

**A MODEL FOR DEVELOPMENT OF THE THAI-JAPANESE
CREATIVE MUAY THAI TOURISM
MARKETING NETWORK**

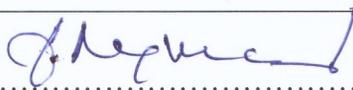
Nattada Srimuk

**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
Doctor of Philosophy (Integrated Tourism Management)
The Graduate School of Tourism Management
National Institute of Development Administration
2018**

**A MODEL FOR DEVELOPMENT OF THE THAI-JAPANESE
CREATIVE MUAY THAI TOURISM
MARKETING NETWORK**

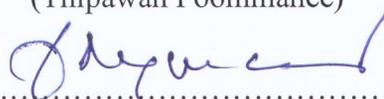
Nattada Srimuk

The Graduate School of Tourism Management

Associate Professor..........Major Advisor
(Therdchai Choibamroong, Ph.D.)

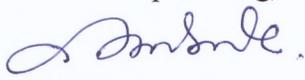
The Examining Committee Approved This Dissertation Submitted in Partial Fulfillment of the Requirements for the Degree of Doctor of Philosophy (Integrated Tourism Management).

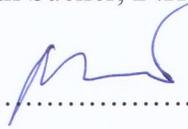
Associate Professor.....Committee Chairperson
(Thipawan Poommanee)

Associate Professor..........Committee
(Therdchai Choibamroong, Ph.D.)

Assistant Professor.....Committee
(Kanokkarn Kaewnuch, Ph.D.)

..........Committee
(Paithoon Monpanthong, Ph.D.)

..........Committee
(Worarak Sucher, D.HTM.)

..........Dean
(Paithoon Monpanthong, Ph.D.)

January 2019

ABSTRACT

Title of Dissertation	A Model for Development of The Thai-Japanese Creative Muay Thai Tourism Marketing Network
Author	Miss Nattada Srimuk
Degree	Doctor of Philosophy (Integrated Tourism Management)
Year	2018

The objective of this research is to determine a model for development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network. The researcher employed mixed methods research consisting of quantitative research and qualitative research to answer the research questions.

1) To study the behavior of Japanese tourists in Muay Thai Creative Tourism. Here the researcher employed Quantitative Research Methodology, using a questionnaire based on documents and relevant research studies for data collection on the behavior of Japanese tourists in Muay Thai Creative Tourism. The sample included 400 Japanese tourists training for Muay Thai Creative Tourism in the famous Muay Thai gyms in Bangkok. The analysis of correlations between information search, decision making and travel behavior with demographic data was done by crosstabs and the inferential statistics of Chi – Square. The demographic data was both nominal and ordinal, which allowed for the derivation of mean and standard deviation. The comparison of mean motivation, satisfaction in Muay Thai courses, was done by comparison of the mean score of levels of motivation to travel, satisfaction towards marketing communication and marketing network communication for Creative Muay Thai Tourism, classified by personal information, using ANOVA.

2) To study the potentials of the government and private sectors of both Thailand and Japan in the Muay Thai Creative Tourism Marketing Network,

3) To analyze the implementation of government policy for promoting Muay Thai Creative Tourism,

4) To find a model for development of the Thai-Japanese Creative Muay Thai tourism marketing network,

Objectives 2-3: Qualitative research was used as the research methodology. A Semi-structured interview was developed and used as the research instrument. The researcher conducted In-depth interviews, collecting data from 34 key informants related to Creative Muay Thai Tourism from Thailand and Japan government and private sectors in order to know the related potential to develop the creative Muay Thai tourism marketing network. In addition, 14 administrators in the government sector were interviewed about the formulation of policy and policy implementation.

The results of Japanese tourists for Muay Thai Creative Tourism showed more males than female Japanese tourists participated Muay Thai in Thailand; male tourists accounted for 74.9 percent and females, 25.1. Considering ages, the largest group of Japanese tourists fell within the age group, 31– 40 years, 36.8 percent; followed by the age group 41-50 years, 26.8 percent; with the smallest group, 51 year, plus, at 3.7 percent. Japanese tourists had motivation involving a variety of experiences. It was found that a high number of the Japanese tourists searched information from the Internet and most Japanese tourists are quite closely related to the supply chain of creative Muay Thai tourism. A high number of Japanese tourists planned to stay and learn Muay Thai from 2–6 days per trip or planned to stay in Thailand for 2 to 3 months. For a high number of the Japanese tourists', tourism ranked as the highest ranked purpose for coming to Thailand.

The Japanese tourists having different careers and personal incomes, had no difference in motivation for travelling for creative Muay Thai tourism with a statistical significance level of 0.05. The Japanese tourists from different groups, educational levels, and incomes had no statistical difference of satisfaction towards marketing communication and marketing network communication with One-way analysis of variance (One-way ANOVA), revealed at a statistical significance level of 0.05.

The test results of the 4 hypotheses have shown to be corresponding to 3 hypotheses H1 Japanese tourists with different occupations and income did not have different travel motivation, H2 the Japanese tourists with different age, educational level and income did not have different satisfaction levels toward marketing communication and marketing network communication, H4 Japanese tourists who are

of different educational levels, occupations and incomes did not have different satisfaction levels toward government policy interaction, and not corresponding to H3. Not Corresponding/supporting the hypotheses tourists who are of different sex, age, occupation and income did not have different satisfaction toward Muay Thai gyms.

Tourism Authority of Thailand (TAT) has potential and readiness to lead the network in terms of coordinating with various agencies, being reliable and acceptable, having marketing potential to promote overall creative Muay Thai tourism. TAT has budget and personnel readiness to develop the model for development of the Thai-Japanese Creative Muay Thai Tourism Marketing network, it is important to emphasize the formulation of the policy to clearly and concretely promote and develop a marketing network.

Analysis of implementation of government policy to promote and develop Muay Thai Creative Tourism Marketing Network proved, thus far, unsuccessful because;

- 1) The policies to promote and develop creative Muay Thai Creative Tourism Marketing Network were not concrete,
- 2) No leader was found to formulate and implement the policy,
- 3) Cooperation between agencies was lacking because each agency has its own policy used to perform its task and the leader of collaborative network was not found,
- 4) Extension to the regional agencies was lacking.

Agencies from all sectors and local organizations will participate in formulating and developing future policy and setting shared vision. Therefore, to develop the successful model, it is important to have the process of building the network including: 1) Identifying the leader, 2) Formulating collaborative policy, 3) Gathering to form the network, 4) Setting shared management, marketing, budget, and personnel goals, 5) Strategic planning, 6) Budgeting, 7) Performing the task as planned, and 8) Monitoring and evaluation of results.

ACKNOWLEDGEMENTS

The author would like to express sincere thanks to my major advisor, Associate Professor Dr.Terdchai Choibumroog for his valuable advice, encouragement and guidance in making this dissertation a successful one. I also wish to extend thanks and appreciation to all of my committee members, Associate Professor Thipawan Poommanee, Assistant Professor Dr.Kanokkarn Kaewnuch, Dr.Paithoon Monpanthong and Dr.Worarak Sucher for their thoughtful comments and suggestions.

I would like to thank Mrs.Srisuda Wanapinyosak, TAT Deputy Governor for International Marketing (Asia and the South Pacific), Mr.Santi Pawai, Deputy Permanent Secretary of Ministry of Tourism and Sports, Provincial Tourism and Sports Administrator, Tourism Authority of Thailand, Phuket office, Chiang Mai office and Pattaya office, Chonburi Office, Director of Tourism Authority of Thailand, Tokyo office, Mr.Anek Sricheevachat, President of the Thailand-Japan Tourism Promotion Association, owner of Muay Thai gyms and Thai boxing schools in Thailand and Japan and related businesses including tour operator, hotel, spa, restaurant, magazine and media for their kind support to give interview and fill the questionnaire.

I gratefully acknowledge the assistance of teachers and instructors, owners of concepts, textbooks, and articles used in this dissertation until it has been accomplished as purposed.

Nattada Srimuk

December 2018

TABLE OF CONTENTS

	Page
ABSTRACT	iii
ACKNOWLEDGEMENTS	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	ix
LIST OF FIGURES	xi
ABBREVIATIONS	xii
CHAPTER 1 INTRODUCTION	1
1.1 Background of the Study	1
1.2 Purpose of Research	6
1.3 Research Questions	7
1.4 Hypotheses	7
1.5 Definitions	8
1.6 Scope of the Study	9
1.7 Benefits of the Study	10
CHAPTER 2 CONCEPTS, THEORIES, LITERATURE REVIEW	12
2.1 Creative Muay Thai Tourism	12
2.2 Tourists Behavior in Creative Muay Thai Creative Tourism Concept	16
2.3 International Tourism Market Network Building	40
2.4 The Implementation of Government Policies to Promote Creative Tourism	57
2.5 The Implementation of Government Policies to Promote Creative Tourism	60
2.6 Conceptual Framework	68

CHAPTER 3 RESEARCH METHODOLOGY	69
3.1 To Study the Behavior of Japanese Tourists Towards Creative Muay Thai Tourism	69
3.2 To Study the Potentials of the Government and Private Sectors of Both Thailand and Japan in the Creative Muay Thai Creative Tourism Marketing Network	74
3.3 To Analyze the Implementation Government Policy for Promoting Creative Muay Thai Tourism	78
3.4 To Find a Model for Development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network	79
CHAPTER 4 FINDINGS AND RESULTS	80
4.1 Qualitative Research Results in Response to Study the Behavior of Japanese Tourists Towards Creative Muay Thai Tourism	80
4.2 Qualitative Research Results Responding to the Research Objectives 2-4	117
4.3 Analysis Results of the Implementation of Governmental on Policy Promoting Creative Muay Thai Tourism	152
4.4 Development of the Model Thai-Japanese Muay Thai Creative Tourism Marketing Network	157
CHAPTER 5 CONCLUSION DISUSSION RECCOMMENDATION	166
5.1 Conclusions	166
5.2 Discussion	176
5.3 Research Recommendation	183
5.4 Recommendations for Future Studies	184
BIBLIOGRAPHY	185
APPENDICES	191
Appendix A Questionair	192
Appendix B Interview Form	210
BIOGRAPHY	216

LIST OF TABLES

Tables	Page
2.1 Ranking Data of Tourists to Thailand by Country, between 2016 - 2017	17
2.2 Ranks the Numbers of Tourists, Gross Income, Tourists' Expenses per Day and Duration of Stay	18
2.3 Literature Review Related to the Purposes of Japanese Outbound Tourists	19
2.4 The Japanese Outbound Travel Behavior	22
2.5 Partnership - Activity Matrix	25
2.6 The Definitions and Aims of the Main Types of Marketing Communication in Relation to Consumer Behavior	37
3.1 Sample Size Specification	70
3.2 Variables Involved Different Scales of Measurement	72
3.3 The Six Elements Involved Different Scales	73
3.4 The Employed Statistics Can be Summarized	74
4.1 The Numbers of and Percentages of the Sample, Listed by Demographic Factors (a total of 400 persons)	81
4.2 The Mean and Standard Deviation of Levels of Intrinsic and Extrinsic Motivation	84
4.3 The Analysis Results of Various Information Sources for Travelling to Muay Thai Creative Tourism	87
4.4 The Number and Percentage of the Respondents Concerning Decision Making Processes	90
4.5 The Number and Percentage of the Respondents Regarding Travel Behavior	96

4.6	The Mean, Standard Deviation and Level of Satisfaction Towards Government Policy Interaction of the Sample	103
4.7	The Mean, Standard Deviation and Level of Motivation Towards Marketing Communication Interaction of the Sample Participants	105
4.8	The Mean, Standard Deviation and Level of Satisfaction Towards Government Policy and Interaction of the Sample	107
4.9	The Comparison of the Mean Score of Levels of Motivation to Travel for Creative Muay Thai Tourism Classified by Personal Information	109
4.10	Comparative Levels of Satisfaction Towards Muay Thai Gyms, Classified by Personal Information	111
4.11	The Comparison of Levels of Satisfaction Regarding Marketing Communication and Marketing Network Communication, Classified by Personal Information Showed the Following Data Relative to Government Policy Interaction	113
4.12	The Comparison of Level of Satisfaction Towards Government Policy Interaction, Which Classified by Personal Information	115
4.13	Hypothesis Test Result	116
4.14	The Implementation of Government Sector in Terms of Leader	122
4.15	The Implementation of Government Sector in Terms of Vision	123
4.16	The Implementation of Government Sector in Terms of Organization	125
4.17	The Implementation of Government Sector in Terms of Product and Service	127
4.18	The Implementation of Government Sector in Terms of Place	128
4.19	The Potential of Government Sector in Terms of Promotion	129
4.20	The Implementation of Government Sector in Terms of Human	135
4.21	The Implementation of Private Sector in Terms of Management	139

LIST OF FIGURES

Figures	Page
1.1 Statistic of the Japanese Outbound Tourists in 2017	3
2.1 Change in the Drivers of Tourism Over 'unspecified' Time Period	14
2.2 Factors Influencing the Holiday Decision	31
2.3 Decision Making Processes	34
2.4 Japanese Tourists' Creative Muay Thai Tourism Decision Making Model	36
2.5 Actors' Participation Tourism	43
2.6 The Dynamics of Business Network Relationships in Sino-Australian International Travel Trade	47
2.7 Japanese Tourists Learning Muay Thai	51
2.8 A Muay Thai Gym in Japan	52
2.9 Policy Networks and Issue Based Networks	63
2.10 Conceptual Framework	68
4.1 Government Sector Agencies that have Potential to Develop the Creative Muay Thai Tourism Marketing Network	150
4.2 Private Sector Agencies that have Potential to Develop the Creative Muay Thai Tourism Marketing Network	151
4.3 Factor in the Development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network	163
4.4 A Model Development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network	165
5.1 Analysis Results of Creative Muay Thai Tourism Behavior of Japanese Tourists	171

ABBREVIATIONS

Abbreviations

JPMC

MOTS

TAT

UNWTO

Equivalence

Japan Professional Muay Thai

Ministry of Tourism and Sports

Tourism Authority of Thailand

United Nations World Tourism
Organization

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The cultural tourism concept of UNESCO (UNESCO, 2006) emphasizes cultures with mutual development in tourism and creativity, which offers tourists the ability to experience the destination's culture during their journey they are undertaken, by using creative tourism as a development strategy (Richards & Wilson, 2007). In 2003, a Thai pop cultured movie "Ong-Bak" portrayed the martial art of Muay Thai. The movie has made 20,112,926 U.S. Dollars worldwide and has promoted Muay Thai, the eighteenth century traditional Thai martial art. This movie has been particularly popular martial art aficionados and has stimulated international recognition of Muay Thai (Tourism Authority of Thailand, 2014, p. 35). At the same time, Muay Thai gyms started to appear globally in various countries. A survey of the Thai Consulates and Royal Thai Embassies worldwide found that there were 3,869 Muay Thai gyms in 36 countries, such as Brazil, Iran, India, Morocco and Japan; however, it was also demonstrated that 90 percent of the owners and instructors were not Thai During 2013, the Tourism Authority of Thailand promoted tourism to Thailand by expanding a new 'niche' market, under the concept of experiential tourism, by using Muay Thai to attract tourists for sightseeing and learning Muay Thai. Muay Thai gyms for tourists are located in many popular tourist provinces in Thailand, such as Phuket, Chiang Mai, Bangkok and Pattaya (Tourism Authority of Thailand, 2014, p. 35). Of the 1,762 Muay Thai gyms in Thailand, 443 gyms are qualified to accommodate tourists - 75 of these gyms are in central Thailand, 116 gyms in the North, 147 gyms in the Northeast and 115 gyms in the South. In 2014, the Ministry of Tourism and Sports allocated 20 million Baht from the national budget to create an official Muay Thai curriculum, upgrade the standards of Muay Thai gyms and promote the image of Muay Thai abroad with the

cooperation of various organizations related to Muay Thai. For example, the Royal Thai Embassy Japan's Professional Muay Thai Committee (JPMC) and Muay Thai gyms throughout Japan cooperated to promote the combat sport. Japan is one of the countries that have adopted the martial art of Muay Thai (Japan Professional Muay Thai Committee, 2011). In 1997, the first Muay Thai gym opened in Japan in Arakawa, Tokyo and was owned by a Thai. In 2014, eight Muay Thai gyms were owned by Thais in Japan--in Tokyo, Chiba, Saitama, Abiko and Fukuoka, with the total of 1,000 Japanese members. Apart from learning Muay Thai to become competitive boxers, a number of Japanese learn Muay Thai for weight loss and health promotion (Weerasakreck, 2016). In addition, the Japan Professional Muay Thai Committee was organized to support Muay Thai in Japan. In Japan, Muay Thai events are frequent. The World Championship of Muay Thai in Japan has become an annual event. Moreover, the Tourism Authority of Thailand (2014) began a marketing strategy to persuade and attract more Japanese to travel to Thailand by using renowned Thai boxers known to Japanese and celebrities who practice Muay Thai to encourage increased Japanese tourism to Thailand. Today tourism for learning Muay Thai has received a great deal of attention as it is considered art and science of self-defense accepted world-class. Muay Thai becomes highly popular in Asia especially among Japanese people, in Europe and the United States of America. Many international tourists make a trip to Thailand and have a chance to learn Muay Thai, along with Thai ancient art and culture, at the same time.

From 2010-2017, the Japanese outbound tourists increased continuously (Japan Tourism Marketing Co., 2017). The rate of Japanese overseas travelers has been relatively constant during 2010 – 2017, with 16 - 18 million outbound tourists. In 2013, the number of Japanese outbound tourists was 17,472,748, -5.5 percent lower than in 2012, and the lowest number within 8 years. On the contrary, in 2017, the number of Japanese outbound tourists was 17,889,293, 8.8 percent higher than in 2016, and the highest number in 8 years., as shown in Figure 1.1.

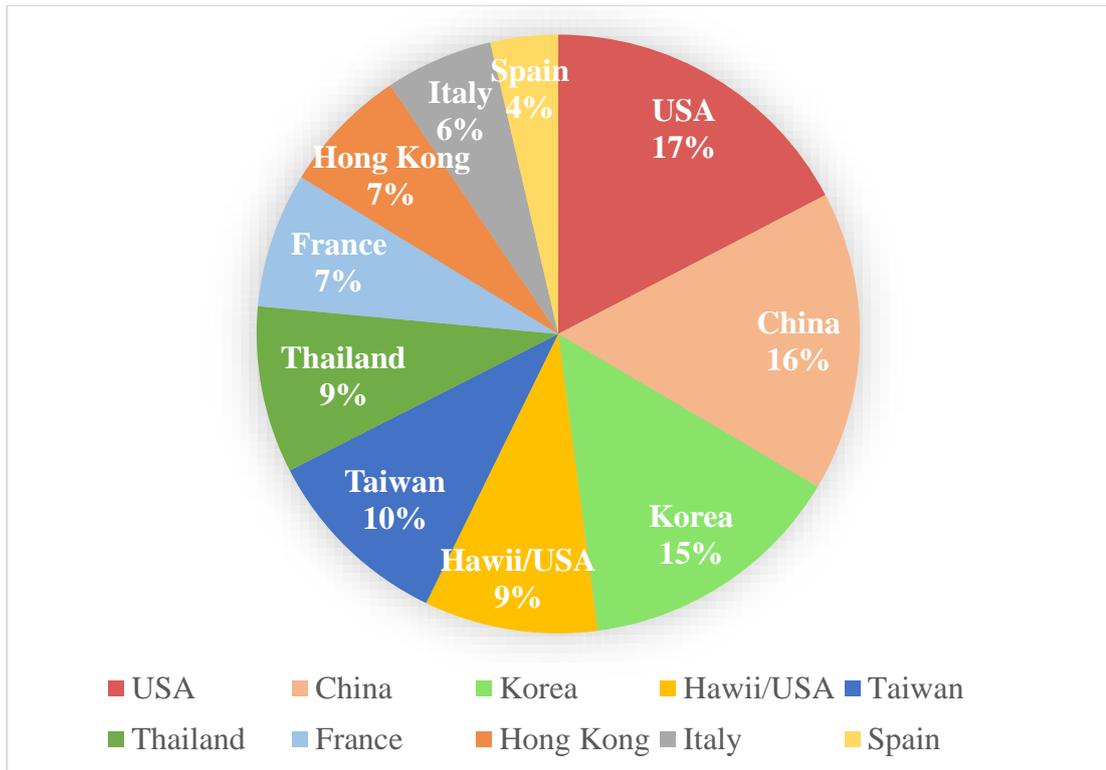


Figure 1.1 Statistic of the Japanese Outbound Tourists in 2017

Source: Japan Tourism Marketing Co., (2017).

It can be seen that the number of Japanese outbound tourists in 2017 was 17,744,292, which is 4.5 percent lower than in 2016 (Japan Tourism Marketing Co., 2017). The countries in Asia that are highly popular for Japanese overseas travelers are China, Korea, Thailand, Taiwan, and Hong Kong, respectively, while in North America, Muay Thai overseas travelers often travel from the landlocked states of America and Hawaii. In Europe: France, Italy, and Spain, find Muay Thai popular, (respectively following Asia). The main destination for the majority of Japanese tourist was the United States of America, with a total 2,765,973 visitors. In Europe, the main destination was France, with a total of 1,163,671 visitors, twice of the number of visitors to Thailand. Even though the number of Japanese inbound tourists to Thailand has been increasing, the number of Japanese coming to Thailand has only increased 9.6 percent (Japan Tourism Marketing Co., 2017). According to the growth rate of inbound tourists to Thailand during 2016 - 2017, Japanese tourists ranked 5th, with 1,544,328

visitors. (Wise & Perić, 2017). Japanese tourists differ from other Asian tourists such as Indonesian, Korean, Chinese and Thai in travel behavior (Reisinger & Turner, 2002) Japanese tourists travel behavior highly emphasizes shopping and services. Japanese tourists also have significantly longer vacation times. The numbers of tourists, gross income, tourists' expenses per day and duration of stay rank as follows and productive cooperation in tourism provides the following benefits: 1) an increase in the number of tourists, increase in the local income, increase employment and reduction in unemployment. 2) Increased efficacy of tourism market management of the private sectors to manage resources. 3) Ability of the local government to participate in organizing tourism activities. (March, & Wilkinson, 2009, pp. 27 - 28; Hede & Stoke, 2009, p. 658).

Understandably, various forms of business cooperation between Muay Thai entities should bring along different effects for the organisations involved, which will be largely positive, thus resulting in significant development for all. However, likely results will vary. Managers should, of necessity, carefully consider what impact could result from entering a business network and cooperation (Korcsmaros, Mura, & Hevesi, 2016, pp. 148-149). Consequently, effective management of both tourism supply and demand will expectantly benefit all sectors in the tourism industry and the Thai economy in general (Buhalis, 2000). Development of more stable/increased tourism supply and demand strategies using Muay Thai instruction, necessitates cooperation from all sectors in networking and strategic planning leading to sustainable tourism. It is anticipated that networking may significantly develop tourism, including tourists' travel experience satisfaction (Castro, Martín, & Martín, 2007). Necessarily a tendency for domestic and international partner networks in tourism will best be served with cooperation in sharing successful stratagems. The important goal leading to cooperation between government and private sectors is mutually beneficial shared resource and outcomes. The concept of tourism marketing for a communication network and market relations entails 'governmentizing' and developing products and services to meet customers' desires and needs (Morrison, Lynch, & Johns, 2004).

Understanding the context and concepts of every Muay Thai sector (Franco & Estevão, 2010), grows ever more essential--from the relations between the government and business sectors, to the varied functions of each, to the benefits from the educative

tourism network, and to business activities along with community impact (Morrison, Lynch, & Johns, 2004, p. 1) Comprehension of both the government and private sectors is important because of differing tourism marketing elements and the high capital investment of promoting and advertising to increase the number of tourists (March & Wilkinson, 2009, p. 27). It is transparent that both government and private sector are currently aiming to develop creative Muay Thai tourism, albeit with less than optimally successful concrete cooperation between sectors to date.

