5) Accessibility to the neighborhood countries	18	33	33	9	7	3.46	1.10
2.6) Public safety / political stability	14	38	36	10	2	3.52	0.92
2.7) Thai cuisine	54	35	10	0	1	4.41	0.75
2.8) Shopping / souvenirs	15	36	37	8	4	3.50	0.98
2.9) Recreation and sports	9	23	48	15	5	3.16	0.96
2.10) Entertainment / night life	15	33	28	15	9	3.30	1.16
2.11) Destination travel costs	24	48	21	2	5	3.84	0.98
2.12) Attractive accommodation	24	39	28	7	2	3.76	0.96
2.13) Tourist facilities / service	22	45	22	9	2	3.76	0.96
2.14) Special event / festival	13	17	45	16	9	3.09	1.10

Thai Culture

Table 11 shows the opinion of the respondents towards experiences of Thai culture. 81 % of the respondents who had opportunities to experience Thai culture mentioned that “Friendliness of Thai people/Thai hospitality” was up to their expectation the most. “Buddhist temples” was the second group at 65 % that met the respondents’ expectation, followed by “Thai arts and handicrafts” and “Thai performance” at 28 % and 19 % respectively. On the other hand, the experience least up to their expectations were “Cultural festival” and “Thai sports” both at 11 %.

Table 11.***Opinion on Thai Culture***

Items	Don't have experience	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean	S.D.
3.1) Thai performance	44	19	26	10	1	0	2.31	2.13
3.2) Buddhist temples	1	69	28	2	0	0	4.63	0.69
3.3) Thai music	40	14	24	16	6	0	2.26	1.98
3.4) Thai arts and handicrafts	25	28	32	13	2	0	3.11	1.93
3.5) Thai sports	55	9	11	20	4	1	1.58	1.87
3.6) Cultural festivals	63	14	11	9	3	0	1.47	2.01
3.7) Religious ceremonies	52	17	17	11	2	1	1.91	2.10
3.8) Friendliness of Thai people/ Thai Hospitality	2	81	12	4	0	1	4.66	0.91

4.3 PROBLEMS AND INCONVENIENCES

This part touches upon problems and inconveniences encountered by foreign tourists, and the overall feelings of the correspondents towards visiting Thailand after experiencing Thailand.

Problems and inconveniences

While many of the respondents did not mention about problems and inconveniences, still a lot of the respondents complained, mostly about problems of language, transportation and unreasonable prices. There were 32 respondents claimed about language problems, followed by 28 respondents and 22 respondents complaining about transportation and unreasonable prices, respectively.

Based on this study, many of the respondents express difficulty that occurred during their stay in Thailand. Some of the problems and inconveniences were as follows:

- **Language**

Among the problems and inconveniences encountered by the respondents, language was the biggest barrier to the respondents. Many of the respondents claimed signs such as signs on the road or other places were not prepared for foreign tourists.

- **Transportation**

Most of the respondents faced problems with Tuk-tuk drivers or taxi drivers who raised the fare very high. Most of the taxi drivers refused to use or turn on the meter for the taxi expense.

Traffic congestion was also a major problem that the respondents confronted.

- **Unreasonable prices**

The respondents mostly complained about the double standard in pricing. The respondents were not appreciative of one price for Thai, and an other higher price for foreign tourists, even in government or state owned places such as National Parks.

The price of food and drink were also said to be unreasonably expensive.

Feeling Difference

Table 12 suggests differences of the respondents' feelings before and after visiting Thailand. 64 % of the respondents felt "Better", while 31 % of the respondents felt the same.

Table 12.

Feeling Difference before and after Visiting Thailand

Feeling toward Visiting Thailand	Frequency	Percent
Better	64	64.0
Worse	5	5.0
Feel the same	31	31.0
Total	100	100.0

Revisiting Thailand

From table 13, it was found that nearly all of the respondents, or 91 %, said that they would visit Thailand again. Only 9 % of the respondents were not certain of revisiting Thailand.

Table 13.***Revisiting Thailand***

Revisiting Thailand	Frequency	Percent
Yes	91	91.0
Not certain	9	9.0
Total	100	100.0