Since Muay Thai has been promoted and developed to be globally well known, many Muay Thai Gyms have been established in multiple countries around the world, especially in Japan. Muay Thai education and tourism continuously have been promoted in Thailand. In addition, with foreign tourists traveling for Muay Thai Creative Tourism, many Muay Thai gyms have opened to foreign tourists in key attractive destinations, leading to the expansion in related businesses growing also. including accommodations, restaurants, transportation and Muay Thai related businesses, including accommodations, restaurants, transportation and Muay Thai directly related businesses such as sports equipment sporting clothing, tourist services and activities related to 'creative tourism', e. g., language, local style cooking, etc., in order to maximize the business cultural experiences of the holiday destination by doing Muay Thai activities while developing creative potential at the same time return and tourists' satisfaction. Japanese tourists travel behavior highly emphasizes shopping and services. Japanese tourists also have significantly longer vacation times. The numbers of tourists, gross income, tourists' expenses per day and duration of stay rank as follows and productive cooperation in tourism provides. Visitors can gain some. Tourism must create employment and increase the business and increase the business opportunities based on sustainable policy and natural resources enlargement. UNESCO (2006) Besides, government sector has continued to promote tourism. It is possible to combine the vertical relationships between the supplier and consumers and the horizontal relationships between the competitors that covers personal relationships or agents.

To be successful in developing a tourism marketing network, it is necessary to understand the process of network building in every Muay Thai sector. With more highly regarded and developed cooperation between government and private sectors, future of developing creative Muay Thai tourism appears possible--perhaps ever

brighter than in recent years. From a study of tourism marketing, explaining the cooperation of market network of the tourist attractions in New Zealand, it is found that the important factor in managing tourist attractions is cooperation between organizations and networks that make the high benefit for the tourism industry (Scott, Baggio, & Cooper, 2008, p. 18). From research findings, international level related business and cooperation as an international marketing network play an important role in developing Muay Thai Creative Tourism, not yet researched on the development of marketing networks, Muay Thai Creative Tourism Network. However, no research exploring the development of Thai Creative Tourism Network has been found. Thai and Japanese government sectors have not seriously cooperated to promote creative Muay Thai tourism marketing network. Therefore, it is important to promote this Muay Thai international tourism marketing network for Japanese.

In conclusion, to develop the Muay Thai tourism market network between Thailand and Japan as well as all related sectors of both Thailand and Japan Muay Thai Creative Tourism, will necessarily be involved in the development of a sustainable Muay Thai Creative Tourism policy. Such policy will require--the necessity to increase the number of Japanese tourists along with longer Japanese vacation times, with higher Japanese gross income, with increased Japanese tourists' expenses per day, with the longer duration of stays. If government and private sectors in Thailand and Japan as well as local organizations cooperate to develop a viable Muay Thai marketing network, such a network may potentially promote the creative tourism to be more methodical and efficient in a manner resulting in making the Muay Thai Tourism sector more well-known among both Thailand international tourists--especially focusing on increasing the number of Japanese tourists, and promoting Thailand's sustainable Muay Thai Creative Tourism accordingly.

1.2 Purpose of Research

1.2.1 To study the behavior of Japanese tourists towards Muay Thai Creative Tourism,

1.2.2 To study the potentials of the Government and private sectors of both Thailand and Japan in the Muay Thai Creative Tourism Marketing Network,

1.2.3 To analyze the implementation of government policy for promoting Muay Thai Creative Tourism,

1.2.4 To find a model for development of the Thai-Japanese Muay Thai Creative Tourism Marketing Network

1.3 Research Questions

1.3.1 What is the behavior of Japanese tourists towards Muay Thai creative tourism?

1.3.2 What is the potential of both the government and private sectors of both Thailand and Japan in the Muay Thai Creative Tourism Marketing Network?

1.3.3 What is the government policy for promoting Muay Thai Creative Tourism?

1.3.4 What is the appropriate model for development of the Thai-Japanese Muay Thai Creative Tourism Marketing Network?

1.4 Hypotheses

Hypotheses for research, question 1. For the behavior of Japanese tourists towards Muay Thai Creative Tourism, the following hypotheses have been set.

H1: The tourists who are of different sex, age, occupation, income have different travel motivation/s.

H2: The tourists who are of different sex, age, occupation and income have differing levels of satisfaction toward Muay Thai Gyms

H3: The tourists who are of different sex, age, occupation and income have differing levels of satisfaction toward creative Muay Thai tourism marketing communication and marketing network communication

H4: The tourists who are of different sex, age, occupation and income have differing levels of satisfaction toward government policy and interaction.

Research questions 2 – 4 are of a qualitative nature. The researcher thus did not set any related hypotheses

1.5 Definitions

1.5.1 Muay Thai Creative Tourism refers to Japanese tourists' activities for learning Muay Thai while visiting Thailand.

1.5.2 Tourism Marketing Network refers to a network that includes Thai - Japan governments and private sectors cooperating to promote creative Muay Thai tourism.

1.5.3 Japanese Tourists refers to Japanese tourists who participate in the creative Muay Thai tourism in Thailand.

1.5.4 Japanese Learning Muay Thai in Japan refers to the Japanese who learn Muay Thai at Muay Thai gyms in Japan.

1.5.5 Muay Thai Gyms Opened to Foreign Tourists refers to gyms that teach Muay Thai to tourists from overseas in famous touristic provinces: Phuket, Chiang Mai, Bangkok, and Pattaya, Chonburi Province.

1.5.6 Muay Thai Gyms in Japan refers to the gyms that only teach Muay Thai in Tokyo, Japan.

1.5.7 Motivation refers to the motivation from individuals, from government/private sectors and government policies. In this research, motivation is the drive that pushes Japanese tourists to be interested in experiencing creative Muay Thai tourism. Firstly, intrinsic motivation consists of, for example, the need to develop Muay Thai skill and the love of Thai culture. Secondly, extrinsic motivation constitutes motivation from different agencies or activities such as Thai and Japan government sector; private sectors and political factors.

1.5.8 Potentials of Government and Private Sectors refers to the potentials of government and private sectors to manage the budget, manpower, and marketing network.

1.5.9 Government Policies refers to the usage of government policy to promote Muay Thai tourism.

1.5.10 A model for development of the Thai-Japanese creative Muay Thai tourism marketing network refers to the development of the Thai-Japanese creative Muay Thai tourism marketing network that involves the cooperation of government and private sectors to promote tourism marketing.

1.6 Scope of Study

1.6.1 Scope of Content

To study the ideas and related theories such as:

1.6.1.1 Creative Muay Thai tourism

1.6.1.2 Network and network building in overseas creative Muay Thai tourism

1.6.1.3 The potentials of the stakeholders in overseas creative Muay Thai tourism networking

1.6.1.4 Government policies implementation of Muay Thai tourism

1.6.2 Population and Sampling

1.6.2.1 Population refers to the Japanese tourists who travel to Thailand and learn Muay Thai. They are considered as an infinite population. Many Japanese tourists travel to Muay Thai gyms in the famous tourist in Bangkok.

1.6.2.2 Sampling in this research consisted of nonprobability sampling due to the unlimited numbers of population. The researcher will determine and randomly choose from the population according to convenience sampling.

1.6.3 Area of Research, Divided into 2 countries as follows:

1.6.3.1 Thailand, The researcher has chosen the famous touristic provinces in many parts of Thailand that have Muay Thai gyms opened to foreigners:

1) Quantitative Research: Central part – Bangkok Thailand

2) Qualitative Research: Thailand : 4 regions.

(1) Central region - Bangkok

- (2) Southern region - Phuket
- (3) Northern region - Chiang Mai
- (4) Eastern region - Chonburi (Pattaya)

1.6.3.2 Japan. The researcher has chosen Tokyo, Japan as an area of research because it is the center of both Thai and Japanese government and private sectors that are related to Muay Thai and tourism.

1.7 Benefits of the Study

1.7.1 To understand the behavior of Japanese tourists towards Muay Thai Creative Tourism, which is useful for the several different parties:

1.7.1.1 Private sector: The private sector includes Muay Thai gyms which develop the marketing strategies, based on this study, to be in line with the unique desires of Japanese tourists who come for Muay Thai Creative Tourism in Thailand. For example, the gyms can design training programs including location and other services that match the Japanese tourists' taste.

1.7.1.2 Governmental sectors: The Tourism Authority of Thailand can use the results of this study to formulate policies that promote creative Muay Thai tourism, such as organizing different activities that answer to the needs/desires of the right group of Japanese tourists and interests.

1.7.2 To understand the potentials of both Thai - Japanese government sector and private sector in Muay Thai creative tourism international market networking: The results of this study can be used as a set of guidelines in developing private-governmental networking, which can further push creative Muay Thai tourism forward. Also, the results of this research could be used to enhance the role of both governmental and private sectors in Muay Thai Creative Tourism.

1.7.3 To understand the policy implementation of the government to promote Muay Thai creative tourism. The findings may serve as policy guidelines intended to help promote Muay Thai Creative Tourism and government/private sector collaboration.

1.7.4 To achieve a model for development of the Thai-Japanese Muay Thai Creative Tourism Marketing network so as to find out contributing factors of the

formation of such a network and what the government and private sectors need to develop in order to create the collaborative network that will attract Japanese tourists to Muay Thai Creative Tourism.

1.7.5 The Tourism Authority of Thailand (TAT) could be the leader of development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network. Formulating collaborative policy within the partnership of Thai-Japanese network, will, together hopefully create an actual workable/working partnership, with substantially/measurably improved participation and financial results. Setting shared management, marketing, budgeting, and personnel goals, creating strategic planning for budgeting, thus performing networking tasks as planned, will implement both policy and evaluation.

CHAPTER 2

CONCEPTS, THEORIES, LITERATURE REVIEW

Creative paradigm, concepts, theories and literature review regarding a model for development of The Thai- Japanese Muay Thai Creative Tourism Marketing Network include:

- 2.1 Creative Muay Thai Tourism
- 2.2 Tourists' behavior Muay Thai activities in creative tourism concept
- 2.3 International Muay Thai creative Tourism marketing network building
- 2.4 Potentials for stakeholders in Muay Thai Creative Tourism Network capitalization
- 2.5 Analysis of government's Muay Thai creative Tourism promoting policy implementation
- 2.6 Conceptual framework

2.1 Creative Muay Thai Tourism

2.1.1 Creative Tourism

Creative Tourism is a new paradigm of tourism management which offers visitors the opportunity to develop creative potential through active participation in courses and learning experiences, characteristic of the holiday destinations where the courses are undertaken (Richards & Wilson, 2007, p. 18). Visitors can gain some cultural experiences of the holiday destination by doing Muay Thai activities while developing creative potential at the same time. Some communities have been trying to organize attracting tourists by using the more intangible cultural heritage which leads to sustainable and creative tourism. Cultural tourism has also been continuously developed to connect with the community's sustainable environment tourism. From the United Nations' term of sustainable development (World Commission on Environment

and Development, 1987), derive three pillars: economic development, social equity, and environmental protection. Tourism must create employment and increase the business opportunities based on sustainable policy and natural resources enlargement. UNESCO (2006) has emphasized creative tourism by initiating a Creative Cities Network to promote cooperation with and among cities that have identified creativity and support the cooperation at the local level as well as cooperating actively at the international level which led to the 2008 Santa Fe and UNESCO International Conference on Creative Tourism, Santa Fe, New Mexico, USA. The United Nations Educational, Scientific and Cultural Organization agreed on the UNESCO Universal declaration on cultural diversity, accepting international standard-setting as the tool for the protection and promotion of cultural diversity and dialogue between cultures both tangible and intangible through visitors' experiences emphasizing authentic experience to understand the culture of visited cities. Tourism is an industry that tremendously generates income to Thailand and has been evolved continually which results in different types of tourism such as ecotourism, heritage tourism, and health and wellness tourism. One of the tourism types that various agencies in Thailand dramatically give importance to is creative tourism--a type of tourism that has been developed from cultural and heritage tourism focusing on preservation of local arts and culture, which allows tourists to participate in tourism activities designed by communities and promotes local products to market to satisfy many of tourists' needs; for example, learning local dialect, fabric weaving, drawing, learn how to carve, learn how to cook local dish including learning Muay Thai. Today tourism for learning Muay Thai has received a great deal of attention as it is considered both art and science of self-defense accepted world-class. Muay Thai has become highly popular in Asia, especially among Japanese people, as well as in Europe or the United States of America. Many international tourists make a trip to Thailand and have an opportunity to learn Muay Thai, Thai ancient art and culture, at the same time. By the way, Muay Thai gyms located domestically within foreign countries are popular as well.

2.1.2 Creative Tourism Market Projection

From the global tourism industry outlook, the creative tourism trend has been of slower tourism evolving traditional, period, value of quality and authenticity of each city. The trend has just started and will go on a grow with value, planning and

authenticity. Due to the change of tourists' behavior worldwide, some tourists have sought the new ways of tourism. Therefore, there is need to come up with something new to support tourist satisfaction including making use of local resources, natural resources and the cultural landscape. Also, there is need to combine creative tourism with the tourist activities of the community by using creative thinking. The change of tourists' behavior has pushed them to seek for the new tourist attractions such as local culture, ethnic differences, heritage and being a part of local activities. Consequently, creative community tourism is the best to support tourists need in all ways: society, culture, marketing and sustainable skills learning to be a part of the community.

United Nations World Tourism Organization: UNWTO had forecasted the number of tourists which tends to increase from 565 million in 1995 to 1,561 million in 2020. The new generation of tourists tend to seek for a new travel paradigm or experiencing a different culture which is opposite from mass tourism which emphasized on relaxation. The new travel paradigm has been criticized for disturbing the environment, culture and sustainability of the community. The new travel paradigms seek new and unique tourist attractions such as local culture, ethnic differences, heritage and being a part of local activities. Consequently, creative community tourism is the best to support tourists need in all ways: social (society), cultural, marketing and sustainable skills learning to be a part of the community as seen in Figure 2.1.

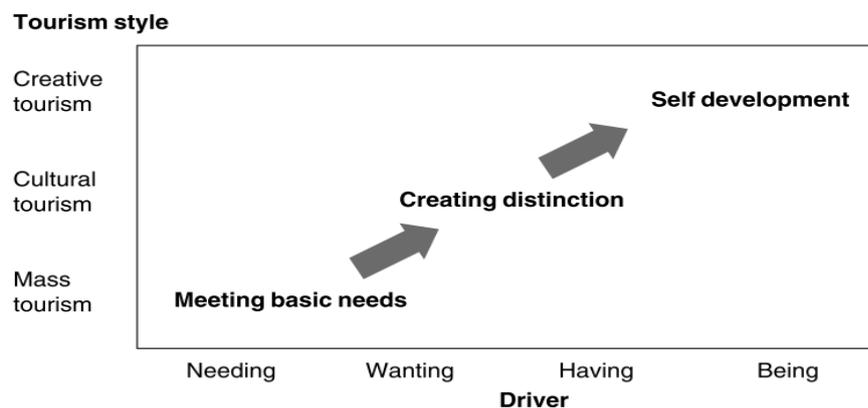


Figure 2.1 Change in the Drivers of Tourism Over 'unspecified 'Time Period.

Source: Richards and Wilson (2007).

Due to the changes in tourists' behavior, the tourists have sought out new ways or ideas of tourism. Varieties of creative tourism develop around the globe; e.g., bone carving taught by the Maori; learning the creativity of New Zealand, cuisine--some restaurants and locals will open home kitchens and teach cooking the typical dishes of the region; (similar cooking options are found in Barcelona), learning the art commission of pottery of native American in Santa Fe, USA and a music school that was established on the Island South Uist in Scotland providing bagpipes class and dancing and singing in the Gaelic language. The Creative tourism concept combines tourism and creativity which emphasizes on creative activity evaluation, such as creative activities of various travel destinations. There is a study of tourism marketing for creative tourism in a field of additional handicraft products which tend to grow in touristic activity. Richards and Wilson (2007) found/stated the combining of cultural tourism and creative tourism (Fernandes, 2011). Creative tourism to keep sights and delights in their memories, making creative tourism more than just creating authentic experience, but also to truly understand the culture of the visited places In conclusion, creative tourism can improve the potentials not only of visitors, but also to the host and the locals.

2.1.3 Foreign Tourists and Muay Thai Creative Tourism

Thailand is a country in Southeast Asia with many beautiful tourist attractions and a long history to be discovered. The strengths of Thai tourism are the services and the ancient folk wisdom that is being taught from generation to generation. Thailand has many landscape architectures for visitors to visit, in addition to learning our activities such as Thai boxing, rice cultivation and Thai cuisine which the locals in each place will teach the tourists as part of their heritage. The tourists also expect to learn some lessons, from the creative tourism, from the activities such as Thai boxing, Thai cuisine, Thai massage, rice cultivation and making some handicraft products, which would make the vacation a life-enriching journey.

Muay Thai is the traditional Thai martial art. All the body parts such as fists, feet, knees and elbows are being gracefully used as unique efficient weapons. Since the Ayutthaya period, the legend of Nai Khanomtom, who took down many enemies with the art of Muay Thai, has been told (Tourism Authority of Thailand, 2014). Muay Thai is a standard combat sport. There is a ceremony of Wai Khru (saluting the teacher)

before the battle, displayed with the traditional music using Thai instruments such as Javanese oboe, finger cymbals and double-headed barrel drum. Muay Thai match formally have no more than 5 rounds. There is a referee on the stage and the judges on the side of the ring same as boxing. Muay Thai is very popular among Thais all around the country. Each province hosts competitions, with the important/big matches often live television channels. many Muay Thai stadiums in Bangkok have weekly matches. Some foreigners especially Europeans, Americans and Japanese are quite obsessed with Muay Thai; some take courses seriously and turn themselves into Muay Thai fighters. This is one of the evidences that Muay Thai has reached the international level. In Thailand, there are many Muay Thai gyms for foreigners in the most famous touristic provinces such as Phuket, Chiang Mai, Bangkok and Pattaya, Chonburi (Tourism Authority of Thailand, 2014, p. 35).

2.2 Tourists Behavior in Creative Muay Thai Creative Tourism concept

2.2.1 Behavior of Japanese Tourists

2.2.1.1 Japanese tourist in Thailand

According to the growth rate of inbound tourists to Thailand during 2011 - 2012, Japanese tourists ranked 10th with 1,065,613 visitors. The number of Japanese tourist has reached the growth of 18 percent in 2013 with the number of 1,373,716 visitors, increased to 21.58 percent, 301,023 visitors traveled with tour groups and 1,040,040 visitors traveled independently (Tourism Authority of Thailand, 2014). Authority organized Visit World Campaign (VWC) 2008 - 2010 to increase the number of Japanese outbound travelers to 20 million by 2010. This campaign, selected Thailand to be one of the first nine key destinations by the Japanese Tourist Authority. Even though the number of Japanese inbound tourists to Thailand has been increasing, the percentage is only at 9.6 compared to the overall number of Japanese overseas travelers to other destinations in 2013 (Japan Tourism Marketing Co., 2017). The main destination for the majority of Japanese tourists is the United States of America with a total of 3,698,073 visitors. In Europe, the main destination is France, with a total of 2,518,628 visitors, twice the number of Japanese visitors as Thailand. The growth rate of inbound tourists to Thailand between 2015 - 2017, divided into countries, finds that

Chinese tourists have the highest growth rate of 9,805,753 increased tourists--11.97 percent. Meanwhile, the number of Japanese tourists to Thailand has increased to 1,544,328 which makes the percentage higher to 7.28 percent (Wise & Perić, 2017) as indicated in Table 2.1.

Table 2.1 Ranking Data of Tourists to Thailand by Country, between 2016 - 2017

Country of		Number		Percentage
No.	Nationality	2017P	2016	2016/15
1	China	9,805,753	8,757,646	+11.97
2	Malaysia	3,354,800	3,494,890	-4.01
3	Korea	1,709,070	1,464,200	+16.72
4	Laos	1,612,647	1,388,020	+16.18
5	Japan	1,544,328	1,439,510	+7.28
6	India	1,411,942	1,194,508	+18.20
7	Russia	1,346,219	1,090,083	+23.50
8	USA	1,056,124	975,643	+8.25
9	Singapore	1,028,077	967,550	+6.26
10	United Kingdom	994,468	1,004,345	-0.98

Source: Wise and Perić (2017).

Ranking of Tourists to Thailand by Country. In 2016, the statistics of inbound tourists to Thailand provided by Tourism Authority of Thailand, (2014), stated the number of Chinese tourists ranked number one, with 8,757,646 tourists, or +11.97 percent. The second ranked inbound tourists are from Malaysia, with 3,494,890 tourists, or -4.01 percent of Thai tourists coming from Malaysia. Japanese tourists ranked number five, with the number of 1,439,510 tourists or +7.28 increased from 2015. (Wise & Perić, 2017). From the tourism statistics, during the first 5 months of 2014, the number of Japanese inbound tourists visiting Thailand had increased 18 percent, to over 1,000,000 tourists. Japanese tourists are ranked number ten in Thailand tourism.

According to the growth rate of inbound tourists to Thailand between 2011 - 2012, divided by countries, it is found that Japanese tourist ranked number ten with the increased number moving to 1,065,613 tourists which makes the percentage of Chinese tourists, higher from 9 percent to 12.5 percent and makes the total growth of 62 percent from 2011 to 2012. Moreover, the number of Russian tourists to Thailand has increased to 262,377 which increases the percentage to 24.89 percent changes in the statistics of the gross income, of tourists' expenses per day, and statistics for duration of stay are indicated in Table 2.2.

Table 2.2 Ranks the Numbers of Tourists, Gross Income, Tourists' Expenses per Day and Duration of Stay

Country	Numbers of Tourist	Rank	Gross Income	Rank	Expenses per Day	Rank	Duration of Stay	Rank
China	2,786,860	1	105,943.91	1	4,826.24	11	7.95	33
Malaysia	2,554,397	2	55,359.78	4	4,437.38	23	4.9	47
Japan	1,373,716	3	49,932.30	6	4,725.04	15	7.88	35
Russia	1,316,564	4	84,840.06	2	4,474.16	21	14.46	17
South Korea	1,163,619	5	42,399.85	9	4,811.40	12	7.64	36
India	1,013,308	6	37,228.02	10	5,281.27	3	7.15	39
Laos	975,999	7	20,288.32	14	3,298.17	47	6.27	42
Australia	930,241	8	63,360.70	3	5,088.31	8	13.39	20
UK	873,053	9	54,893.70	5	3,784.39	41	18.13	2
Singapore	831,215	10	27,864.22	12	5,102.86	7	5.49	46

Source: Tourism Authority of Thailand, 2014.

Ranks the numbers of tourists, gross income, tourists' expenses per day and duration of stay as follows: In 2013, Japanese inbound tourist to Thailand ranked number 3, but the duration of stay at an average of 7.88 days is ranked 35. The gross

income is at a total of 49,932.30 Baht, ranked number 6 and expenses at 4,725.04 or 152.03 USD per day, ranked number 15.

2.2.1.2 Behavior of Japanese outbound tourists. The researcher has reviewed the literature related to the purposes of Japanese outbound tourists, noting the following:

Table 2.3 Literature Review Related to the Purposes of Japanese Outbound Tourists

Authors	Type of Travel											
	Historical	Natural	Activity	Experience	Culture	Language	Shopping	Security	Food	Time	Art	transportation
1. Methodological issues in using Kahle’s list of values scales for Japanese tourism behavior. By Watkins & Gnoth (2005)					√			√				
2. Travel Motivations of Japanese Senior Travelers to Thailand. By Sangpikul (2008)	√		√		√		√					
3. The Japanese Travel Life Cycle. By March (2000)	√		√							√	√	
4. Japanese Travel Culture: An Investigation of The Links Between Early Japanese Pilgrimage and Modern Japanese Travel Behavior. By Watkins (2008)							√		√	√		√

Table 2.3 (Continued)

Authors \ Type of Travel	Historical	Natural	Activity	Experience	Culture	Language	Shopping	Security	Food	Time	Art	transportation
5. The Japanese Outbound Travel Market With Special Insight Into The Image of Europe as a Destination By Japan Toursim Marketing Co. (2017)	√	√	√	√	√		√				√	√
6. Individualism/collectivism and group travel behavior: a cross-cultural perspective. By Meng (2010)			√		√		√					
7. Risk, Uncertainty and the Theory of Planned Behavior: A Tourism Example By Quintal, Lee, & Soutar (2010)				√	√			√	√			
8. Japanese Tourism Values: A Means–End Investigation By Watkins & Gnoth (2010)			√	√	√			√	√		√	
9. Local culture in the context of international Tourism Japanese tourists’ perceptions of the culture of Saariselkä and the views of Japanese travel agents. By Aoyagi (2012)					√							

Table 2.3 (Continued)

Authors	Type of Travel											
	Historical	Natural	Activity	Experience	Culture	Language	Shopping	Security	Food	Time	Art	transportation
10. The Packaged Tourist: A Japanese And American Perspective By Spears & Rosenbaum (2012)			√	√	√		√		√			
11. Differences in Expectations and Perceptions Between Hospitality Providers and International Customers: The Case of Korean and Japanese Group Tourists in Thai Hotels. By Seongseop, Statia, Rob, & Kaye (2014)	√			√	√							
12. Differences in Expectations and Perceptions Between Hospitality Providers and International Customers: The Case of Korean and Japanese Group Tourists in Thai Hotels. By Seongseop, Statia, Rob, & Kaye (2014)			√				√					

Table 2.3. Reviewed the literature related to the purposes of Japanese outbound tourists. Here, the behavior of Japanese outbound tourists is divided into five categories: 1) Cultural travel, 2) Activity travel, 3) Experience travel, 4) Historical travel, 5) Shopping travel. It is clear that the first 4 categories include cultural thinking, experience gaining and doing activities related to creative tourism.

2.2.1.3 Behavior of Japanese Outbound Tourists.

Some studies and research, of travel behavior, especially travel behavior of Japanese tourists, with the topic of The Japanese Outbound Travel Market research and other research found the following:

Table 2.4 The Japanese Outbound Travel Behavior

Authors	Travel companions	Destination	Type of accommodation	No. nights stay	destination spending
1. Travel Motivations of Japanese Senior Travelers to Thailand. By Sangpikul (2008)	√		√		√
2. Japanese Travel Culture: An Investigation of The Links Between Early Japanese Pilgrimage and Modern Japanese Travel Behaviour. By Watkins (2008)	√	√		√	√
3. The Japanese Travel Life Cycle. By March (2000)	√				√
4. Japanese Tourism Values: A Means–End Investigation. By Watkins & Gnoth (2010)			√	√	√
5. The Japanese outbound travel market. By Japan Toursim Marketing Co. (2017)	√	√	√	√	√
6. The Japanese Outbound Travel Market with Special Insight Into The Image of Europe As A Destination. By Japan Toursim Marketing Co. (2017)	√	√	√	√	√

Table 2.4 (Continued)

Authors	Travel Behavior.				
	Travel companions	Destination	Type of accommodation	No. nights stay	destination spending
7. Individualism/collectivism and group travel behavior: a cross-cultural perspective. By Meng (2010)			√		√
8. Risk, uncertainty and the theory of planned behavior: A tourism example By Quintal, Lee, & Soutar (2010)				√	√
9. Local culture in the context of international Tourism Japanese tourists' perceptions of the culture of Saariselkä and the views of Japanese travel agents. By Aoyagi (2012)	√				√
10. The Packaged Tourist : A Japanese And American Perspective. By Spears & Rosenbaum (2012)			√	√	√
11. Differences in Expectations and Perceptions Between Hospitality Providers and International Customers: Korean and Japanese Group Tourists in Thai Hotels. By Seongseop, Statia, Rob, & Kaye (2014)	√			√	√

Table 2.4 reviewed the literature related to the behavior of Japanese outbound tourists, divided into 5 categories: 1) Spending, 2) Travel companions, 3) Number of nights stayed, 4) Type of accommodation, 5) Destination. It is clear that the 5 categories are related to increased number of Japanese tourists are; longer vacation times, gross income, tourists' expenses per day and duration of stay.

Additional research studies regarding travel behavior of Japanese tourists include the following:

1) Japanese Travel Culture: An investigation of the links between early Japanese pilgrimage and modern Japanese travel behavior. (Watkins, 2008): group-oriented patterns of travel, package-tour-style travel, well-known destinations and the things that make them famous, tend to stay longer in one destination, shopping for gifts is an important part of travel, choice and the selection of activities and photographs are very important, at all famous locations, service expectations are high, expense appears to be the greatest restraints on travel.

2) The Japanese outbound travel market (European Travel Commission, 2010); Young experienced and visiting Asian countries, repeatedly, European destinations that are popular, The high frequent trip duration for the Europe group is 7-8 days, but it is only 3-4 days, Limited Holidays and Length of Trip, Sightseeing” is the main factor for traveling, high famous sightseeing spots.

In addition to the above research, other studies regarding travel behavior of Japanese tourist found the following: Research shows, that Japanese travel behavior is group-oriented patterns and includes famous sightseeing spots.

2.2.2 Influencing behavioral factors of Japanese tourism

Consumer Behavior Models (Kotler, 2003)--factors influencing consumer behavior, are personal factors. Some of the important personal factors influencing buying behavior are: age, family life cycle, occupation, economic circumstances, education and lifestyle.

2.2.2.1 Age: Consumers change the purchase of goods and services with the passage of time.

2.2.2.2 Family Life Cycle: Family life-cycle consists of different stages such as childhood, bachelorhood, newly married, parenthood etc. which help marketers to develop appropriate products for each stage.

2.2.2.3 Occupation: The occupation of a person has significant impact on buying behavior. For example a marketing manager of an organization will try to purchase business suits, whereas a low-level worker in the same organization will purchase rugged work clothes.

2.2.2.4 Economic Situation: Consumer's economic situation has great influence on buying behavior. If the income and savings of a customer are high, then purchases are of more expensive products. On the other hand, a person with low income and savings will purchase inexpensive products.

2.2.2.5 Education: Highly educated consumers tend to buy more high-quality products.

2.2.2.6 Lifestyle: Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings.

From the literature review of demographic studies that influence tourists' behavior, the results are noted as follows:

Table 2.5 Partnership - Activity Matrix

Authors	Demographic								
	gender	Age	Marital status	Educational	Occupation	Income	Life stage groups	Employment	Residence
1. Chieh-Wen, Shen, & Chen (2008)	√	√	√	√	√				
2. Watkins (2008)	√	√	√	√					√
3. March (2000)	√	√	√	√	√	√			√
4. Haejin, Jennifer, & Woongang (2009)	√	√	√	√	√	√			√
5. Ratten, Pauline, & Pauline (2009)	√	√	√	√	√	√			√
6. Ratten, Pauline, & Pauline (2009)	√	√	√			√			
7. Smith, Costello, & Muenchen (2010)	√	√		√		√		√	

Table 2.5 (Continued)

Authors	Demographic								
	gender	Age	Marital status	Educational	Occupation	Income	Life stage groups	Employment status	Residence
8. Ozdipciner, Li, & Uysal (2010)	√	√	√	√	√	√			√
9. Watkins & Gnoth (2010)	√	√	√	√	√				
10. Meng (2010)	√	√	√	√	√				
11. Aoyagi (2012)	√	√	√	√	√				√
12. Spears & Rosenbaum (2012)	√	√	√	√	√				
13. Inouye, Chi & Bradley (2014)	√	√	√	√	√	√			
14. Seongseop, Statia, Rob, & Kaye (2014)	√	√	√	√	√	√		√	
15. Park, Lee, & Miller (2014)	√	√	√	√		√			√

As noted above, the most highly related demographic factors related to tourists' behavior are: age, status, education, occupation and income. However, the residence of the tourists also has significance in the research outcomes and will require further development of a better marketing network.

2.2.3 Tourists Behavior in Travelling Decision Making

Consumer behaviors are the actions a person takes towards purchasing and using products and services, including the decision-making process that precedes and determines the actions. The best predictor of behavior is behavioral intention (Saavedra-Rodriguez, 2007, p. 116). Many scholars who study tourism decision making processes note the details noted such as, in 1987, Moutinho presented a Vacation

Tourist Behavior Model in purchase decision making (Swarbrooke & Horner, 2002, p. 74) as follows:

The three levels of purchase decision making include: 1) pre-decision stage and decision process, 2) post-purchase evaluation, 3) future decision-making

2.2.3.1 Purchase decision making came from consumer behavior thinking as follow: 1) Motivation, 2) Cognition, 3) Learning. Purchase decisions are influenced psychological factors, such as motivation, perception, attitude and learning.

1) Motivation is the reason or reasons one has for acting or behaving in a way. Purchase behavior needs motive or persuasion to stimulate consumer needs by using incentives or marketing stimulus. It is necessary to study human needs to know how to do the marketing stimulus. Human needs consist, for example, of physical needs such as food, liquids, accommodation, medicine and eroticism. When the needs are heavily stimulated, the result is finding the objects stimuli that meet the needs. Some of the theories related to needs range as follows:

(1) Maslow's Hierarchy of Needs Theory. Maslow's theory is used to explain tourists' motivation. This seminal theory is also being used to explain the travel behavior. Maslow stated that humans have endless wants and needs. When the basic level of needs is met, there will be the secondary or higher-level needs. Maslow had stated five levels of human needs which are the motivation of different human behaviors in different needs levels. Pearce noted that one reason for the popularity of Maslow's motivation theory is its simplicity. However, this benefit also limits extensive application of the theory. Also, the theory, when applied to tourism, states that human behavior is predetermined, which is behaviorist psychological principle and is opposite to the cognitive approach study. The cognitive study approach stated that human behavior often consists of irrationality and unpredictability.

(2) Travel Career Ladder (TCL); Pearce's TCL model is based upon the well-known. Hierarchy of Needs Model. The differences are from level 1, concern with biological needs, to level 4 special interest and self-development needs for tourists--needs with each level are partly self-directed and partly other-directed (except fulfillment needs or deep involvement needs akin to self-actualization (which is, of course self-directed). In the TCL model, tourists' needs are developed into levels, as in Maslow's theory. The needs become more complicated when the tourist is more

experienced. The biological needs will be met first: all the tourists will travel for rest and relaxation at first because relaxation and stress relief are the basic need and self-directed. On the contrary, travels for food or for eroticism are other-directed because it is advertised that is what the cities are well known for. However, when the tourists are more experienced, they will need a much deeper travel experienced from relaxation, the tourists may want to interact with the locals, help the locals by purchasing souvenirs or local products, learning languages, cultures, cuisines or history to fulfill their needs. Meanwhile, the compliments given to experienced tourists are considered as other-directed and encourage complexity of the travel behavior. The TCL model is more related to the tourists and tourists' motivation rather than relaxation. Travel-needs theory's principle stated that the career related to travel behavior reflects the hierarchy in the travel motivation career. Travelling is like careers in that there are changes in each stage of the life cycle. For example, some travel with tour packages, but later change to travel by themselves when they get older. Each journey one takes depends on each individual's situation such as financial factors, health problems, job relocation or additional other-directed changes.

Bansal and Eiselt (2004) have studied tourists' motivation in and planning a trip to Canada. It is found that tourists have 5 motivations as follows: 1) climate 2) relaxation 3) adventure 4) personal 5) educational. The results of the study have shown the tourists' motivations in each nationality after they choose the destination and plan their journey, which is called pull motivations. Muay Thai tourists' motivation can be divided into three types as follows:

1) Personal motivation. Have personal liking for martial arts, curiosity, and wanting to learn from a real experience

2) Organizational motivation; Thai - Japanese Government Sectors

(1) Host Muay Thai competition regularly

(2) Host Muay Thai events and tourism

(3) Tourism Promoting Policy

3) Governmental motivation:

(1) Immigration restrictions and visa requirements

(2) Civil disorder and terrorism

- (3) The nature of the political system
- (4) Taxation policy, e.g. airport taxes
- (5) Tourist taxes

Lifestyle: Tourists' Behavior that is considered self-directed is lifestyle. The lifestyles, considered other-directed are friends and relatives, information from media, society circle, tourism organization including international levels such as politics and government policy.

On the other hand, external determinants of tourists' behavior (Swarbrooke & Horner, 2002, p. 64) are:

1) Political factors; Immigration restrictions and visa requirements, Civil disorder and terrorism; The nature of the political system, Taxation policy, e.g. airport taxes, Tourist taxes.

2) Media; Travel media, e.g. holiday features on television, in newspapers, and guidebooks, Non-travel media, e.g. news programs and wildlife programs on television

3) Tourism organization marketing; Foreign destinations' advertising campaigns, Tour operator's brochures, Travel agent's special promotions

2.2.4 Concept and Definition of Perception

It must be stated that the determinants will not carry equal weight with all tourists at all times, based on their attitudes, personalities, principles, fears, and past experiences (Swarbrooke & Horner, 2002, p. 63) such as the following details: Tourists' behavior can be defined from demonstrated activities, attitudes, tourism products purchasing, tourists' consumption and post-consuming reactions. Consumers' needs and decision-making process are the significant in marketing activities because they are used to as strategy and indicator of consumers' needs in marketing.

2.2.4.1 Five Decision Making Process Stages

1) Stage 1: Problem recognition or need recognition: purchasing process will happen when the buyers realize their own problem or need which is the main cause of decision to select the travel destination (Chen & Tsai, 2007). Consumers are likely to select choice strategies that make product selection an easy process: an

integrative perspective of understanding general and travel personality and their relationships with tourist information behavior.

2) Stage 2: Information Search: Weiermair and Mäser, 1996 stated that information searches can be considered important factors influencing travel decision-making. Advice and information from friends, relatives, advertisement, news and media can be informative in decision-making.

(1) Information input can be found from various sources. It is also influencing problem recognition in analyzing options.

(2) For high involvement products, consumers are more likely to use an external search such as from other people, relatives, family, government information. Before buying a car, for example, the consumer may ask friends' opinions, read reviews in Consumer Reports, consult several web sites, and visit several dealerships. Thus, firms that make products that are selected predominantly through external search must invest in having information available to the consumer in need e. g. , through brochures, web sites, or news coverage. Swarbrooke and Horner (2002, p. 74) have stated the influenced factors both internal and external, in vacation decision-making as follows:

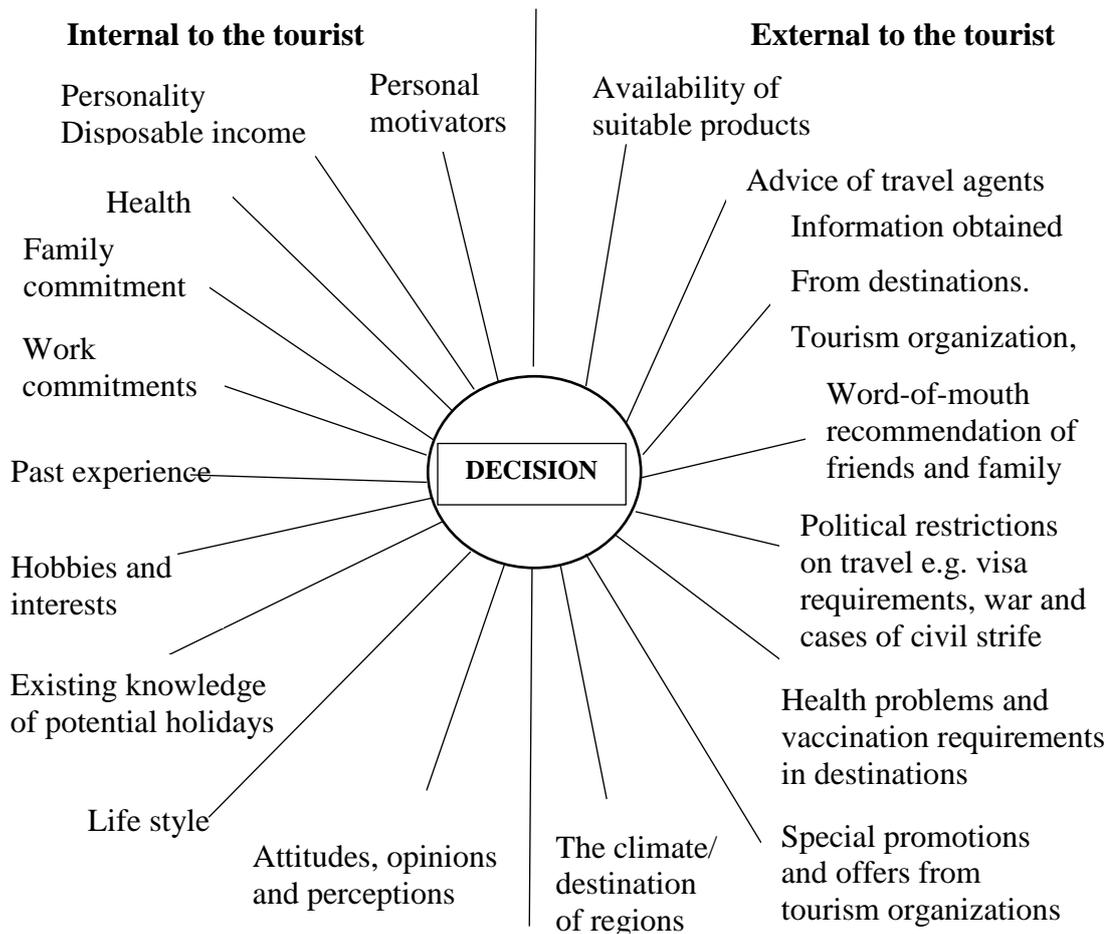


Figure 2.2 Factors Influencing the Holiday Decision

Source: Swarbrooke and Horner (2002, p. 74).

Research. Additional studies regarding decision behavior of Japanese tourist include the following: Bettman stated the information processing model of consumer choice (Bergenholtz & Waldstrøm, 2011). For external factors, adequate products are available, trip agents' advices, information received from destination, tourism organizations, transport firms to take consumer from home to destination, family and friends' word of mouth recommendations, health issues, special promotions offerings from tourism organizations and destination climate (Beerli & Martín, 2004). Swarbrooke and Horner (2002) stated that the main determinants that may prevent tourists from being able to behave in a greener manner including:

- (1) Information obtained from the media and pressure groups
- (2) Amount of disposable income and other concerns such as poor housing or unemployment
- (3) Personal previous experience or that of friends and relatives
- (4) Ownership or non-ownership of a private car
- (5) Interest issues such as animal welfare or activities such as riding and climbing
- (6) Preferences for types of holiday – beach, sightseeing, touring and different destinations
- (7) Membership of environmental pressure groups and conservation organizations such as Greenpeace and the Worldwide Fund for Nature
- (8) Advice received from the industry, notably tour operators. Moreover, some scholars have studied the sources and results that tourists use, to make decisions as follows:

3) Stage 3: Evaluation of Alternatives: after the information search, the consumer will then start to evaluate to find the high valuable result by comparing the alternatives. Information processing consists of consumer's exposure, attention, perception, acceptance, and retention of incoming information. The consumer must first be exposed to the message, allocate space for this information, interpret the stimuli, and retain the message by transferring the input to long-term memory.

In this stage, information search in marketing would affect problem recognition or need recognition which is a part of purchasing decision processes which is not the final decision making.

4) Stage 4: Purchase Decision: After evaluation of alternatives, the consumer will have the information results of the good and the bad of the products. Then, the decision will be made, considering the results/experiences of both self and others.

Fourth stage: variables influencing the decision process consist with personal directed and other directed which will lead to the next step.

Analyzing consumer behavior is the searching of purchase behavior of consumer to find out the customers' needs. Customers' needs can be found by answering these questions:

- (1) Who is important in the buying decision?
- (2) How do consumers buy?
- (3) What are the criteria their choice is based on?
- (4) Where do they buy?
- (5) When do they buy?

The behavior of the consumer of the tourist product in the process of decision taking is influenced by a series of deterministic and internal and external motivators' factors, according to Swarbrooke and Horner (2002).

5) Stage 5: Post Purchase Evaluation is the last stage after buying. After the consumers use the products, they will evaluate the products. It is clear that buying the product is not the end of decision making process. What customers want after they pay the money is convenience and fast delivery of services. If you can provide these to customers, there is a high chance they will re-purchase products/services. Decision making processes may be illustrated as follows:

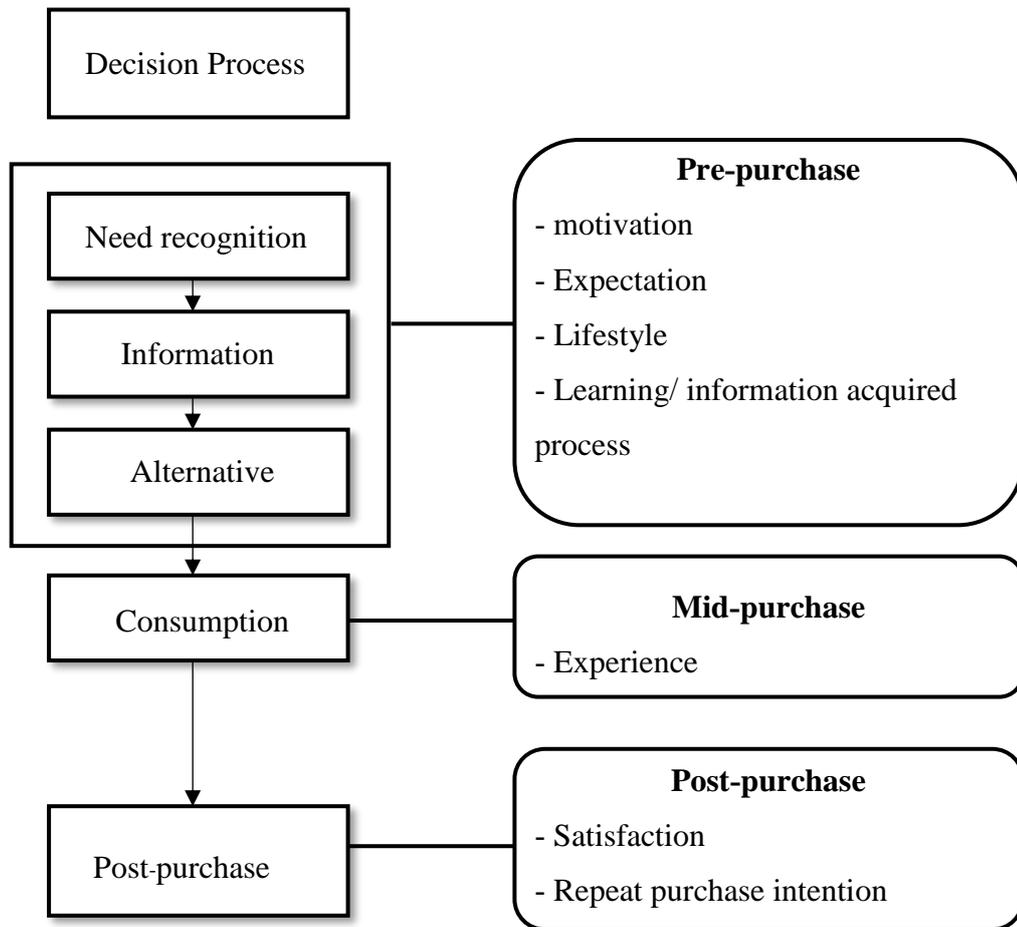


Figure 2.3 Decision Making Processes

The influencing factors of five stages of the decision process are characteristics of a person, motivation, value, lifestyle and personality. The social influences are culture, reference groups, and family. Situational influences, such as a consumer's financial condition, also influence the decision process. Values, lifestyle, personality and culture are the influencing limits in consumer decision making. This model is not concern the elements in decision making. The differences of each individual can cause the differences in decision making, for example, religion.

Studies regarding the repeat purchases find as follows: Determinants of tourism return behavior, Valle, et al., proposes a logic model, explaining the probability of returning to this destination as a function of; motivations, expectations, travel characteristics and the tourist's socio-demographic profile. Stated that Future Behavior-

-repeat purchases, recommendations and positive word-of-mouth reflect consumer loyalty. Consumer loyalty stands as of the high useful indicator for assessing marketing strategies (Enemark, McCubbins, & Weller, 2014). Tourism destinations, activities, and programs can be considered products, and the willingness of tourism consumers to recommend them and partake in positive word-of-mouth, helps tourism managers assess their management strategies. Therefore, these variables frequently indicate future behavior and tourist loyalty (Haejin, Jennifer, & Woongang, 2009).

Moreover, loyal tourists more likely revisit tourism destinations. Tourism studies have considered whether future tourist behavior can be predicted from the tourist satisfaction model. Such studies have examined several different contexts such as 220 T. H. Lee as resort (Bigné, Sánchez, & Sánchez, 2001), river tracing tour (Haejin, Jennifer, & Woongang, 2009), pleasure tourism in Hong Kong, Korean demilitarized zone beach hotels and in a forest setting. In this way, loyalty is considered an antecedent variable of satisfaction and future behavior.

From concept decision making process, three levels of the above model by Swarbrooke and Horner (2002, p. 64), are derived. Muay Thai tourists' can be divided into three levels to relate: Personal, Organizational process; Pre-decision, Decision, Post-decision Behavior. The Japanese tourists' behavior study in Muay Thai creative tourism has shown that it is related to the decision-making process model, as follows:

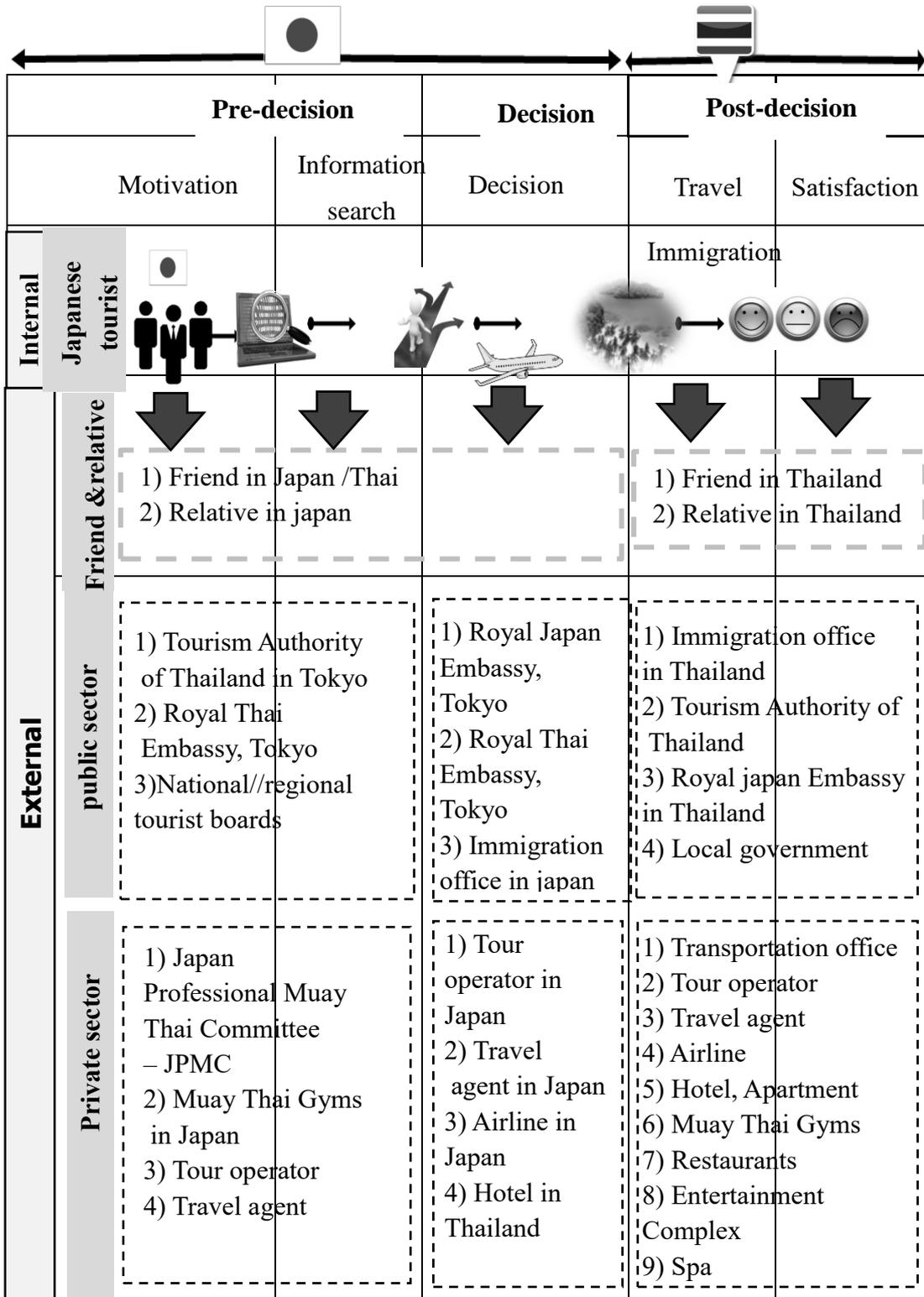


Figure 2.4 Japanese Tourists’ Creative Muay Thai Tourism Decision Making Model

The influencing factors of five stages of the decision process are characteristic of a person, motivation, value, lifestyle and personality. The social influences are culture, reference groups, and family. Situational influences, such as a consumer's financial condition, also influence the decision process. Values, lifestyle, personality and culture are the influencing limits in consumer decision making. This model is not concern the elements in decision making. The differences of each individual can cause the differences in decision making, for example, religion.

2.2.5 Marketing Communication in Relation to Consumer Behavior

Consumer behavior is very important in marketing activities which help promote tourism (Fishbein & Ajzen, 1975). Therefore, the study of consumer behavior has become necessary for the sake of tourism marketing to help marketers find the strategy that can meet consumer needs. The research regarding consumer behavior have the significant in marketing activities that lead to development and tourism promotion (Swarbrooke & Horner, 2002), as shown in the table below:

Table 2.6 The Definitions and Aims of the Main Types of Marketing Communication in Relation to Consumer Behavior

Type of Marketing Communication	Definition	Comments on Consumer Behavior
Advertising	Any paid form of non-personal communication and promotion of Ideas about goods or services by an identified sponsor (Kotler, 1994)	<ul style="list-style-type: none"> - Targets large consumer groups with strong visual images - Effective for mass-market high-volume products - The consumers and potential consumer can be targeted with repeat message

Table 2.6 (Continued)

Type of Marketing Communication	Definition	Comments on Consumer Behavior
Brochures	A catalogue or video to show the images of the holiday destination or hotel (Swarbrooke & Horner, 2002)	- Reassures consumer of what to expect - Allows the consumer to differentiate and discriminate between different offerings
Press or government relations	Non-personal stimulation of demand for a product, service or business unit by planting commercially significant news about it in a published medium or obtaining favorable presentation of it on radio, television, or stage, which is not paid for by the sponsor (Kotler, 2003)	- Gives consumers or stakeholders favourable impression of the organization or product - A high profile image is lodged in the consumer's mind - Raises awareness of new products and services in potential consumer's minds
Sales promotion	Short term incentives to encourage purchase or sale of a product or service (Kotler, 2003)	- Encourages the consumer to try the product/service for the first time - Encourages consumer loyalty
Personal selling	Oral presentation in a conversation with one or more prospective purchasers for making sales (Kotler, 2003)	- Persuades or coerces potential consumers, or existing consumers to buy more - Give consumers favourable impression linked to customer services

Table 2.6 (Continued)

Type of Marketing Communication	Definition	Comments on Consumer Behavior
Direct mail	Communication directly with customers without the aid of marketing or agents (Swarbrooke & Horner, 2002)	<ul style="list-style-type: none"> - To bring potential consumers into the market - To encourage past consumers to repeat purchase - To appeal to consumers using customized offering
Point of sale	A sales promotion method that uses items such as outside signs, window displays, and display rails to attract attention to inform customers, and to encourage retailers to carry products (Puppim, 2003)	<ul style="list-style-type: none"> - To encourage consumers to purchase a product/service - To encourage the consumer to purchase more within a particular setting
Sponsorship	The financial or materials support of an event activity person, organization, or product, by an unrelated organization or donor. Generally funds will be made available to the sponsor's name or brand (Puppim, 2003)	<ul style="list-style-type: none"> - To gain positive images of an organization in potential consumer's minds - To raise awareness of a product in consumer's mind when restrictions apply elsewhere - To associate products with popular individuals in the consumer's mind

Source: Swarbrooke and Horner (2002, p. 170).

Promotion is one of the efficient methods being used in tourism organization communication towards consumer. Marketing communication is also one of the methods that tourism organizations use to motivate consumers (Swarbrooke & Horner, 2002, p. 170)

2.3 International Tourism Market Network Building

2.3.1 Definition and Types Network

2.3.1.1 Network means socially formal and informal groups that associate and cooperate governmentally, industrially and socially. Networking theory is another means to understand organization structure both official and unofficial in government and private sectors in cooperation (Dinnie, Tanaka, & Centeno, 2004, p. 270). Scott, Baggio, and Cooper (2008, p. 1) have the concept of network as the fundamental relationship of the entrepreneur such as organization or people. The assets that belongs to structural relationship network, at least, there must be two organizations working together for a mutual purpose. It can be explained that cooperation between people in various organizations, in the same network, can increase the potential of work in the economics of scale.

2.3.1.2 Types of networks: There are 2 types of networks

- 1) Small group of networks that connect only three or more organizations
- 2) Industrial group network that making trades and aim for a longer relationship

In this research, we will note the second type of network with emphasis on the network related to Muay Thai Creative Tourism

2.3.2 Network Building

Network development during 1920-1930 had influence on social network among those who were related in the same network, but from various relationships (Dredge, 2006, p. 270). Each network is different and can be divided by relationship and cooperation between organizations as follows:

2.3.2.1 Relationships with-in Networks

1) Involved networks of both formal and informal, are free to have a relationship with each other. Relationships in the network are from relationships of the members in the network, a link between the members, the exchange between the roles and distribution network to other regions (Morrison, Lynch, & Johns, 2004, p. 198). Relationships of action, in an informal network, works when both internal and external factors are working and moving together. Every redundancy changes needs and the variety of networked communities moving forward. Understanding the relationships in the network is key (Iorio & Corsale, 2014, p. 8).

2) Power expression can cause chances to exchange the relationships in the network stands key (Achrol, 1997, pp. 63-64). Power is necessary and is a tool to help create cooperation of international organization. For example, the case of Japan's keiretsu Exhibit; finance, production and trade sections have the power to control; the network is complicated but moving forward as the same network. From the research of Iorio and Corsale (2014, p. 7), the important actor who built the network in the village of Viscri, Transylvania, Romania, must be the highly accepted local leader. Have done research on Network analysis of tourism events: an approach to improve marketing practices for sustainable tourism study: 1) Network structure and members, 2) Network leadership, 3) Communication in the network and knowledge sharing in both vertical and horizontal relationships and can be represented as a network model. Communication is an important means of providing knowledge to members in the network.

2.3.2.2 Network Building Cooperation

Networking can be seen as a whole picture of relationships between members, their ranking and position in the network, demonstrated by mapping and studies. The pattern of the differences is from the cooperation in activities which is called cooperation. It is understandable that various forms of business cooperation between entities bring along different effects for the organisations involved, which can be largely positive resulting in significant development for companies and also in less but still positive ones that have a limited positive impact on development. Managers must carefully consider what impact from entering a business network/cooperation their company will have. (Korcsmaros, Mura, & Hevesi, 2016, pp. 148-149) There is a need

to identify the leader of the network in order to specify the model of the network, members and leadership roles, planning processes, communication in the network, structure of the network, qualifications of the members, connection of the network and knowledge, and links between the members (Hend & Stoke, 2009, p. 658). Governments have a crucial role to play in the development and management of tourism and in making it more sustainable. A primary function of government in fostering a more sustainable tourism is therefore to create an environment that enables or influences the private sector to operate more sustainably, and influences patterns of visitor flows and behavior so as to maximize the benefits and minimize the negative impacts of tourism.

2.3.2.3 Network Analysis Network analysis starts with information searching. Knowledge is not the only the variable in the network model. But, the result during the analysis is the navigator of the network. Many tourist attractions relate formally and informally to the regional government and private sector. Some tourist attractions have the potential that both government and private sectors can be involved. Dredge (2006), has done the case study of Lake Macquarie, New South Wales, Australia. She did the survey on relationships between regional government and private sector in supporting network building on the regional tourism association of Lake Macquarie, New South Wales, Australia. The objectives of the study were: 1) To explain the management of the network and tourism authority from both private and government sectors. Civil society also is the important part in developing and communicating in the network. Network can be considered as a society with culture, history and beyond the delimitation of boundary. The management of the network will connect to both private and government sectors. The literature review of tourism and the ideas that are related to the Network theory are as follows:

1) Network theory is related to the tourism management because of the differences of each community's policies.

2) Network theory emphasizes the action of private and government sectors with various means of policy.

3) Network theory has differences in supporting politics levels which have different policies in tourism.

4) Network theory has more than one stakeholder per network. The stakeholder who takes the main part in the structure can purpose the ideas or concept to manage the organization and reorganize the regional tourism network.

To study the characteristics of the network involved with private and regional governmental sectors, the work progresses inside and outside the network and to express opinions, creativity, regulation indicate the roles and competition under the network communication.

2.3.3 Tourism Market Network

2.3.3.1 The means of tourism management: the important means of tourism management (Scott, Baggio, & Cooper, 2008, pp. 34-35); as shown in Figure 2.5

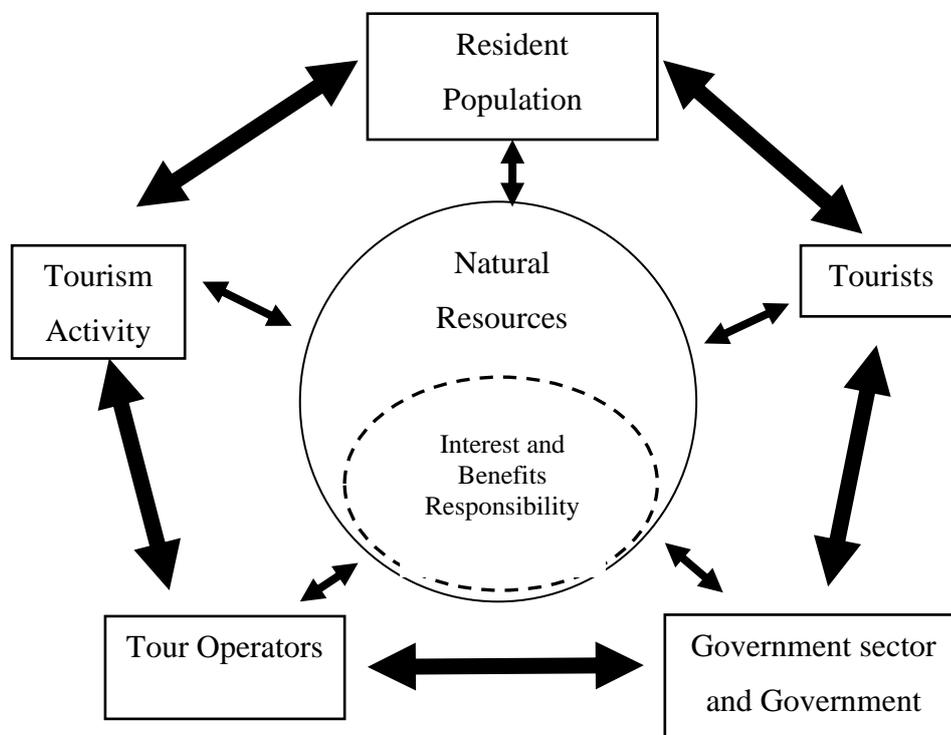


Figure 2.5 Actors' Participation Tourism

Source: Buhalis (2000, p. 99).

From Figure 2.5 Tourism Activity include tour operator providers, transportation providers, tourist services providers--such as information centers, brochures, guide books, websites--including travel agencies, tour operators, and guides who help with planning trips and planning market activities. The relationship of the partnership between Government sector and Government and inbound tour operators and other organizations can and ought to be critically helpful.

2.3.3.2 In an international network, it is possible to combine the vertical relationships between the supplier and consumers and the horizontal relationships between the competitors that covers personal relationships or agents. International marketing involves the firm in making one or more marketing mix decisions across national boundaries (Doole & Lowe, 2008, p. 7). At a high level of complexity, it involves the firm in establishing manufacturing/processing facilities around the world and coordinating marketing strategies across the globe. At one extreme there are firms that opt for 'international marketing' simply by signing a distribution agreement with a foreign agent who then takes on the responsibility for pricing, promotion, distribution and market development. At the other extreme, are huge global companies such as Ford, with an integrated network of manufacturing plants worldwide, which operate in some 150 country markets. Thus, at a highly complex level, international marketing becomes a process of managing on a global scale. The above, different levels of marketing can be expressed in the following terms:

1) Domestic marketing, which involves the company manipulating a series of controllable variables such as price, advertising, distribution and the product/service attributes in a largely uncontrollable external environment that is made up of different economic structures, competitors, cultural values and legal infrastructure within specific political or geographic country boundaries.

2) International marketing, which involves operating across a number of foreign country markets. Here, not only do the uncontrollable variables differ significantly between one market and another, but the controllable factors in the form of cost and price structures, opportunities for advertising and distributive infrastructure are also likely to differ significantly. These sorts of differences lead to the complexities of international marketing. For example, in India, when the customers want to buy vegetarian burgers in McDonald's, there must be a section in the kitchen that must not cook meat, the same as Mc Masala and McImli which cook Indian styled burgers.

3) Here the primary objective of the company is to achieve a degree of synergy in the overall operation, e.g., taking advantage of different exchange rates of--taxes, labor, skill levels and market opportunities--the organization will prove greater than would otherwise be the sum of its parts.

According to the research on International Tourism Networks (2004, p. 202), the network analyzing gives knowledge of the network source so as to plan out the work based on the good understanding of the network fundamental.

2.3.3.3 Actors identified key stakeholders: in the international market. It is very important to know which countries the stakeholders are from and the personality and characters of the stakeholders are which have the direct effect on the business. From the research of Isobel Doole and Lowe (2008, p. 27), an international firm, MNEs, the stakeholders are dealing with management and exchange the view in management systems globally. To use the strategies in decision making, it is very important to learn about the roles of the stakeholders in the international business. The roles and characteristics of the stakeholders are noted in the following (Knoke & Kuklinski, 1991)

1) Actors obtained from a formal organizational chart, such as the management positions in companies by way of positional analysis.

2) Actors obtained from selected community members based on judgement as to who is influential or has power by way of reputation/ attributional to the community.

3) Actors that participate in making or influencing key decisions by way of Decisional Analysis.

4) Actors are asked about their interactions or influence attempted over the period studied or Interaction Analysis.

From the tourism research of the two state organizations of New South Wales, Australia (Tourism NSW) regarding the White, a very famous and successful local tourist attraction to foreigners it is apparent that success came from stability of investment and effective cooperation of the stakeholders in tourism private sectors of the region such as: 1) Hunter Regional Tourism Organization, which the stakeholders in the industry are needed in Tourism NSW and, 2) Hunter Valley Wine Country Tourism (HVVCT), the local information center, which is not involved with any local tourism associations in Hunter Valley.

5) Relationships of the Stakeholders in the international marketing network. International marketing network is important to the society and economic allies in finance, production, trades are built from reaching out to other parts

of the industries and consumers (Achrol, 1997, p. 68). From the research of Morrison, Lynch, and Johns (2004), Network in marketing is getting wide spread from the communication and marketing relationship are developing new products and services in tourism (Borgatti & Foster, 2003). From a study of tourism marketing, explaining the cooperation of market network of the tourist attractions in New Zealand, it is found that a highly important factor in managing tourist attractions is cooperation between organizations and networks that benefit highly in the tourism industry (Scott, Baggio, & Cooper, 2008, p. 18). From a research of business network in bringing Chinese tourists group to Australia, the study has included cooperation of travel agencies and representatives in China which play parting cross cultural companies such as: 1) Suppliers: Australian inbound tour operators 2) And buyers:

Chinese authorized travel agents that aim on focal partnering relationships under the cultural factors are shown in Figure 2.6

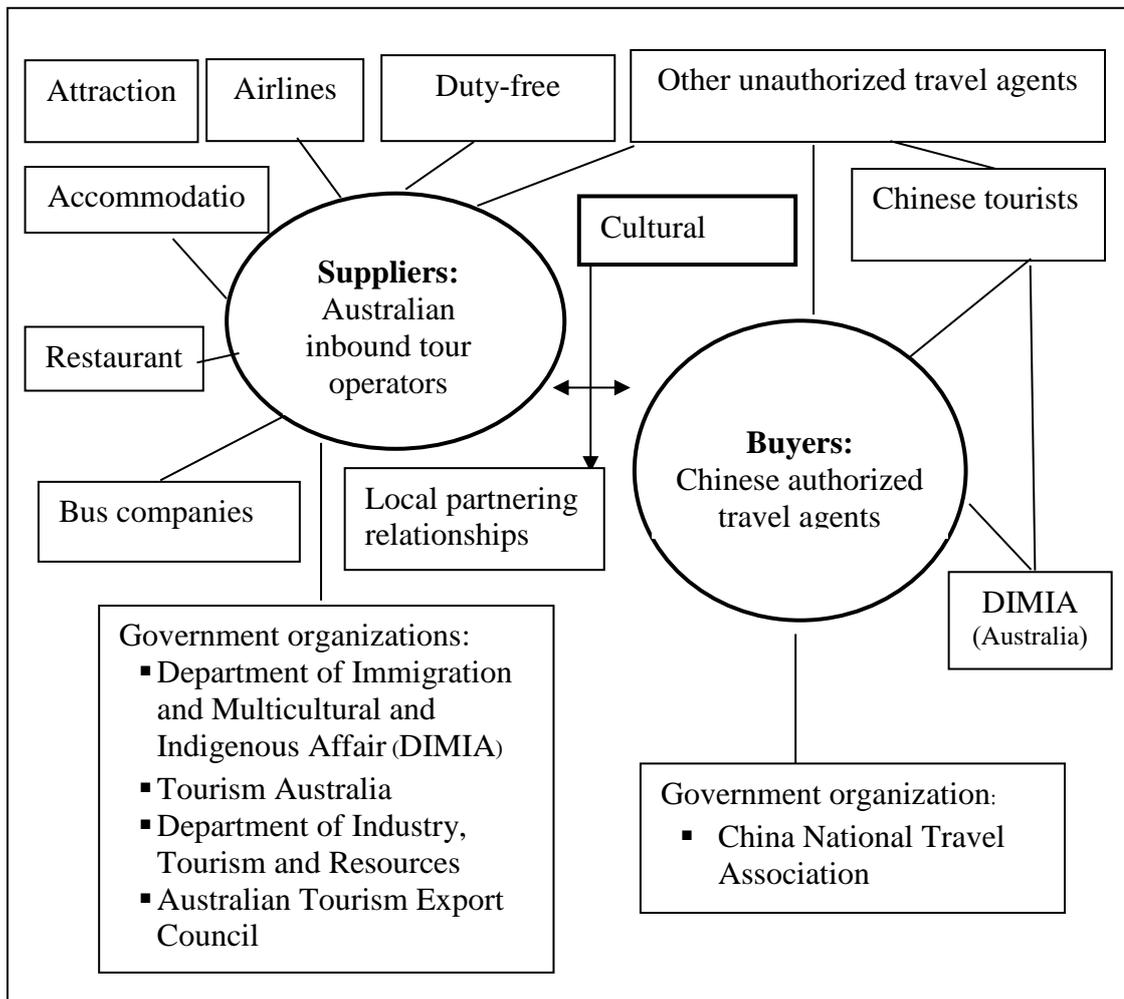


Figure 2.6 The Dynamics of Business Network Relationships in Sino-Australian International Travel Trade

Source: Scott, Baggio, and Cooper (2008).

From Figure 2.6 The relationship of organizations in the Sino-Australian international travel trade network are as follows:

- 1) Chinese authorized travel agents include
 - (1) Government organization--China National Travel Association
 - (2) DIMIA (Australia)
 - (3) Chinese tourists
- 2) Suppliers: Australian inbound tour operators include the following government organizations:

(1) Department of Immigration and Multicultural and Indigenous Affairs: DIMIA

(2) Tourism Australia

(3) Department of Industry, Tourism and Resources

(4) Australian Tourism Export Council

Research aims on the relationship of the partnership between Chinese authorized travel agents and Australian inbound tour operators and other organizations relating to bringing Chinese tourists to Australia. Questions being asked in the insight interview relating to some issues are as follows:

1) Current situation and company profile

2) Network relationship and network relationship development

3) Guanxi and the roles of Guanxi in the network relationship development

4) Cross-culture factors and difficulties in doing business

5) General questions regarding management and network relationship development

From the research on relationship development of cross- culture partnership in tourism industry, the managing process is complicated. The differences between cultures of Australia and China are complex to develop and difficult to make progress, for example, relationships required in the tourism industry development. The development process is related to the cultural and natural relationship factors between China and Australia such as higher competition in Chinese tourism market, service provider development and pricing. China and Australia relationship development into international business, is difficult to communicate and to comprehend the roles of Guanxi and patronage in relationship development of the stakeholders. Education and training programs prepared for the Australian tourism study and travel agents in China with an attitude of doing business and communicating with a difference, has a highly important affect in relation to business. When successfully developing Chinese tourists' options for traveling abroad, there is need to develop those involved in the sustainability of Chinese tourists to visit Australia. The significant factor is the distribution channel for a network of international tourism and a way of doing business with a difference.

2.3.4 Government and Private Sectors in Muay Thai Creative Tourism- Thailand and Japan

Organizations involved with Muay Thai creative tourism in the market network between Thailand and Japan, are from government and private sectors, as follows:

2.3.4.1 Organizations in Thailand

1) Government sectors are:

- (1) Ministry of Tourism and Sports
- (2) Tourism Authority of Thailand
- (3) Regional organizations in each touristic province such as Chiang Mai, Phuket, Bangkok and Pattaya, Chonburi.

2) Private Sectors entities are: Muay Thai Gyms that are opened to foreigners in high touristic provinces such as Chiang Mai, Phuket, Bangkok and Pattaya, Chonburi.

(1) Muay Thai Classes Muay Thai classes provided in Thailand are various and can be divided into 3 categories as follows:

(1.1) Muay Thai gyms that provide a serious training for foreigners

(1.2) Muay Thai gyms that provide a basic class only for photo shoots Muay Thai gyms that are partly hotels

(1.3) Muay Thai stadiums in Bangkok that organize fights are: Lumpini stadium at Rama IV: Rajadamnoen stadium at Rajadamnoen Nok Road; and the famous one in Pattaya, Fairtex Stadium at Thepprasit road.

(1.4) Statistics of Muay Thai Gyms: 17,620 Muay Thai gyms are to be found in Thailand. 443 gyms are ready to take the tours: 75 gyms in the central; 116 gyms in the North; 147 gyms in the Northeast; and 115 gyms in the South. Some 'opened; Muay Thai gyms--well known to both Thais and foreigners in have located in: Bangkok, Phuket, Pattaya, Chiang Mai, Samut Prakarn and Koh Samui (Tourism Authority of Thailand, 2014, p. 35).

As noted above, Muay Thai gyms, opened to foreigners, usually provide accommodations and offer various training classes including, at package prices that meeting the tourists needs (Tourism Authority of Thailand, 2014, p. 35). Also, the standard of high-quality gyms is qualified, clean, big and provide 'all-

in-one-service' including, for example: Fairtex Gym, also a hotel, providing a former Champion as trainer to satisfy customers.

(2) Types of Muay Thai Gyms. Muay Thai classes provided in Thailand are varied and can be divided into three categories as follows:

(2.1) Muay Thai gyms that provide serious training for foreigners

(2.2) Muay Thai gyms that provide a basic class only for photo shoots

(2.3) Muay Thai gyms that are partly hotels

Thailand boasts 1,762 Muay Thai gyms--443 gyms are ready to take the tours--75 gyms in the central; 116 gyms in the North; 147 gyms in the Northeast; and 115 gyms in the South. Muay Thai gyms that are opened and well known to both Thais and foreigners are situated in Bangkok, Phuket, Pattaya, Chiang Mai, Samut Prakarn and Koh Samui (Tourism Authority of Thailand, 2014, p. 35)--further noted above.

Muay Thai gyms that are open to foreigners will also provide accommodations and offer various training classes, including packages that meet with the tourists needs (Tourism Authority of Thailand, 2014, p. 35). Also, the standard of high gyms is 'qualified', clean, large and provide all in one service (example: Fairtex Gym is also a hotel, providing a former Champion as trainers) to satisfy customers.

A Muay Thai gym located in Khao San Road, Phranakorn District, Bangkok called Sor. Vorapin Gym, is opened to foreigners, with a morning session from 8.30 – 10.30 a.m. and afternoon session from 3.00 – 5.00 p.m. High numbers of foreign students are from countries in Europe or Asia. Some train to be boxers and some only travel and want to learn the basics of Muay Thai, with new students every day (Sor, Vorapin, 2016) as shown in the Figure below:



Figure 2.7 Japanese Tourists Learning Muay Thai

Muay Thai gyms are very well-developed. (Tourism Authority of Thailand, 2014, p. 35). The standards of high gyms are professionally qualified, clean, big and provide all in one service including selling Muay Thai gear and equipment. Such gyms include: Fairtex Gym in Pattaya, Chonburi Province--a sport hotel, providing a former Champions as trainers to satisfy customers. 1) World Professional Muay Thai Federation both in Thailand and Japan 2) Tour operators or travel agencies in Japan and Thailand that arrange tours for Japanese tourist 3) Japanese Tourists who learn Muay Thai in Muay Thai gyms, Thailand 4) Hotel groups and other business related Muay Thai in Thailand are organizations that support Muay Thai and other business such as shops that sell Muay Thai gears or equipment.

2.3.4.2 Organizations in Japan

1) Government sectors are:

- (1) Tourism Authority of Thailand, Tokyo office, Japan
- (2) Royal Thai Embassy, Tokyo, Japan, hosting Muay Thai

events

2) Private Sector Japanese facilities include:

- (1) Muay Thai gym for Japanese, Tokyo, Japan. Muay Thai is a very popular martial art in Japan. Since the Federation International K-1

Association Japan has shut down the business due to the financial problem in 2010, Japanese have paid more interest in Muay Thai (Japan Professional Muay Thai Committee - JPMC, 2011). The first Muay Thai gym in Japan was/is owned by Mr. Weerasakreck Wongprasert, the pioneer Thai of Muay Thai gym owner in (1997), Arakawa, Tokyo, Japan. In 2014, the totals of Muay Thai gyms in Japan were at eight, located in Tokyo, Chiba, Saitama Abiko and Fukuoka. The total number of members was at 1,000. Apart from learning Muay Thai to become Muay Thai professionals, a lot of Japanese learn Muay Thai for weight loss exercise (Weerasakreck, 2016). Muay Thai gyms owned by Thais open every day, providing Thai trainers from Thailand and some trainers who are former Muay Thai Champions, as shown in Figure 2.8



Figure 2.8 A Muay Thai Gym in Japan

Source: Weerasakreck (2016).

- (2) Japan Professional Muay Thai Committee
- (3) Tour operators and companies who organize tours for Japanese tourists to Thailand
- (4) Japanese who learn Muay Thai in Muay Thai gyms, Tokyo, Japan
- (5) Other entrepreneurs related to Muay Thai in Japan such as Muay Thai stadium and Muay Thai gear shops.

2.3.5 Thailand Tourist Attractions for Muay Thai Creative Tourism

The most highly regarded of the Muay Thai gyms for foreigners are located in the famous tourist attractions of Thailand. The popular touristic provinces that provide Muay Thai gyms for foreigners include: Phuket, Chiang Mai, Bangkok and Pattaya, Chonburi (Tourism Authority of Thailand, 2014, p. 35). The tourist attractions that the Tourism Authority of Thailand recommends (2014) are as follows: (Some Attractions noted above)

2.3.5.1 Tourist Attractions in Bangkok

1) The Grand Palace, temples, historical tourism places and the near by monument

2) The City Pillar, local villages or community, other religious places or landmarks and monuments: King Rama I was the King who erected the first city pillar on Sunday, April 21, 1782.

3) The Ananta Samakhom Throne Hall, a royal reception hall within Dusit Palace in Bangkok, Thailand, located near the Royal Plaza and the Vimanmek Mansion, and was commissioned King Chulalongkorn (King Rama V) in 1908.

4) Built in 1956, King Prajadhipok Museum, located at Anurak Yothathikarn Building, Phranakorn District, Bangkok, has three floors of permanent exhibitions relating to royal life.

5) The Bangkok National Museum (Phranakorn), the main branch museum, occupying the former palace of the vice king or Front Palace containing some important thrones including: Sivamokapiman Throne, Putthaisawan Throne and Issaravinijchai Throne.

6) Wat Arun (Temple of Dawn) is a Buddhist temple of Bangkok, Thailand, on the Thonburi west bank of the Chao Phraya River, opposite Wat Pho. The temple had existed since at least the seventeenth century since Ayutthaya Reign. The former name is Wat Chaeng.

7) Wat Pho is on Rattanakosin Island, directly south of the Grand Palace. The temple is first on the list of six temples in Thailand classed as the highest grade of the first-class royal temples. It is associated with King Rama I who rebuilt the temple complex on an earlier temple site, and became his main temple where some of his ashes are enshrined.

2.3.5.2 Tourist Attractions in Pattaya, Chonburi Include:

1) Khao Pratumnak or Khao Phrabaht is a small hill located between South Pattaya beach and Jomtien beach. On the top of the hill located Khao Phrabaht temple and Admiral Prince Abhakara Kiartivongse or Prince of Chumphon monument and viewpoint.

2) Jomtien Beach is a peaceful beach, about 3 kilometers south of Pattaya and is home to high-rise condominiums, beach side hotels, beaches, and restaurants.

3) Sukhawadee House is a mansion by the Pattaya Sea owned by Mr. Panya Chotitawan, the owner of Saha Farm, one of the biggest agricultural product exporters of Thailand. The interior decoration and the gardens are all beautifully designed and convey hidden abstract values.

4) Animals camp, zoo, aquarium, community, villages, Elephant Village are located about 5 kilometers from Sukhumvit Road into Phornprapa Nimitr Road and turn right on to Mapyailia for another 2 kilometers

5) Sanctuary of Truth is a temple construction in Pattaya, Thailand. The sanctuary is an all-wood building filled with sculptures based on traditional Buddhist and Hindu motifs, located at Laem Rajanivej, Banglamung District, Chonburi.

6) Pattaya Park Funny Land located at the end of Dong Tan beach, north of Jomtien beach, provided water park, amusement park and Pattaya Park Tower of 55 floors high.

2.3.5.3 Tourist Attractions in Phuket:

1) Ao Chalong or Chalong Bay is the largest and closest bay to Phuket town, Ao Chalong doesn't own pristine beaches but a hub of sea transportation to nearby islands, including Koh Yao Yai and Koh Yao Noi in Phang Nga (Swimming is not recommended, though, there are a few alternatives, budget accommodations such as the Phuket Youth Hostel).

2) Laem Phromthep at the south-high tip of Phuket island, 2 kilometers from Rawai beach, offers a memorable, unparalleled sunset moment on a clear day. Go early and sit back to enjoy the sun setting behind the Andaman sea.

3) Kata-Karon Viewpoint is also known as Three- Beach Viewpoint as once you reach its peak perched in the south of Kata Beach, in front of you is the breathtaking view of beautiful Kata Noi, Kata and Karon beaches as well as the deep-blue Andaman sea. The viewpoint is located along the ring road, half-way between Nai Harn Beach and Kata Noi Beach.

4) Patong beach is located 15 kilometers away from Phuket town, along Vichitsongkram road or highway number 4020, turn left into highway number 4029 for another 6 kilometers. The beach is very beautiful.

5) Kamala beach is a peaceful, quiet beach located two kilometers north of Kalim and Patong beaches, Kamala is home to Phuket's luxurious resorts and Phuket's Muslim community.

6) Thao Thep Kasattri and Thao Sri Sunth on monument were styles awarded to the Ladies who defended the island in the Burmese–Siamese War (1785–1786). It is located 12 kilometers from Phuket Town. It was built in 1966 by the People of Phuket.

7) Surin Beach is another well-known beach in Phuket. It is known for its white fine sands and glistening emerald jade clear water. Surin beach is located on the foot of the hills surrounded by green palms.

8) Laem Singh is a small white sand beach. On the left side of the beach contains the stones and it is where the name came from.

9) Sirinat National Park is the marine national park and it was established on 13 July, 1981. It is located 30 kilometers away from Phuket town.

10) Chino - Portugal Architecture Buildings situated in Phuket town certainly represent the prosperity of the culture. These old buildings have been constructed more than hundred years since the mining business was popular. The architectural style is European mixed with Chinese modern called "Sino-Portuguese".

11) Phuket Thai- Hua Museum is located on Krabi Yan Muang Kao Phuket Road. Before, it was the first Chinese language school in Phuket established by the first generation of Chinese people who migrated to Phuket.

12) Chalong temple or Chaiyathararam temple is located 6 kilometers from Phuket town, along the highway number 4021, passing Surakul Stadium junction and turn left to Chalong temple. The temple is on the left, 4 kilometers from the junction.

13) Khao-Khad Views Tower is another popular view point among tourists. They always make a visit to capture the impressive scenery at this tower. From this tower, tourists can enjoy the 360-degree view such as Chalong bay, Panwa cape, Sire Island, Bon Island, tiny and large islands around Phuket including Phuket city.

14) Phuket Fantasea is located on Kamala beach. It is an entertainment center that offers variety of Thai cultural show combined with technology. There are also restaurants, souvenirs shop and games room.

15) The Upside-Down House is located on Muang District, Phuket. It is the one and only upside-down house in Thailand that you can visit and take some unique angled pictures. The house was built from an imagination of Lionel Richie.

2.3.5.4 Tourist Attractions in Chiang Mai

1) Wat Suan Dok is a Buddhist temple in Chiang Mai, northern Thailand. It is a Royal Temple of the Third Class. The temple was built in 1371.

2) Wat Phra Sing's Wihan Lai Kham is home to Phra Phutthasihing, Chiang Mai's high sacred, Chiang Sean-style Buddha image. During the Songkran festival, every April 13-15, Phra Phutthasihing is carried in a parade procession around town so locals can bath the image with scented water, which brings good luck according to a traditional belief.

3) Wat Chedi Luang Temple is home to Chiang Mai's largest Buddhist chedi built featuring 98 meters tall and 54 meters in diameter. The construction of the original chedi was completed in 1481 during the reign of King Mengrai. But the current Chedi Luang is a restoration according to the deconstruction of the chedi in 1545 due to an earthquake.

4) Wat Phan Tao is an ancient temple that sits right next to the sacred Wat Chedi Luang in Chiang Mai town. It is known for its exquisite Lanna-style ordination hall (Wihan) entirely made of teakwood, which served as a throne hall during the reign of King Mahotara Prateth. It is now where the sacred Phan Tao buddha image is enshrined.

5) Wat Saen Fang situated on Tha Phae Road, this ancient temple built in the reign of Phya Saen Phu in circa 1576 is an example of a strong influence of Burmese architectural style in Chiang Mai.

6) Wieng Kum Kam is recently discovered lost city formed in 1286 during the reign of King Mengrai. Historians have found that Wieng Kum Kam was a slightly large city, with an inner part framed by reservoirs.

7) Wat Chet Yot is a Buddhist temple in Chiang Mai in northern Thailand. The temple is very similar to Mahabodhi Temple in Bodh Gaya, India. It is a center of pilgrimage for those born in the year of the Snake.

8) Chiang Mai National Museum has been designated by the Fine Arts Department as a regional center for education and preservation of the art and culture of Chiang Mai and upper northern Thailand--the Lanna Kingdom.

9) Chiang Mai Zoo, located on Huay Kaew road, Muang Chiang Mai District, 5 kilometers away from the city offers over 200 types of Asian and African mammals, found in a striking landscape, at Chiang Mai Zoo.

10) Doi Suthep - Pui National Park is a national park in Chiang which covers a 262-square-meter verdant forest and mountain ranges in three districts of Chiang Mai. Attractions in this national park include Huai Kaew Waterfall and Kru Ba Sri Wichai monument tribute to a Buddhist monk who successfully initiated the construction of a road to the peak of Doi Suthep, which was completed in 1935.

2.4 The Implementation of Government Policies to Promote Creative Tourism

New government management (NPM) occurred in 1990. It is an approach that needs more focus on outcomes than outputs. The importance given to new government management refers to the assessment of management and policy effectiveness which includes operation inspection. In the context of government sector, a network is the gathering of stakeholders in relation to service providing and policy, which focuses on government policy to create an international network with development and a starting point to turn policy into practice. Policy network is an important matter as it is concerned with working and developing together. The policy to be used will be formulated based on the context of that area and under the scope of stakeholders in general. Government sector representatives play their role in cooperating with the network by supplying budgets and have influence on change in network mobilization.

The network is a connector, directly and indirectly, with policy development. Whether the implementation of the network shall be successful or efficient or not depends on the harmony of government sector in communicating with members in the business sector.

2.4.1 Role of Government and Stakeholders to Formulate and Plan Tourism Policy

The difference found in various sectors in activity process is interesting and worth learning. Change has occurred to socio-economic attraction sites and tourist destinations. Though goals of local communities are not obvious, local and national governments need to make understanding governmental conditions, especially budget, planning cycle and instruments used to seek supportive capital that need to be shared within the state available to all stakeholders. Suggested that network relationships help share the importance given to the scope of stakeholders and participation in being a network brought about formulating a policy from agreement between stakeholders who realized necessity and appropriateness including a technique with impossible conclusion.

2.4.2 Factors Affecting the Success of Network (success factor)

With regards to the tourism marketing network research, there are significant factors for successful tourism network cited from the research studies of Morrison, Lynch, and Johns (2004). Details are shown below.

- 1) Structure and leadership
- 2) Established trust culture
- 3) Resourcing
- 4) Degree of engagement
- 5) Inter-organization learning
- 6) Underlying objective
- 7) Sustainable nature
- 8) Lifecycle stage

The research of Morrison, Lynch, and Johns (2004) about international tourism network revealed the significant factor for successful tourism network as follows:

- 1) Structure and purpose
- 2) Organizational structure and leadership
- 3) Resourcing
- 4) Member engagement
- 5) Benefit and learning inter organization skills

In the research of Morrison, Lynch, and Johns (2004), the network had informal objectives and goals, all members of the network accepted the occurred benefits. This research showed that members had differences and therefore had determination in mobilizing the network.

2.4.3 Potential of Related Persons in the Network

Potential of related persons in the network covers social and economic exchange relationship (Hede & Stokes, 2009, p. 657). Potential of members in participating in the network is considered important to analyze network mobilization which results in scope of the group to move forward that requires skills, knowledge, and resources for the mobilization by studying from history, interaction, and relationship in the past, experience in leadership role, and experience in a cross-cultural environment. Relationship between sectors comprises various types of participants. Based on the consideration of characteristics of various agencies in relationship marketing activities from the research conducted about relationship of Hunter Valley tourism resort (Scott, Baggio, & Cooper, 2008, p. 35), agencies in the network are processed with relationship that relationship of stakeholders in an agency has impact on communities or competition relationship network. To utilize resources effectively, it is necessary to understand tourists, the nature of resources, the utilization of capital for promoting tourism, tourism management or capital used to develop fundamental factors in tourism. Neutral relationships between stakeholders does not effect other parts. Symbolic relationships commonly depend on the purposes of stakeholders more than the efficiency of cooperation between stakeholders.

2.5 The Implementation of Government Policies to Promote Creative Tourism

New government management (NPM) occurred in 1990. It is an approach that needs more focus on outcomes than outputs. The importance given to new government management refers to the assessment of management and policy effectiveness which includes operation inspection. In the context of government sector, a network is the gathering of stakeholders in relation to service providing and policy, which focuses on government policy to create an international network with development and a starting point to turn policy into practice. Policy network is an important matter as it is concerned with working and developing together. The policy to be used will be formulated based on the context of that area and under the scope of stakeholders in general. Government sector representatives play their role in cooperating with the network by supplying budgets and have influence on change in network mobilization. The network is a connector, directly and indirectly, with policy development. The implementation of the network shall be successful or efficient or not depends on the harmony of government sector in communicating with members in business sector.

2.5.1 Role of Government and Stakeholders to Formulate and Plan Tourism Policy

The difference found in various sectors in activity process is interesting and worth learning. Change has occurred to socio-economic attraction sites and tourist destinations. Though goals of local communities are not obvious, local and national governments need to make understanding governmental conditions, especially budget, planning cycle and instruments used to seek supportive capital that need to be shared within the state suggested that network relationships must give critical importance to the scope of stakeholders and participation in being a network brought about by formulating a policy from agreement between stakeholders who realized the necessity and appropriateness of including a technique with impossible conclusion.

The process of formulating policy is as follows: Find the problem issue, formulate policy, determine policy selection, assess policy choices, choose policy, and implement policy into practice. Networks of government and private sectors are

expanded to give importance to tourism development planning. All governments, both local and national, have tourism policy. The role of government is to determine planning and development policy giving importance to tourism. International economic factors are associated with exchange rate, interest rate, and increasing investment which play important role in providing basic infrastructure services and tourism study under the environment of business operation while government sector has a role in promoting tourism (Beneš, Valášek, Šika, Bauma, & Hamrle, 2007). Regional and local governments have potential to develop tourism industry Based on Rodrigues study, the government plays a role in investment and has potential to invest in tourism development by using strategies in various environments controlled by different rules and regulations for mobilization between the government and outsiders. In case important stakeholders in international businesses, multinational enterprises (MNEs) (Doole & Lowe, 2008, p. 27) are affected by politics, trading, and organizational behaviors, these result in their business operation add safety to production. Groups and communities associated with government sectors, activity participation result in local environment and economy. Petrevska (2012) conducted a research on The Role of Government in planning tourism development in Macedonia. It was an important place having influence on tourism. Government policy in the process of private sector development and law for the encouragement of tourism were used in the plan. The law on tourism was so critical that the government played an important role in planning tourism development, framing the legislation of law on national tourism, taking responsible for law enactment and enforcement. Without these factors, tourism could not be successfully developed. The government had direct participation in tourism market in two ways: 1) Budget allocation. 2) Giving direct control to related tourism business operators. Tourism without control could lead to conflict and government could build more confidence. Effectiveness of Macedonia tourism was derived from the government support with the objectives to study difference for measurement and instruments in tourism management to enable all projects to reach their goals. The outcome obtained from Macedonian tourism revealed the change on small amounts of activity and unclear vertical and horizontal organizational structure in government sector and private tourism sector. Some had significant factor for promoting tourism but restriction can be seen in budget which is the high important point for competitive advantage.

Iorio and Corsale (2014) reviewed literatures related to network theory important to conceptual analysis for studying tourism policies in local level and making understanding about the relationship of government, industry, and community, and studied the network building of village of Viscri to cope, Romania to have development from local and outside stakeholders under CBT project, political circumstances for international marketing of a certain country or international political factors affecting organization management or decision-making (Doole & Lowe, 2008, p. 15). Politic plays its role in decision-making on running international business, investment, and marketing development

2.5.2 Policy on Promoting Creative Muay Thai Tourism

Analysis and necessity of policy especially in the view of risk-taking in developing creative tourism, consideration of developing creative areas, creative tourism from the view of increasing demand of tourists who require creative tourism including foreigners who would like to have opportunities for cross-cultural learning and supply sources that can respond to tourists, necessity of creativity in developing new products, and methods that depend on challenge to attract tourists to pay a visit.

Policy used in the promoting process comprises various factors such as those who play their roles in the process. It also depends on the roles of related person. The fundamental of design depends on a policy formulation process, society, environment, and economy as a case study shown in the Figure 2.8

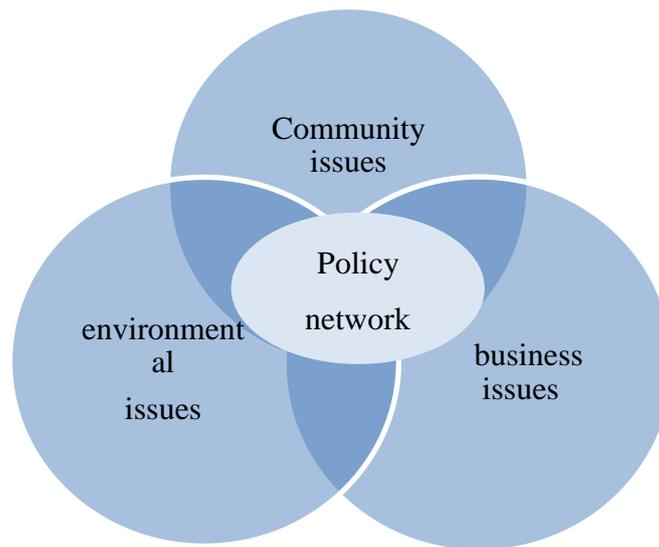


Figure 2.9 Policy Networks and Issue-Based Networks

Source: Scott, Baggio, and Cooper (2008).

Many case studies have determined those who have roles in a policy formulation process: 1. Local government. 2. State government. 3. Small tourism business. 4. Large tourism business. 5. Community groups and local NGOs. 6. Other external actors. 7. Developers. The research study of Dredge (2006, p. 270) on Policy network and the local organization of tourism indicated that in order to expand a network, government and private sectors play vital roles in planning tourism development in numerous tourist sites. Local government and industry have both formal and informal relationships and cooperative relationships with government and private sectors to strengthen capability in developing tourist attractions.

Networks of government and private sectors have expanded to give importance to tourism development planning. All governments, both local and national, have tourism policies. The role of government in determining planning and development policy gives importance to tourism. International economic factors such as exchange rates, interest rates, and increasing investments play important roles in providing basic infrastructure services and tourism study as critical elements in the environment of business operations, while the government sector has a role in promoting tourism (Beneš et al., 2007). Regional and local governments have potential to develop tourism

industry (Rodrigues, 1996). Based on the Rodrigues study, the government plays a role in investment and has potential to invest in tourism development by using strategies in various environments controlled by different rules and regulations for mobilization between the government and outsiders. In case important stakeholders in international businesses, multinational enterprises (MNEs) (Doole & Lowe, 2008, p. 27) are affected by politics, trading, and organizational behaviors, these result in their business operation to make safe production. Groups and communities associated with government sectors, actively participate in the local environment and economy. Petrevska (2012) conducted a research on the role of government in planning tourism development in Macedonia. It was an important place having influence on tourism. Government policy in the process of private sector development and law for the encouragement of tourism were used in the plan. The law on tourism was so critical that the government played an important role in planning tourism development, framing the legislation of law on national tourism, taking responsible for law enactment and enforcement. Without these factors, tourism could not be successfully developed. The government had direct participation in the tourism market in two ways: 1) Budget allocation. 2) Giving direct control to related tourism business operators. Tourism without control could lead to conflict and, on the other hand, with appropriate planning and policy implementation, the government could build more confidence. Effectiveness of Macedonia tourism was derived from the government support with the objectives to study the differences of measurement and instruments in tourism management to enable all projects to reach their goals. The outcome obtained from Macedonian tourism revealed the following: small changes, even small an amount of adjustment/small changes in activity and unclear vertical and horizontal organizational structure in the government and private tourism sectors, may be significant factors for promoting tourism. However, restrictions seen in the budget, is a highly important point, effecting competitive advantage/disadvantage.

Iorio and Corsale (2014), reviewed literature related to network theory important to conceptual analysis for studying tourism policies at the local level and furthering understanding of the relationship of government, industry, and community. Through studying the network building in the village of Viscri, Romania to cope--to develop with local and outside stakeholders under the CBT project. Further political

circumstances for international marketing of a certain country or international political factors affect business organization management and business decision-making (Doole & Lowe, 2008, p. 15). Additionally, politics play a role in decision-making of running international business, investment, and marketing development (Dinnie, Tanaka, & Centeno, 2010, p. 6).

For Thailand, the 62nd conference of the Standing Committee on Tourism and Sports held on 5 September 2013 to consider management planning guidelines of the budget for fiscal year 2014 of the Ministry of Tourism and Sports and affiliated agencies regarding establishing a Muay Thai institute had great importance since nowadays Muay Thai competition has changed. Consequently, it is necessary to have a core curriculum to keep Muay Thai u/p to standard similar to taekwondo of the Government of Korea that has taekwondo belt level test so as to meet international standards. A subcommittee should consider the follow-up of the fiscal year 2014 budget allocation of Ministry of Tourism and Sports and affiliated agencies. The tourism subcommittee should be assigned to follow up the outcome of the budget allocation from tourism agencies such as budget for developing tourist sites whose yearly budget is too little, the implementation in accordance with the government policy to generate income from tourism in 2015 at the amount of 2.2 million baht remains impossible. Meanwhile, the sport subcommittee should be assigned to follow up budget allocations from sport agencies.

The Permanent Secretary of Ministry of Tourism and Sports in 2014 summarized an urgent plan and proposed to the National Council for Peace and Order (NCPO) asking for a more supportive budget 2,000 million baht to develop local sports. According to the announcement of National Council for Peace and Order (NCPO) stating that the administrative authority of each ministry is the authority of the permanent secretary of each certain ministry, Ministry of Tourism and Sports responsible for tourism and sport tasks, summarized an urgent plan to proposed to NCPO to give consideration to the most important and urgent aspects of the plan; implementation of the amendment of a budget of 2,000 million baht for Department of Tourism, to restore and stimulate tourism across the country including the addition of an additional budget of 2,000 million baht for the sport sector, to support local agencies.

2.5.3 Implementing Policy into Practice to Promote Muay Thai

The ministry of Wise and Perić (2017) budgeted 20 million Baht to create Muay Thai standards by developing curricula for Muay Thai gym standards and thus the image of Muay Thai in foreign countries. In the meantime, various agencies associated with Muay Thai, such as Royal Thai Embassy Tokyo, Professional Muay Thai Association in Japan, Muay Thai gyms in Japan as well as Tourism Authority of Thailand (2014) used a marketing policy to stimulate Japanese tourists to increasingly travel to Thailand to learn Muay Thai in Thailand. For the sake of mobilization to respond both internally and externally, important factors that allow all sectors to have cooperation with both government and private sectors is based on the mutual benefits and resources utilization. Benefits from cooperation to promote tourism are as follow: 1) increasing numbers of tourists, local communities can generate income with Thai culture and natural emphasis. employment is increased while unemployment is reduced, 2) the management of the tourism market of the private sector in allocating resources efficiently seems not to require a financial necessity from the central government, 3) local governments have preparation of some elements for tourism activities (March & Wilkinson, 2009, pp. 27-28).

It can be seen that government sector has the mission to promote Muay Thai tourism with a supportive budget. The next procedure will lead to the process of budget allocation and policy implementation. The process of policy must be analyzed accordingly--a failure to date in spite of the efforts of local/regional Thai gyms and their related activities--competitions and websites. Find the problem issue, formulate policy, determine policy selection, assess policy choices, choose policy, and implement policy into practice. Ministry of Tourism and Sports supports “Muay Thai” as it creates positive image to the country (Wise & Perić, 2017) that to integrate tourism and sports according to the work policy of government sector, Ministry of Tourism and Sports would stimulate tourism by using Muay Thai to create positive image. Recently, it was found that Muay Thai was popular at international level, Ministry of Tourism and Sports prepared a budget of 20 million baht from National Sports Development Fund to implement a feasibility study and set Muay Thai standards to use as conditions for certifying Muay Thai gyms across the world using Thailand as a model which could promote the image of Muay Thai identity in foreign countries. Meanwhile, such global

development could help promote employment of Thai nationals to be Muay Thai trainers or export products associated with Muay Thai in the future. In terms of tourism, further development was made through promoting tour programs for watching Muay Thai art, additional programs in road shows, based on the concept of using Muay Thai to create/develop a positive image of Thailand in tourism so as to penetrate an audience specifically tourists who were interested in Muay Thai. Media and tour operators were invited to visit so that they could promote and put Muay Thai in their tour programs. The visiting includes museum and Muay Thai gym role models. At the moment Muay Thai gyms in Phra Nakhon Sri Ayutthaya and Ratchaburi provinces are coordinated to implement as a pilot project.

2.6 Conceptual Framework

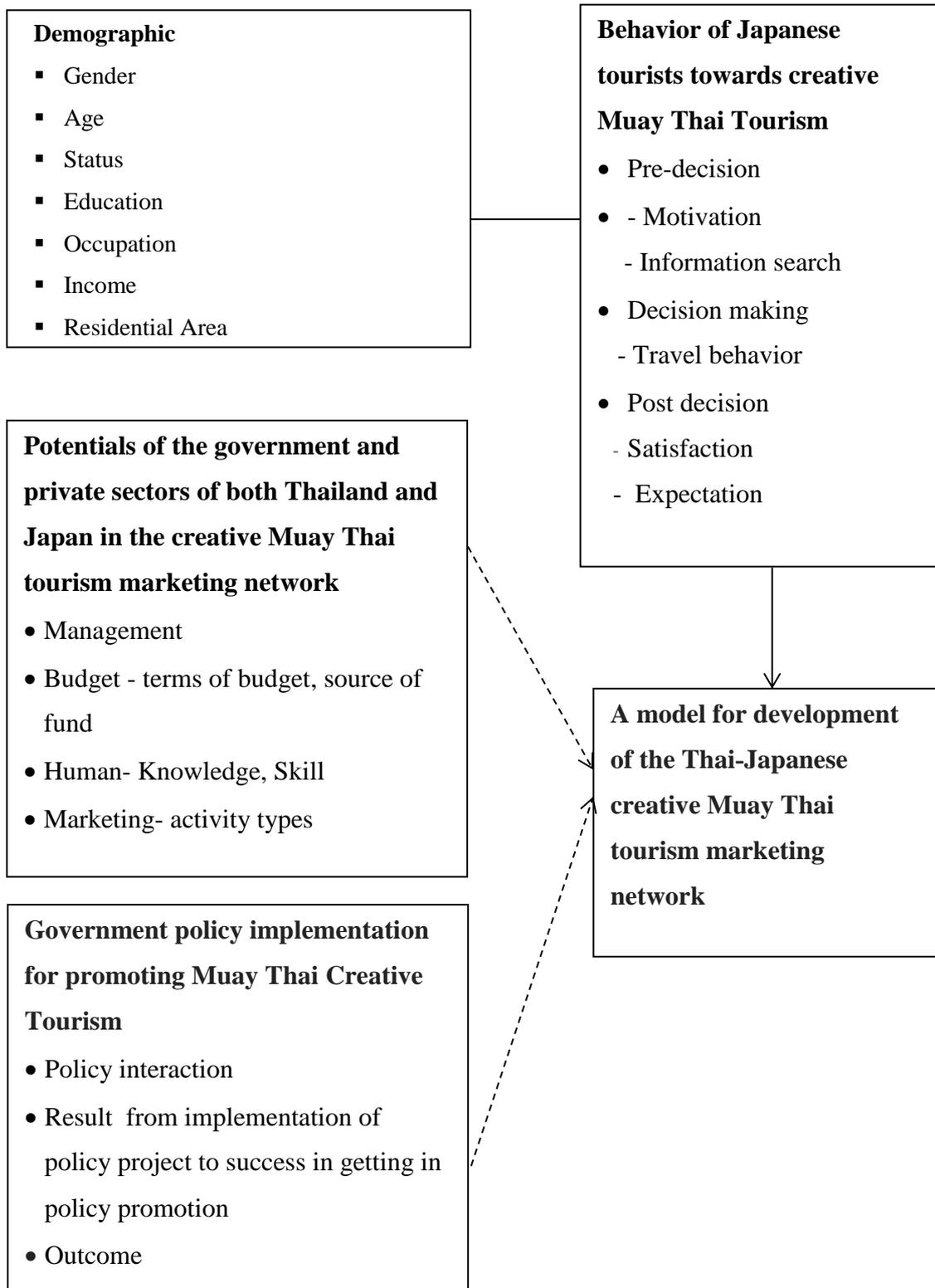


Figure 2.10 Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

In the study the model for development of the Thai-Japanese Creative Tourism Muay Thai Marketing Network, the researcher employed mixed methods research consisting of quantitative research and qualitative research to answer the research questions as follows.

3.1 To Study the Behavior of Japanese Tourists Towards Creative Muay Thai Tourism

The researcher employed a quantitative research method with the questionnaire constructed based on concepts derived from the literature review. The questionnaire has been tested and was thus ready for the sample group.

3.1.1 Population and Sample

3.1.1.1 Population

The population included 1) Japanese tourists who travelled to Thailand and had Muay Thai classes at Muay Thai gyms in Bangkok which are infinite population.

3.1.1.2 Sample

The sample included 400 Japanese tourists who travelled to Thailand and had Muay Thai lessons in the famous Muay Thai gyms in Bangkok. The sample has been selected from these Japanese tourists have been sampled. A questionnaire has also been handed out to the sample at 6 Muay Thai gyms that are popular among foreigners located along Sukhumvit and Khaosan road, Bangkok.

1) Sample size specification Since the population of this study was infinite, the sample size calculation was done according to the formulas in the table 3.1 below.

Table 3.1 Sample Size Specification

Sample group	Population	Formula inventor	Calculation	Sample size
1. Japanese tourists traveling to Thailand who took Muay Thai courses	Infinite population	Cochran, 1997	$n = Z^2 / 4e^2$ n = number of sample members Z = the confidence level of 95% e = allowable error $n = 1.96^2 / 4(0.05)^2$ = 384.16 (15 sample members increased study participation to strengthen data analysis)	400
Total sample size				400

Note: Allowable Error was 5%

3.1.1.2 The Japanese tourists have been sampled by 'convenient sampling'. Sample participants included those who had Muay Thai courses in Muay Thai gyms in Bangkok. These participants were willing to give information to the researcher.

3.1.2 Tool Construction and Assessment

A questionnaire was constructed based on documents and relevant research studies for data collection on the behavior of Japanese tourists during their Muay Thai tourism. Assessment documents included three types of items: check list; 5-level rating scale; and the open form. Steps in constructing the documents included:

3.1.2.1 The principles of questionnaire construction were consulted. Then, issues and the scope of items were constructed following the objectives of the

study, which revolving around theories of tourism. Then, the documents were submitted to the research adviser for initial consideration.

3.1.2.2 Five experts check for content validity of the questionnaire based on index of item-objective congruence (IOC) and operational terms, coverage, clarity and language choice of the questionnaire and other recommendations. The scoring of the IOC is as follows:

1 means the questionnaire are corresponding with the operational terms to be measured.

0 means there is uncertainty as to whether the items are corresponding or not.

-1 means the items are not corresponding with what is to be measured.

Then, calculations were performed to find the IOC value using the formula below.

$$\text{IOC} = \frac{\Sigma R}{N}$$

IOC means index of item-objective congruence

ΣR means the experts' rating

N means the number of experts

The appropriate IOC value should be higher than 0.5. The items that are below 0.5 were deleted. Changes were also made according to the experts' recommendation.

3.1.2.3 The questionnaire was adapted following the experts' recommendations. Thirty copies of the questionnaire were then tested with a pilot group with the same attributes as the intended sample group—to gauge the quality of the tool. Based on this piloting, calculations for reliability were performed with Cronbach's alpha coefficient. The Alpha coefficient value of not lower than 0.70 for each copy of the questionnaire was deemed reliable.

3.1.2.4 The questionnaire that has been tested for reliability and adapted as per the experts' recommendation was then used with the intended sample group.

3.1.3 Data Collection

The researcher contacted Muay Thai gyms that train for tourists to ask permission to collect data and then, data was collected at those locations.

3.1.4 Data Analysis

Different statistical values were employed in the following ways.

3.1.4.1 Demographic data of the sample group including sex, age, marital status, educational level, occupation and residential area were collected to see different attributes of the sample group. These demographic variables involved different scales of measurement, which rendered the employed statistical values different.

Table 3.2 Variables Involved Different Scales of Measurement

Variable	Description	Scales	Statistics
Sex, age, marital status and residential area	Groupable but cannot be identified as better or coming first	Nominal scales	Descriptive statistics of frequency and percentage
Educational level	Groupable and can be ordered. The length between each in the order was however not the same.	Ordinal scales	

The above portion of the analysis was done by SPSS for Windows.

3.1.4.2 The behaviors of Japanese Muay Thai Tourists were divided into six elements including 1) Motivation 2) Information search 3) Decision making 4)

Travel behavior 5) Satisfaction in Muay Thai courses and 6) Support from governmental and private sector, with the six elements involved in different scales. The statistics employed for them were thus different. The differences are summarized in the table below.

Table 3.3 The Six Elements Involved Different Scales

Variable	Description	Scale	Employed Statistics
- Information search - Decision making - Travel behavior	Groupable and can be ordered. The distance between each in the order was however not the same.	ordinal scales	Descriptive statistics of frequency and percentage
- Motivation - Satisfaction in Muay Thai courses	Groupable and can be ordered. The distance between each in the order was however not the same. There was no true zero.	interval scales	Descriptive statistics of mean and standard deviation

The following part of the analysis was completed by SPSS for Windows.

3.1.4.3 The analysis of Japanese Muay Thai tourists can be divided in the following ways.

1) The analysis of correlations between information search, decision making and travel behavior with demographic data was done by crosstabs and the inferential statistics of Chi – Square. The demographic data was both nominal and ordinal, which allowed for the derivation of mean and standard deviation.

2) The comparison of mean of motivation, satisfaction in Muay Thai courses was done by demographic data with ANOVA, which was of interval scale where mean and standard deviation could be found.

3) The comparison of tourists' behaviors mean by demographic group with ANOVA. The data was of interval scale where mean and standard deviation could be found.

Table 3.4 The Employed Statistics Can be Summarized as Follows:

Variable	Scales	Employed Statistics
1) The correlations between Decision making and travel behavior with demographic groupings	Nominal and ordinal	Chi-Square
2) Comparison of motivation and satisfaction in Muay Thai courses in each demographic group	interval	ANOVA

3.2 To Study the Potential of Government and Private Sectors of Both Thailand and Japan in the Muay Thai Creative Tourism Marketing Network

The qualitative method was mainly employed to gain in-depth understanding of the potential of both governmental and private sectors in Thailand and Japan in the development of Muay Thai Creative Tourism Marketing Network. The quantitative method was used to calculate qualitative, to determine the potential of the two governments--Thailand and Japan--and the private sector both in Thailand and Japan for the development of Muay Thai Creative Tourism Marketing network, thus creating greater strength of research, with details of each type of research presented below.

3.2.1 Qualitative Research Methodology

The researcher performed in-depth interviews to study the potentials of both governmental and private sector in developing the Muay Thai Tourism Creative

Marketing Network. The following key informants were selected as participants in promoting creative Muay Thai tourism, governmental and private sector both in Thailand and Japan in the development of Muay Thai Network.

3.2.1.1 Representatives from the governmental agencies that worked to promote tourism policy related to Muay Thai Tourism Creative Marketing Network such as Tourism Authority of Thailand, Ministry of Tourism and Sport, Local government offices in Phuket, Chiangmai, Bangkok and Pattaya.

3.2.1.2 Representatives from private agencies that dealt with the marketing policies. These representatives included personnel from Muay Thai gyms that teach foreign tourists in major tourist destinations including Phuket, Chiangmai, Bangkok and Pattaya, Muay Thai gyms teaching Muay Thai: to Japanese in Tokyo, business related tourism and Muay Thai related businesses in both Thailand and Japan, Since Muay Thai has been promoted and developed to be globally well know, many Muay Thai gyms have been established in multiple countries around the world, especially in Japan. Muay Thai education and tourism continuously have been promoted in Thailand.

Further, globally Muay Thai gyms have begun function in a number of countries. Continued development of professional/business/government standards, world wide will prove critical, moving forward. The interviewees were:

- 1) Key Informants including:
 - (1) Governmental sector

Offices (Thai)	Interviewees	No.
1.1 Ministry of Tourism and Sports	Executive and Muay Thai promotion officer	2
1.2 - Tourism Authority of Thailand, Phuket, Chiangmai, Bangkok and Pattaya offices	Executive and marketing officer Executives of Muay Thai Promotion	2 4
1.3 Ministry of Culture	Executive and Muay Thai tourism promotion officer	2

1.4 Local governmental offices in Phuket, Chiangmai, Bangkok and Pattaya	Officers dealing with the promotion of creative Muay Thai tourism	8
Offices (Japanese)	Interviewees	No.
1.5 Tourism Authority of Thailand, Tokyo office	Executive and Muay Thai tourism promotion officer	2
1.6 Thai embassy in Tokyo, Japan	Executive and officers responsible for Muay Thai related activities	1
	Total	21

(2) Private sector

Offices (Thai)	Interviewees	No.
1. Muay Thai gyms that teach foreign tourists in main tourist destinations including Phuket, Chiangmai, Bangkok and Pattaya	Owners and representatives	8
2. Tour companies with Japanese as target customers	Representatives in Thailand	2
3. Hotels and entertainment venues	Representatives of Muay Thai promoting hotels	4
4. Muay Thai related businesses (e.g. sport equipment production)	Representatives	2
Offices (Japanese)	Interviewees	No.
1. Tour companies in Japan	Representatives of tour companies in Japan	2
2. Muay Thai gyms teaching Muay Thai to Japanese in Tokyo	Executives of Muay Thai gyms in Japan	5
3. Professional Muay Thai Association in Japan	Representative of Professional Muay Thai Association in Japan	1
4. Japanese taking Muay Thai courses at Muay Thai gyms in Tokyo	Japanese taking Muay Thai courses	10
	Total	34

2) Tools of research

Semi-structured interview was the major data collection tool. The construction of the tool involved the following steps.

(1) Interview construction principles were sought after to specify issues and scopes of questions according to the research objectives, which aimed at developing tourism network and governmental and private sector potentials. After which, the research adviser did a preliminary check of the questionnaire.

(2) Five experts examined the qualitative research tool, in terms of question appropriateness and language use. The selection of the experts was purposive. The experts included one academic with university teaching experience in the field of marketing and tourism, one tourism expert from Tourism Authority of Thailand, one tour business entrepreneur whose target customers were mainly Japanese, one Muay Thai camp entrepreneur and one Muay Thai expert.

(3) Adaptation of interview as per the expert's recommendation

3) Data collection

The researcher collected the data through in-depth interview alone. Mainly, the informants were representatives of governmental and private offices. The researcher then made appointments with them through telephone for further interviews. Where it was not convenient for the informants to meet with the researcher, telephone interview was resorted to. Each interview took around 30 – 60 minutes. The researcher recorded the interviews both manually and electronically for further analysis.

4) Data analysis

Once the data collection was done, the electronic record was transcribed, categorized and analyzed by content analysis that involved the interpretation of findings and inductive reasoning, which was the reconstruction of smaller parts into a larger piece of reality.

3.3 To Analyze the Implementation of Government Policy for Promoting Creative Muay Thai Tourism

3.3.1 Methodology

The researcher did a qualitative research through in-depth interview to determine the potentials of governmental and private sectors in developing Muay Thai Tourism marketing network.

3.3.2 Key Informants--Representatives

The following key informants were selected for information on policies and policy implementation on promoting creative Muay Thai tourism both on the macro and micro levels.

3.3.2.1 Representatives from the governmental agencies that worked to formulated policy, such as the Ministry of Tourism and Sport and the Tourism Authority of Thailand.

3.3.2.2 Representatives from both central and local governmental and private agencies that dealt with the implementation of policies, including representatives from local offices of the Ministry of Tourism and Sports and the local offices of the Tourism Authority of Thailand in Bangkok, Chonburi, Chiangmai and Phuket.

3.3.3 Research Tools

A semi-structured interview was employed for extracting the data from the main informants. It was constructed and checked for validity in the following ways.

3.3.3.1 Interview construction principles were consulted/employees to specify issues and scope of questions. The questions were categorized according to differing policy implementation. Then, the research adviser did a preliminary check of the questionnaire.

3.3.3.2 Five experts examined the qualitative research tool, in terms of question appropriateness and language use. The selection of the experts was purposive, including one academic with university teaching experience in marketing and tourism, one tourism expert from the Tourism Authority of Thailand, one tour business

entrepreneur--target customers, mainly Japanese, one Muay Thai camp entrepreneur and one Muay Thai expert.

3.3.3.3 The interview was adapted according to the expert's recommendations.

3.3.4 Data Collection

The researcher collected the data through in-depth interviews by my self. Mainly, the informants were governmental and private office representatives. The researcher then made telephone appointments with participants for interview appointments. Where it was not convenient for the informants to meet the researcher, telephone interviews were resorted to. Each interview took around 30–60 minutes. The researcher recorded the interviews both manually and electronically for further analysis.

3.3.5 Data Analysis

Once the data collection was complete, the electronic record was transcribed, categorized and analyzed by content analysis that involved the interpretation of findings and inductive reasoning, which required the reconstruction of smaller parts into a larger result.

3.4 To Find a Model for Development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network

The results of objective 1-3 were analyzed for development pattern of a Thai-Japanese Muay Thai Creative Marketing Network-- mainly employing an inductive approach where local results of analysis were 'patched together' into a larger piece of reality/conclusion.

CHAPTER 4

FINDINGS AND RESULTS

4.1 Quantitative Research Results in Response to Study the Behavior of Japanese Tourists Towards Creative Muay Thai Tourism

The researcher proposes the data analysis results can be divided into three parts, 4.1.1. Demographic data analysis results of the sample; 4.1.2 Analysis results regarding Muay Thai Creative Tourism behavior of Japanese tourists.; and 4.1.3 Comparative analysis results of creative Muay Thai tourism behavior of Japanese tourists, classified by personal information. Details are as follows:

4.1.1 Demographic Data Analysis Results of the Sample

Demographic data analysis results of the sample consisted of gender, age, status, educational level, career, personal income, and provinces in which they live with the sample in the analysis comprised of 400 persons.

More males than female Japanese tourists participated in Thai Muay in Thailand; male tourists accounted for 74.9 percent and females, 25.1. Considering ages, the largest group of Japanese tourists fell within the age group, 31– 40 years, 36.8 percent; followed by the age group 41-50 years, 26.8 percent; with the smallest group, 51 year, plus, at 3.7 percent.

With regards to marital status, single Japanese tourists comprised the majority, at 51.9 percent; followed by married participants, accounting for 45.3 percent; with divorced Muay Thai tourists the smallest number, or 2.8 percent. In educational level, the highest proportion of Japanese tourists held a bachelor degree, 60.7 percent; followed by high school graduates, at 15.4 percent; the smallest number finished junior high school, at 4.3 percent.

Considering careers, the highest number of Japanese tourists were employees, accounting for 60.4 percent; followed by students, at 14.0 percent; with the smallest number, the unemployed group, at 0.3 percent.

In relationship to personal income, the highest percentage had income of 500,001 yen or more, accounting for 25.0 percent; followed by those having incomes from 200,001 – 300,000 yen, at 17.9 percent; with those at income levels from 100,001–200,000 yen in the minority--10.3 percent.

With regard to home provinces, the highest percentage of Japanese tourist lived in the Kanto region (Tokyo)--50.4 percent; followed Tokai region (Nagoya), 6.8 percent; Japanese tourists from Chugoku region were the minority, 1.4 percent. (Table 4.1)

Table 4.1 The Numbers of and Percentages of the Sample, Listed by Demographic Factors (a total of 400 participants) were:

Items	Number	Percent	Rank
1. Gender			
1) Male	299	74.9	1
2) Female	101	25.1	2
2. Age			
1) 20 years and below	27	6.8	4
2) 21 – 30 years	104	25.9	3
3) 31 – 40 years	147	36.8	1
4) 41 – 50 years	107	26.8	2
5) More than 51 years	15	3.7	5
3. Status			
1) single	208	51.9	1
2) married	181	45.3	2
2.1) 1 children	30	18.8	
2.2) 2 children	35	22.0	
2.3) 3 children	10	6.2	
2.4) no children	53	33.3	
3) widowed/divorced	10	2.8	3

Table 4.1 (Continued)

Items	Number	Percent	Rank
4. Highest educational level			
1) Secondary level	54	15.4	2
2) Diploma	39	11.1	3
3) equivalent	0	0.0	6
4) Bachelor's Degree	213	60.7	1
5) Master's Degree	30	8.5	4
6) Other; Junior High School	15	4.3	5
5. Occupation			
1) Business owner	35	10.0	3
2) Employee	212	60.4	1
3) Government Official	8	2.3	6
4) Professional	12	3.4	5
5) Retiree	0	0.0	8
6) Unemployed	1	0.3	7
7) Student	49	14.0	2
8) Other-part time	34	9.7	4
6. Personal Income (per month)			
1) Less than 100,000 yen	62	17.7	3
2) 100,001-200,000 yen	36	10.3	6
3) 200,001-300,000 yen	63	17.9	2
4) 300,001-400,000 yen	62	17.7	3
5) 400,001-500,000 yen	40	11.4	5
6) 500,001 yen – more	88	25.0	1
7. Residential Area			
1) Hokkaido, Tohoku	18	5.1	5
2) Kanto (Tokyo)	177	50.4	1
3) Hokuriku, Koshinetsu	6	1.7	7
4) Tokai (Nagoya)	59	16.8	2

Table 4.1 (Continued)

Items	Number	Percent	Rank
5) Kinki (Osaka)	52	14.8	3
6) Chugoku	5	1.4	8
7) Shikoku	10	2.8	6
8) Kyushu, Okinawa	24	6.8	4

4.1.2 Analysis Results Regarding Muay Thai Creative Tourism Behavior of Japanese Tourists

Analysis results of Muay Thai Creative Tourism behavior of Japanese tourists comprise 3 research segments; 4.1.2.1. behavior before travelling for creative Muay Thai tourism; 4.1.2.2. behavior during travelling for creative Muay Thai tourism; and 4.1.2.3. behavior after travelling for creative Muay Thai tourism, all of which are detailed below:

4.1.2.1 Behavior before travelling for creative Muay Thai tourism comprises 2 aspects of analysis results; 1) motivation to travel for creative Muay Thai tourism, and 2) information searching for travelling for creative Muay Thai tourism.

1) Analysis results regarding motivation to travel for Muay Thai Creative Tourism showed that Japanese tourists travelled for tourism from intrinsic motivation more than extrinsic motivation. The mean score of intrinsic motivation was at a high level ($\bar{X} = 3.64$, S.D. = 0.66) and that of the extrinsic motivation was at a moderate level ($\bar{X} = 3.08$, S.D. = 0.79), with details as follow:

(1) Considering intrinsic motivation, Japanese tourists had motivation involving a variety of Muay Thai experiences --the highest motivation ($\bar{X} = 4.10$, S.D. = 0.84); followed by a variety of natural and well known destinations ($\bar{X} = 3.93$, S.D. = 0.96); with motivation involving curiosity to learn and try new things, demonstrating the least intrinsic motivation ($\bar{X} = 3.20$, S.D. = 1.19).

(2) With regard to extrinsic motivation, it was found that organizational motivation within the group of Japanese tourists had a mean score at a moderate level ($\bar{X} = 3.15$, S.D. = 0.76); the motivation from Muay Thai events, ($\bar{X} =$

3.29, S.D. = 1.03); followed by other factors, followed by friends who worked at the gym(s) ($\bar{X} = 3.17$, S.D. = 0.94); and motivation from tourism promotion policies demonstrated the least motivation ($\bar{X} = 3.11$, S.D. = 0.97).

(3) In terms of political factors, the group of Japanese tourists had a mean score in motivation to a moderate degree ($\bar{X} = 2.87$, S.D. = 0.96); motivation for visa requirements was highest, ($\bar{X} = 2.94$, S.D. = 1.07); followed by civil disorder and terrorism ($\bar{X} = 2.93$, S.D. = 1.01); and other factors, such as allowable time, had the least satisfaction ($\bar{X} = 2.99$, S.D. = 0.80). Details are shown in the Table 4.2.

Table 4.2 The Mean and Standard Deviation of Levels of Intrinsic and Extrinsic Motivation

Items	(\bar{X} \bar{X})	S.D.	Motivation Level	Rank
Personal motivation				
1. Develop skill and social	3.57	1.04	high	5
2. The love of martial arts	3.57	1.11	high	5
3. Curiosity to learn and try	3.20	1.19	moderate	7
4. Wanting to actually experience Muay Thai	3.85	0.93	high	3
5. A variety of natural and well-known destinations	3.93	0.96	high	2
6. A variety of Muay Thai experiences	4.10	0.84	high	1
7. Other	3.64	0.96	high	4
Internal factors	3.64	0.66	high	
Organizational motivation	3.15	0.76	moderate	
1. Thai and Japanese government sectors	3.11	0.85	moderate	
1.1 Constant organization of Muay Thai bouts	3.14	1.00	moderate	3
1.2 Muay Thai Events	3.29	1.03	moderate	1

Table 4.2 (Continued)

Items	(\bar{X} \bar{X})	S.D.	Motivation Level	Rank
1.3 Tourism promotion policies	3.11	0.97	moderate	4
1.4 Other	3.17	0.94	moderate	2
2. Private sector	3.12	0.88	moderate	
2.1 Constant organization of Muay Thai activities	3.25	0.99	moderate	3
2.2 Wide spread Muay Thai Training	3.34	1.01	moderate	1
2.3 The making of Muay Thai fighters ranking in Japan	3.13	1.02	moderate	4
2.4 Attractive and well-known gyms	3.33	1.01	moderate	2
2.5 Foreign destinations' advertising campaigns	3.08	1.05	moderate	6
2.6 Other	3.12	0.97	moderate	5
3. Political factor : Difficulties in traveling	2.87	0.96	moderate	
3.1 Immigration restrictions	2.86	1.06	moderate	4
3.2 Visa requirements	2.94	1.07	moderate	1
3.3 Civil disorder and terrorism	2.93	1.01	moderate	2
3.4 Tourist taxes	2.89	1.03	moderate	3
3.5 Other	2.80	0.99	moderate	5
External factors	3.08	0.79	moderate	

4.1.2.2 Searching information for travelling for Muay Thai Creative Tourism; analysis of information results revealed that:

1) Considering information sources regarding Muay Thai classes in Thailand, high numbers of the Japanese tourists searched information from friends, which accounted for 51.3 percent; followed by other channels such as Internet, home pages, magazines, travel websites which accounted for 27.3 percent; and finally, searching data from relatives ranked the lowest, accounting for 1.4 percent.

2) Considering agencies providing information regarding Muay Thai classes in Thailand, it was found that high numbers of the Japanese tourists searched information from other channels such as balloon, coupon sites, friends in Thailand, guide books, Internet, websites--like The Street--all accounting for the highest percentage, 60.1; followed by travel agents, and Muay Thai training Gyms in Japan, accounting for 5.7 percent; and Tourism Authority of Thailand in Fukuoka, which accounted for 1.1 percent respectively.

3) Considering agencies providing information regarding Muay Thai classes in Thailand, the highest percentage of the Japanese tourists searched for information for travelling for Muay Thai tourism from various agencies, which accounted for 60.1 percent; follow by travel agents and Muay Thai training gyms in Japan, which accounted for 5.7 percent; and Tourism Authority of Thailand, Fukuoka, which accounted for the lest used source at 1.1 percent, respectively.

4) Considering which information sources regarding learning Muay Thai overseas were most highly used, the highest percentage of the Japanese tourists searched information from the Internet, such as online blogs, Deco, Google, IG Gym, RSM, Yahoo, Boxing Thailand, accounting for 49.3 percent; followed by information gleaned from relatives and friends, at 39.3 percent; followed by TV promotions, the least used source, accounting for 1.1 percent.

5) Considering which information sources were highly used in selecting a Muay Thai tourism destinations, a high percentage of Japanese tourists searched Internet information such as; Bangkok NQVI, blog (Japanese), comparing sites to each other, Google, Gym's website, IG GYM, Yahoo, FB with weblog ranking high/highly used, all of which accounted for 37.6 percent; followed by relatives and friends, accounting for 33.0 percent; and magazines, e.g. guidebooks and *Wise*, the least searched, accounting for 2.0 percent.

6) Considering which media influences lead tourists to come to Thailand Muay Thai, the highest numbers of the Japanese tourists searched information from the Internet, at 49.3 percent; followed by films or stories, at 17.9 percent; and word of mouth, at 17.9 percent.

Potential Muay Thai participants, inside Thailand, also searched information from sources such as; friends, guidebooks, health magazines, Muay Thai,

Internet sites. Muay Thai prospects choosing to 'up-skill' as they often previously practiced Judo and would like to do the same as Thai people do--'up-skilling' before learning Muay Thai, and have Muay Thai gyms in Japan with Japanese athletes cumulatively accounting for 16.5 percent. Details are shown in the Table 4.3.

Table 4.3 The Analysis Results of Various Information Sources for Travelling to Muay Thai Creative Tourism

Items	Number	Percent	Rank
1. Who provided you with information regarding Muay Thai classes in Thailand?			
1) Friends	180	51.3	1
2) Relatives	5	1.4	3
3) Others; Internet homepages, web sites magazines	96	27.3	2
2. Which agency (ies) provided you with information regarding Muay Thai classes in Thailand?			
1) Tourism Authority of Thailand in Tokyo	11	3.1	
2) Tourism Authority of Thailand in Osaka	0	0.0	
3) Tourism Authority of Thailand in Fukuoka	4	1.1	
4) Royal Thai Embassy, Osaka	5	1.4	
5) Royal Thai Embassy, Fukuoka	0	0.0	
6) Royal Thai Embassy, Tokyo	0	0.0	
7) Japan Professional Muay Thai Committee– JPMC	0	0.0	
8) National//regional tourist boards	0	0.0	
9) Muay Thai training gyms in Japan	20	5.7	
10) Tour operators	2	0.6	
11) Travel agents	20	5.7	
12) Others	211	60.1	

Table 4.3 (Continued)

Items	Number	Percent	Rank
3. Where did you get the Muay Thai information?			
1) Tourism Authority of Thailand in Tokyo	10	2.8	
2) Tourism Authority of Thailand in Osaka	4	1.1	
3) Tourism Authority of Thailand in Fukuoka	0	0.0	
4) Royal Thai Embassy, Osaka	0	0.0	
5) Royal Thai Embassy, Fukuoka	3	0.9	
6) Royal Thai Embassy, Tokyo	0	0.0	
7) Japan Professional Muay Thai Committee– JPMC	0	0.0	
8) National//regional tourist boards	1	0.3	
9) Muay Thai training Gym in Japan	20	5.7	
10) Tour operator	2	0.6	
11) Travel agent	20	5.7	
12) Other; friend, from my friend in Thailand, guide book, internet, website	219	62.4	
4. Information sources regarding learning Muay Thai tourism overseas included:			
1) Relatives and friends	118	33.6	
2) Internet, Deco, Google, IG Gym, RSM, yahoo, boxing Thailand	173	49.3	
3) Travel guidebooks; HZS	18	5.1	
4) TV	4	1.1	
5) Magazine; guide book, wise	12	3.4	
6) Other; friend	29	8.3	
5. Which of these information sources did you use in selecting this destination?			
1) Relatives and friends	116	33.0	

Table 4.3 (Continued)

Items	Number	Percent	Rank
2) Internet Bangkok NQVI, blog (Japanese), comparative site to each other, google, Gym's website, IG Gym, yahoo, FB, weblog	132	37.6	
3) Travel guidebooks	21	6.0	
4) TV	8	2.3	
5) Magazine; guide book, wise	7	2.0	
6) Others, e.g. go and try, like on the street	32	9.1	
6. Which media influences made you come to learn Muay Thai?			
1) Films or stories	63	17.9	
2) Information from the Internet	113	32.2	
3) Word of mouth	63	17.9	
4) Recommendation of friends and family	60	17.1	
5) Special promotions and offer from tourism organizations	0	0.0	
6) Others: friend, guide book, health, internet in Muay Thai before, skill up, used to practice Judo before	58	16.5	

4.1.2.3 Analysis results regarding decision making by Japanese tourists in travelling for creative Muay Thai tourism comprise five topics as follow:

1) Considering all, with which agency did you make a contact before coming to Thailand? This item revealed that most of the Japanese tourists contacted agencies, accounting for 32.2 percent; followed by contacting airlines, accounting for 11.4 percent; with the agency least likely contacted being the Japan Professional Muay Thai Committee-JPMC, accounting for 0.9 percent.

2) Considering all, through which destination did you come to Thailand? The highest percentage of Japanese tourists decided to travel by taking flights to Suvarnabhumi Airport, accounting for 74.4 percent; followed by taking flights to

Don Muang Airport, accounting for 19.1 percent; with the least likely traveling via direct flights to provinces in the chosen Muay Thai Gym location, accounting for 6.6 percent.

3) Considering all, how long do you plan to stay and learn Muay Thai per trip? The highest percentage of Japanese tourists planned to stay and learn Muay Thai 2–6 days per trip, accounting for 39.3 percent; followed by 5 to 7 months, accounting for 25.4 percent; with the least likely Muay Thai tourists planning to stay in Thailand for 2 to 3 months--4.0 percent.

4) Considering all, what was your purpose of travelling to Thailand? The highest percentage of the Japanese tourists' purpose in coming to Thailand was tourism, accounting for 43.9 percent; followed by, business, accounting for 29.1 percent; with the least likely purpose for coming to Thailand, volunteer work, accounting for 1.7 percent.

5) Considering all, what is your purpose for learning Muay Thai in Thailand? The highest percentage of Japanese tourists' purpose for learning Muay Thai in Thailand--was gaining experience, accounting for 54.4 percent; followed by enjoying tourism, accounting for 26.2 percent; these items were followed by to learning about Muay Thai, along with learning about Thai culture and other motivations such as going on diet, excitement, seeking friends, health benefits, 'upskilling', and self-defense accounting the least, at 17.9 percent. Details are shown in the Table 4.4.

Table 4.4 The Number and Percentage of the Respondents Concerning Decision Making Processes

Items	Number	Percentage	Rank
1. Which agency did you contact before coming to Thailand?			
1) Tourism Authority of Thailand, Tokyo	11	3.1	7
2) Royal Thai Embassy, Tokyo	23	6.6	3
3) Japan Professional Muay Thai Committee – JPMC	3	0.9	8

Table 4.4 (Continued)

Items	Number	Percentage	Rank
4) National/regional tourist boards	0	0.0	
5) Muay Thai training gyms in Japan	15	4.3	6
6) Tour operators	16	4.6	5
7) Travel agents	20	5.7	4
8) Airlines	40	11.4	2
9) Others etc. friends, internet, PC, nothing	113	32.2	1
2. What will be your arrival point in Thailand?			
1) Flight to Suvarnabhumi Airport	261	74.4	1
2) Flight to Don Muang Airport	67	19.1	2
3) Direct flights to Provinces where the boxing camps is located	23	6.6	3
3. How long do you plan to stay and learn Muay Thai per trip?			
1) 1 day	29	8.3	4
2) 2-6 days	138	39.3	1
3) 1 week	60	17.1	3
4) 1 month	21	6.0	5
5) 2-3 months	14	4.0	6
6) Other	89	25.4	2

Decision Making after Travelling

Information analysis results for Japanese tourists' decision-making after travelling consisted of the following:

1) Considering all factors, once you arrived in Thailand, which agency did you make a contact with? Here data, revealed that the highest percentage of Japanese tourists contacted agencies; friends; their companies; contact with no one; neighbors; those who had no idea; did nothing; made a contact with Embassy of Japan, cumulatively accounting for 25.9 percent; followed by travel agents, accounting for

26.2 percent; with the least likely option making a contact with national/regional tourist boards, accounting for 0.3 percent.

2) Considering all Muay Thai travel, how many times have you visited Thailand? Here it was found that the highest percentage of the Japanese tourists have been to Thailand five times or more, accounting for 36.5 percent; followed by those who had never been to Thailand before, accounting for 27.1 percent; 2.3 Percent had travelled to Thailand four times.

3) Considering all options, what is your favorite tourism style? The highest percentage of the Japanese tourists preferred free/independent travel (FIT), accounting for 45.0 percent; followed by personally arranged tours, accounting for 24.2 percent; and fully escorted tours, accounting for 8.0 percent.

4) Considering your options, with whom did you travel? Results showed that the highest percentage Japanese tourists travelled alone, accounting for 37.0 percent; followed by those who traveled with relatives and friends, accounting for 33.9 percent; and the least likely chose traveling with their fathers and mothers, accounting for 4.6 percent.

5) Considering the options, which destination in Thailand do you most want to visit? Here it was indicated that the highest percentage of Japanese tourists would like to visit Bangkok, accounting for 86.9 percent; followed by Phuket, accounting for 10.3 percent; 3.7 percent; the least likely option--w visit Krabi.

6) Considering the options, what kind of accommodations do you stay in while in Thailand? Here it was found that the highest percentage of Japanese tourists stayed in city center hotels, w accounting for 45.9 percent; followed by other places such as condominiums, apartments, their friends' houses, guest houses, their own homes, boyfriends or girlfriend's homes, accounting for 22.5 percent; The least likely accommodation was a gym, w accounting for 4.0 percent.

7) Considering all expenses, what total amount might you spend per day? This item indicated that the highest percentage of the Japanese tourists spent less than USD \$150 per day, accounting for 43.0 percent; followed by those who spent USD \$150–\$250 per day, accounting for 25.9 percent; and those who spent USD \$50 to \$251 per day, accounting for 9.4 percent.

8) Considering the options, what did you purchase from your travel agent? Here it was found that the Japanese tourists purchased accommodation from travel agents, the highest percentage, accounting for 30.2 percent; followed by transportation, accounting for 25.6 percent; and the least likely travel agency purchase was travel insurance, accounting for 8.8 percent. Details are shown in the Table 4.5.

9) Considering preferred activities, the highest percentage of Japanese tourists liked to go shopping, accounting for 36.8 percent; followed by sight seeing and learning about Thai food, accounting for 24.2 percent. The least desirable activity was visiting museums, accounting for 5.1 percent.

10) Considering the possibilities, have you learned Muay Thai before? (SA) The highest percentage of the Japanese tourists had visited Thailand before, accounting for 50.4 percent and 49.6 percent (which had not done so).

11) Considering all influences, who had the highest influence on you regarding learning Muay Thai? Japanese tourists revealed that others; PC; friends; Internet; King Muay; 'themselves', while walking by the Muay Thai gym, were the highest influencing factors along with persons, accounting for 41.9 percent; followed by tour operators, 17.7 percent; and relatives, accounting for 10.5 percent.

12) Considering the options, what is the highest appropriate period for Muay Thai travel? It was found that the highest percentage Japanese tourists travelled throughout the year, accounting for 37.0; followed by January–April, accounting for 31.6 percent, details in the Table 4.5.

13) Considering the options, where would you prefer to study Muay Thai? This item revealed the highest percentage of the Japanese tourists preferred to learn Muay Thai in Bangkok--72.6 percent; followed by Phuket--10.0 percent; and Krabi--0.6 percent.

14) Considering the options, from which kind of gym in Thailand would you choose to learn Muay Thai? Here the data showed that highest percentage of the Japanese tourists chose to learn Muay Thai at a gym located near their travel destination, accounting for 72.9 percent; followed by a gym in a hotel, accounting for 9.4 percent; and open-air gyms, accounting for 3.7 percent.

15) Considering the options, what kind of accommodations did you choose in Thailand? The highest percentage Japanese tourists stayed in city center

hotels; followed by other places such as condominiums, apartments, their friend's homes, guest house, their own house, their girlfriend's or boyfriend's house, all of which cumulatively, accounted for 19.4 percent; followed by staying at a gym, accounting for 3.1 percent.

16) Considering relevant factors, what level of boxing do you want to practice? The highest percentage of the Japanese tourists learned Muay Thai as a beginner, accounting for 70.1 percent; followed by learning at an intermediate level, at 19.4 percent; and as an instructor, accounting for 2.8 percent. (Table 4.5).

17) Considering your options, for how long a Muay Thai course do you want to learn? Here results revealed that the highest percentage of the Japanese tourists would like to learn Muay Thai in a monthly course, accounting for 35.6 percent; followed by an hourly course, accounting for 33.9 percent; and a weekly course, accounting for 9.1 percent.

18) Considering your options, during which time period do you want to learn? Results indicated that the highest percentage Japanese tourists would like to learn Muay Thai from 1.00–5.00 p.m., accounting for 35.6 percent; followed by 8.00–12.00 a.m. and 7.00 – 10.00 p.m., combined with any time, accounting for 10.3 percent.

19) Considering possible options, how many hours a day do you want to learn Muay Thai? The highest percentage of the Japanese tourists would like to learn Muay Thai for 2 hours, accounting for 45.6 percent; followed by 1 hour, accounting for 29.1 percent; with the least likely choosing to learn Muay Thai 4 hours/day, accounting for 2.3 percent.

20) Considered the options, what kind of boxing do you want to participate in? Here results showed that the highest percentage of the Japanese tourists wanted to learn sparring and clinching, accounting for 34.5 percent; followed by shadow boxing, at 29.3 percent; and petty/(pretty) standard, accounting for 8.8 percent.

21) Considering the options, from whom do you want to learn Muay Thai? The highest percentage of Japanese tourists wanted to learn with a professional boxer, accounting for 51.9 percent; followed by a general trainer, accounting for 36.8 percent; and other people or whomever, accounting for 5.1 percent.

22) Considering marketing sharing, with which optional services would you like a Muay Thai Gym to share a marketing network? The highest percentage of

Japanese tourists indicated they would like a Muay Thai gym to share marketing network with hotels, accounting for 22.2 percent; followed by other places, PC, 'acquaintances', 'anywhere', 'not required', and 'no idea', cumulatively accounting for 21.7 percent; and restaurants, accounting for 3.1 percent.

23) Considering all the options you might like, which kinds of additional services would you prefer to have available at Muay Thai venues? Here, the highest percentage of the Japanese tourists would like to have accommodations, accounting for 26.2 percent; followed by on-site Muay Thai shops, accounting for 17.7 percent; a café and 'others', 'none required', and 'no idea', accounting for 3.4 percent

24) Considering the options, with which type of agency would you like to make a contact? The highest percentage of the Japanese tourists would like an agency to contact the professional Muay Thai Committee, w accounting for 24.2 percent, followed by 'others', internet, not required, no idea, which accounted for 15.7 percent; Tourism Authority of Thailand, and Local government, accounting for 2.3 percent. (Table 4.5)

25) Considering available price ranges, how much can you pay for Muay Thai training? Here the data showed that the highest percentage of Japanese Muay Thai participants could pay 500 baht/session, accounting for 46.2 percent; followed by 300 baht/session, accounting for 34.8 percent; and 'others', accounting for 3.4 percent.

26) Considering various types of boxing packages, what would you require in a boxing camp package? Here, the highest percentage of the Japanese tourists required the trainer only, accounting for 59.8 percent; followed by the trainers including a meal/meals and others, accounting for 8.5 percent; and the trainers including accommodations, accounting for 2.6 percent.

27) Considering the options, what kind of promotion is required from a boxing camp? This item showed that The highest percentage of the Japanese tourists would like a boxing camp to promote advertising, w accounting for 45.6 percent; followed by government relations strategy, accounting for 9.1 percent; and direct sales, accounting for 4.6 percent (Table 4.5)

28) Considering all options, what expectations do you have if you are to be a repeat visitor on your next trip? The highest percentage of the Japanese tourists had expectations to travel next time for learning Muay Thai, a total number of 203 persons, accounting for 57.8 percent; followed by travelling around the country, going on diet, no idea, cumulatively accounting for 6.0 percent. (Table 4.6)

29) Considering all, will you come back to Thailand and learn Thai boxing again? The Japanese tourists answered that they would like to come back to learn Muay Thai again 'Yes I will', accounting for 83.5 percent; followed by No I 'I will not, and unknown reasons, 58 persons, accounting for 16.5 percent. (Table 4.5)

Table 4.5 The Number and Percentage of the Respondents Regarding Travel Behavior

Items	Number	Percent	Rank
1. Once arrived in Thailand, which agency did you make a contact with?			
1) Tourism Authority of Thailand	17	4.8	4
2) Royal Thai Embassy	23	6.6	2
3) Professional Muay Thai Committee	7	2.0	7
4) National//regional tourist boards	1	0.3	8
5) Muay Thai training Gym	17	4.8	4
6) Tour operator	10	2.8	6
7) Travel agent	23	6.6	2
8) Other etc., friend, my company, nothing	91	25.9	1
2. How many times have you visited Thailand?			
1) Never	95	27.1	2
2) 1 time	43	12.3	4
3) 2 times	53	15.1	3
4) 3 times	24	6.8	5
5) 4 times	8	2.3	6
6) 5 times or more	128	36.5	1
3. What is your favorite tourism style?			
1) Full escorted tours	28	8.0	5
2) Free-type package	46	13.1	3
3) Personally arranged tour	85	24.2	2

Table 4.5 (Continued)

Items	Number	Percent	Rank
4) Free independent travel (FIT)	158	45.0	1
5) Unknown	34	9.7	4
4. Who travel(s) with you?			
1) None (traveling alone)	130	37.0	1
2) Relative and friend	119	33.9	2
3) father and mother	16	4.6	6
4) Family	95	27.1	3
5) Lover/spouse	35	10.0	5
6) Other etc. friend	38	10.8	4
5. Which destination in Thailand do you want to visit high?			
1) Bangkok	305	86.9	1
2) Phuket	36	10.3	2
3) Chiang Mai	28	8.0	3
4) Pattaya	26	7.4	4
5) Krabi	13	3.7	6
6) Other	20	5.7	5
6. What kind of accommodations do you stay in Thailand?			
1) City center hotel	161	45.9	1
2) Resort hotels	23	6.6	5
3) Traditional Japanese-style hotel	45	12.8	3
4) Staying at a Gym	14	4.0	6
5) Homestay	29	8.3	4
6) Other etc. Condominium, apartment, friend's house, guest house	79	22.5	2
7. What total amount might you spent per day?			
1) Less than USD 150	152	43.0	1

Table 4.5 (Continued)

Items	Number	Percent	Rank
2) USD 150-250	91	25.9	2
3) USD 251-350	33	9.4	4
4) More than USD 350	76	21.7	3
8. What did you purchase from your travel agent?	106	30.2	1
1) Accommodation	90	25.6	2
2) Transportation	31	8.8	4
3) Travel insurance	72	20.5	3
4) Other etc. fast food, nothing			
9. What activities would you like to do?			
1) Seeing and learning about Thai food	85	24.2	2
2) Shopping	129	36.8	1
3) Venturing out to the suburbs	62	17.7	5
4) Engaging in entertainment	79	22.5	4
5) Visiting museums	18	5.1	7
6) Relax in spa shop	83	23.6	3
7) Other etc. beach activity, Muay Thai	34	9.7	6
10. Have you learned Muay Thai before?			
1) Yes	177	50.4	1
2) No	174	49.6	2
11. Who had the highest influence on you regarding learning Muay Thai?			
1) Tour operator	62	17.7	2
2) Parents	50	14.2	4
3) Relatives	37	10.5	5
4) Specialists	55	15.7	3
5) Others e.g., PC, friend, Internet, Muay Thai gyms, 'myself, while walking',	147	41.9	1

Table 4.5 (Continued)

Items	Number	Percent	Rank
12. What is the most appropriate period for Muay Thai travel?			
1) January-April	111	31.6	2
2) May-August	63	17.9	3
3) September-December	47	13.4	4
4) Whole year	130	37.0	1
13. Where would you prefer to study Muay Thai?			
	255	72.6	1
1) Bangkok	35	10.0	2
2) Phuket	22	6.3	4
3) Chiang Mai	5	1.4	5
4) Pattaya	2	0.6	6
5) Krabi	32	9.1	3
6) Other etc.			
14. What kind of gym would you choose to learn Muay Thai gym in Thailand?			
1) Gym near destination	256	72.9	1
2) Gym in hotel	33	9.4	2
3) Gym in apartment	25	7.1	3
4) Open air gym	13	3.7	5
5) Other etc. IG Gym, clean Gym,	24	6.8	4
15. What kind of accommodations do you stay in Thailand?			
1) City center hotel	187	53.3	1
2) Resort hotels	21	6.0	4
3) Traditional Japanese-style hotel	45	12.8	3
4) Staying at a Gym	11	3.1	6
5) Homestay	19	5.4	5

Table 4.5 (Continued)

Items	Number	Percent	Rank
6) Other etc. Condominium, apartment, friend's house, guest house	68	19.4	2
16. What the level of boxing do you want to practice?			
1) Beginner	246	70.1	1
2) Intermediate	68	19.4	2
3) Advanced	27	7.7	3
4) Other etc. instructor	10	2.8	4
17. What Muay Thai course do you want to learn?	119	33.9	2
1) An hours	75	21.4	3
2) A day	32	9.1	4
3) A week	125	35.6	1
4) A month			
18. What the period do you want to learn?			
1) 8.00-12.00 am.	114	32.5	2
2) 1.00-5.00 pm.	125	35.6	1
3) 5.00-9.00 pm.	76	21.7	3
4) Other etc. 19.00-22.00, every time, flexible, night, random	36	10.3	4
19. How many hours a day do you want to learn Muay Thai?			
1) 1 hour	102	29.1	2
2) 2 hours	160	45.6	1
3) 3 hours	59	16.8	3
4) 4 hours	8	2.3	5
5) more than 4 hours	22	6.3	4

Table 4.5 (Continued)

Items	Number	Percent	Rank
20. What kind of boxing do you want?			
1) Skipping	68	19.4	4
2) Shadow boxing	103	29.3	2
3) Pad work	75	21.4	3
4) Bag work	49	14.0	6
5) Sparring and clinching	121	34.5	1
6) Pretty standard	31	8.8	7
7) Other etc. all, every thing, kick, none	52	14.8	5
21. With whom do you want to learn Muay Thai?			
1) By yourself	129	36.8	2
2) By general trainer	63	17.9	3
3) By champion trainer	182	51.9	1
4) By Professional boxer	18	5.1	5
5) Other etc. PC			
22. Where do you want Muay Thai Gym marketing network communication?			
1) Hotel	78	22.2	1
2) Tour operator	55	15.7	3
3) Airport service	30	8.5	4
4) Restaurants	11	3.1	5
5) Other etc. PC, direct	76	21.7	2
23. What additional services do you want?			
1) Accommodations	92	26.2	1
2) Entertainment	13	3.7	6
3) Sport complex	50	14.2	3
4) Restaurants	17	4.8	5
5) Muay Thai shop	62	17.7	2
6) Souvenir shop	23	6.6	4
7) Other etc. café	12	3.4	7

Table 4.5 (Continued)

Items	Number	Percent	Rank
24. What the agency do you want to contact?			
1) Tourism Authority of Thailand	43	12.3	3
2) Professional Muay Thai Committee	85	24.2	1
3) Tour operators	41	11.7	4
4) Local government	8	2.3	5
5) Others: Internet etc.	55	15.7	2
25. How many do you can pay for learn?			
1) 300 baht/1 session	122	34.8	2
2) 500 baht/1 session	162	46.2	1
3) 800 baht/1 session	28	8.0	3
4) 1,000 baht/1 session	27	7.7	4
5) Other	12	3.4	5
26. What do you want the boxing gyms package with anything?			
1) Only a trainer	210	59.8	1
2) The trainers included in the accommodation	9	2.6	5
3) The trainers included with meals	30	8.5	2
4) The trainers included with accommodations and food	23	6.6	4
5) Other	30	8.5	2
27. Do you want a camp with boxing promotion also?			
1) Advertising	160	45.6	1
2) Public relationship	32	9.1	2
3) Direct sale	16	4.6	4
4) Sold through tour operators	26	7.4	3

Table 4.5 (Continued)

Items	Number	Percent	Rank
28. What expectations do you have if you are to be a repeat visitor traveling on your next trip?			
1) Learning Muay Thai	203	57.8	1
2) Traveling around the country	61	17.4	2
3) Visiting one or two well-known sightseeing destinations	61	17.4	2
4) Visiting small local towns and rural areas like villages	35	10.0	4
5) Other; diet	21	6.0	5
29 Do you will come back to Thailand and learn Muay Thai again?			
1) Yes I do	293	83.5	1
2) No I do not	58	16.5	2

Analysis results of Japanese tourists' satisfaction towards Muay Thai gyms indicated satisfaction at a high level ($\bar{X} = 3.65$, S.D. = 0.64); in terms of authentic experience, the highest level of satisfaction ($\bar{X} = 3.85$, S.D. = 0.84); followed by good customer service – e.g. friend lines and treating customers correctly ($\bar{X} = 3.86$, S.D. = 0.86); and Muay Thai gym with accommodations ($\bar{X} = 3.39$, S.D. = 1.02). Details are shown in the table 4.6.

Table 4.6 The Mean, Standard Deviation and Level of Satisfaction Towards Government Policy Interaction of the Sample

Items	(\bar{X} \bar{X})	S.D.	Motivation level	Rank
1. Authentic experience	3.85	0.84	high	1
2. Muay Thai gyms are well-known.	3.76	0.86	high	6

Table 4.6 (Continued)

Items	(\bar{X} \bar{X})	S.D.	Motivation level	Rank
3. Reputation of gyms in Thailand is reliable.	3.74	0.87	high	8
4. Product differentiation	3.48	0.84	moderate	16
5. The availability of the facility/equipment in the facility	3.55	0.79	high	15
6. The service fee lower than in 'your country'	3.61	0.85	high	12
7. Fee levels for training Muay Thai vary- e.g. special packages	3.45	0.82	moderate	17
8. Value for Muay Thai package fees	3.59	0.83	high	14
9. Prompt and accurate service	3.59	0.82	high	13
10. Trainer professionalism	3.74	0.84	high	7
11. prepared and ready to provide service.	3.66	0.88	high	11
12. Adequate choice of service package options	3.69	0.84	high	10
13. Good consumer service – e.g. friendly environment and treating consumers with correct dignity	3.84	0.86	high	2
14. Security and safety during training.	3.77	0.88	high	5
15. Training staff able to communicate in foreign languages	3.81	0.84	high	3
16. packages to meet the diversity of customer needs	3.78	0.84	high	4
17. Free boxing gloves and shorts included in package (offer from gym)	3.72	0.88	high	9
18. Muay Thai gyms with accommodations	3.39	1.02	moderate	19
19. Muay Thai gym souvenirs available for purchase	3.42	0.97	moderate	18
Muay Thai gyms	3.65	0.64	high	

Analysis of satisfaction towards marketing communication and marketing network communication, found that the Japanese tourists had satisfaction at a moderate level ($\bar{X} = 3.39$, S.D. = 0.73). Considered from each aspect, the data showed that:

(1) With regard to marketing communication, the Japanese tourists had the highest satisfaction with communication with relatives and friends ($\bar{X} = 3.68$, S.D. = 0.91); followed by travel guide books satisfaction ($\bar{X} = 3.52$, S.D. = 0.89); and satisfaction towards other matters, the least satisfaction ($\bar{X} = 3.37$, S.D. = 0.85).

(2) Considering promotion from the tourism sector regarding learning Muay Thai, the Japanese tourists had the greatest satisfaction with overseas travel ($\bar{X} = 3.47$, S.D. = 0.89); followed by Muay Thai gyms in Thailand ($\bar{X} = 3.46$, S.D. = 0.85); and other factors (not specified) the least ($\bar{X} = 3.31$, S.D. = 0.81).

(3) Considering marketing communication and marketing network communication, the Japanese tourists indicated satisfaction with support for local and regional events--the highest satisfaction ($\bar{X} = 3.39$, S.D. = 0.85); followed by overall partnering of gyms or cooperation with related services, e.g.; hotel, tour operator, airline, airport service, etc. ($\bar{X} = 3.38$, S.D. = 0.83); and joint promotional activities showing the least satisfaction ($\bar{X} = 3.32$, S.D. = 0.83). Details are shown in the Table 4.7

Table 4.7 The Mean, Standard Deviation and Level of Motivation Towards Marketing Communication Interaction of Sample Participants

Items	(\bar{X} \bar{X})	S.D.	Motivation level	rank
marketing communication	3.50	0.74	moderate	1
1. Travel guide books	3.52	0.89	high	2
2. Internet	3.49	0.89	moderate	3
3. Relatives and friends	3.68	0.91	high	1
4. Media (TV, magazine, etc.)	3.43	0.94	moderate	4
5. Other	3.37	0.85	moderate	5

Table 4.7 (Continued)

Items	(\bar{X} \bar{X})	S.D.	Motivation level	rank
Promotion Tourism sector regarding learning Muay Thai tourism	3.37	0.73	moderate	2
1. Overseas travel	3.47	0.89	moderate	1
2. Travel agency	3.40	0.86	moderate	4
3. Relatives and friends	3.36	0.88	moderate	6
4. Muay Thai gyms in Japan	3.41	0.85	moderate	3
5. Muay Thai gyms in Thailand	3.46	0.85	moderate	2
6. National/regional tourist boards	3.39	0.85	moderate	5
7. Other	3.31	0.81	moderate	7
marketing network communication (interrelated sectors of tourism)	3.35	0.77	moderate	3
1. Overall partnering of gyms or cooperation with related services, e.g.; hotel, tour operator, airline, airport service	3.38	0.83	moderate	2
2. Muay Thai gyms have supporting services, such as; accommodations, entertainment, restaurants,	3.36	0.85	moderate	3
3. Muay Thai establishments in Thailand have been accredited for quality under the Muay Thai Committee	3.35	0.86	moderate	4
4. Joint promotional activities	3.32	0.83	moderate	6
5. Support for local and regional events	3.39	0.85	moderate	1
6. Joint gathering of marketing intelligence	3.33	0.85	moderate	5
marketing communication and marketing network communication	3.39	0.73	moderate	

32) Analysis of satisfaction levels towards government policy/ interaction indicated that the Japanese tourists had a moderate level of satisfaction ($\bar{X} = 3.26$, S.D. = 0.64). Considering each aspect of government interaction, satisfaction details are shown as follow:

(1) In terms of potential difficulties in traveling, the Japanese tourists had the highest satisfaction with Visa requirements ($\bar{X} = 3.29$, S.D. = 0.85), followed by Immigration restrictions/regulations ($\bar{X} = 3.26$, S.D. = 0.84); and the least satisfaction towards tourist taxes ($\bar{X} = 3.22$, S.D. = 0.82).

(2) Considering tourism organization marketing promotion, it was found that the Japanese tourists had the highest satisfaction with travel agents' special promotions ($\bar{X} = 3.30$, S.D. = 0.81); followed by Foreign destinations' advertising campaigns ($\bar{X} = 3.28$, S.D. = 0.78); and then joint gathering of marketing information ($\bar{X} = 3.23$, S.D. = 0.74). (Details in Table 4.8)

Table 4.8 The Mean, Standard Deviation and Level of Satisfaction Towards Government Policy and Interaction of the Sample

Items	(\bar{X} \bar{X})	S.D.	Motivation level	rank
Difficulties in traveling	3.25	0.70	moderate	
1. Immigration restrictions	3.26	0.84	moderate	2
2. Visa requirements	3.29	0.85	moderate	1
3. Civil disorder and terrorism	3.25	0.82	moderate	3
4. Tourist taxes	3.22	0.83	moderate	4
Tourism organization marketing promotion	3.26	0.68	moderate	
1. Foreign destinations' advertising campaigns	3.28	0.78	moderate	2
2. Tour operator's brochures	3.26	0.79	moderate	5
3. Travel agent's special promotion	3.30	0.81	moderate	1
4. Joint promotion activities	3.26	0.75	moderate	3

Table 4.8 (Continued)

Items	(\bar{X} \bar{X})	S.D.	Motivation level	rank
5. Support for local and regional events	3.26	0.75	moderate	3
6. Joint gathering of marketing intelligence	3.23	0.74	moderate	6
Government policy interaction	3.26	0.64	moderate	

4.1.3 Comparative Analysis Results of Creative Muay Thai Tourism Behavior of the Japanese Tourists Classified by Personal Information

Below are shown, the comparative analysis results of Japanese creative Muay Thai tourism behavior, classified by personal information such as gender, age, educational level, career, and personal income which comprise two parts of motivation for travelling for creative Muay Thai tourism, 4.1.3.1 (Pre-Decision); and 4.1.3.2, satisfaction of Japanese tourists in learning Muay Thai (Post-Decision):

4.1.3.1 Comparative analysis results of levels of satisfaction travelling for creative Muay Thai tourism, classified by personal information

The comparative analysis results of satisfaction levels in travelling for creative Muay Thai tourism, classified by personal data such as gender, age, educational level, career, and personal income with One-way analysis of variance (one-way ANOVA), showed Japanese tourists having different gender, age, and educational levels had different levels of motivation with travel for creative Muay Thai tourism, with a statistical significance level of 0.05. Male Japanese tourists, aged over 51 years with diploma education levels had higher motivation before travelling for creative Muay Thai tourism than female Japanese tourists aged under 51 years and over, with other educational levels.

The Japanese tourists having different careers and personal incomes, had no difference in motivation for travelling for creative Muay Thai tourism with a statistical significance level of 0.05. Details are shown in the Table 4.9.

Table 4.9 The Comparison of the Mean Score of Levels of Motivation to Travel for Creative Muay Thai Tourism Classified by Personal Information

Demographic	Motivation					
	\bar{X}	S.D.	F	P		
1. Gender						
1) Male	3.31	0.79	3.868	.050*		
2) Female	3.14	0.32				
2. Age						
1) 20 years and below	3.38	0.23	3.234	.013*		
2) 21 – 30 years	3.62	0.95				
3) 31 – 40 years	3.03	0.51				
4) 41 – 50 years	3.22	0.66				
5) More than 51 years	5.00	0.54				
3. Highest educational level						
1) Secondary level	3.77	0.62	3.095	.016*		
2) Diploma	3.81	0.82				
4) Bachelor's Degree	3.03	0.70				
5) Master's Degree	3.59	0.65				
6) Other	3.28	0.73				
4. Occupation						
1) Business owner	3.66	0.75	1.944	.073		
2) Employee	3.12	0.73				
3) Government official	4.13	0.00				
6) Unemployed	3.59	0.63				
7) Student	3.01	0.51				
8) Other	3.28	0.73				
5. Personal Income (per month)						
1) Less than 100,000 yen	3.42	0.48			1.721	.115

Table 4.9 (Continued)

Demographic	Motivation			
	\bar{x}	S.D.	F	P
2) 100,001-200,000 yen	3.74	0.82		
3) 200,001-300,000 yen	3.17	0.23		
4) 300,001-400,000 yen	3.12	0.98		
5) 400,001-500,000 yen	4.04	1.10		
6) 500,001 yen-more	2.97	0.73		

4.1.3.2 Comparative analysis results for levels of satisfaction after travelling for creative Muay Thai tourism, classified by personal information

The comparative analysis results of level of satisfaction after travelling for creative Muay Thai tourism, classified by age, educational level, career, and personal income comprise three parts, as listed below; 1) level of satisfaction towards Muay Thai gym; 2) level of satisfaction towards marketing communication and marketing network communication; and 3) level of satisfaction towards Government policy interaction. Details are shown below:

1) Levels of satisfaction with Muay Thai gyms

Comparative analysis results of satisfaction towards Muay Thai gyms, classified by age, educational level, career, and personal income, with One-way analysis of variance (One-way ANOVA); revealed Japanese tourists from different age groups, educational levels, careers, and incomes had no difference of satisfaction towards Muay Thai gyms at a statistical significance level of 0.05. Details are shown in the Table 4.10.

Table 4.10 Comparative Levels of Satisfaction Towards Muay Thai Gyms, Classified by Personal Information

Personal Information	Friends provided with information regarding Muay Thai classes in Thailand			
	number	percent	χ^2	P-Value
1. Gender				
1) Male	157	39.32	0.594	0.441
2) Female	50	11.97		
2. Age				
1) 20 years and below	13	3.70	11.065	0.026*
2) 21 – 30 years	48	13.68		
3) 31 – 40 years	65	18.52		
4) 41 – 50 years	53	15.10		
5) More than 51 years	1	0.28		
3. Highest educational level				
1) Secondary level	38	10.83	10.494	0.033*
2) Diploma	17	4.84		
3) Equivalent	0	0.00		
4) Bachelor's Degree	102	29.06		
5) Master's Degree	14	3.99		
6) Other	9	2.56		
4. Occupation				
1) Business owner	20	5.70	11.402	0.077
2) Employee	115	32.76		
3) Government official	5	1.42		
4) Professional	5	1.42		
5) Retiree	0	0.00		
6) Unemployed	1	0.28		

Table 4.10 (Continued)

Personal Information	Friends provided with information regarding Muay Thai classes in Thailand			
	number	percent	χ^2	P-Value
7) Student	25	7.12		
8) Other	9	2.56		
5. Personal Income (per month)				
1) Less than 100,000 yen	27	7.69		
2) 100,001-200,000 yen	18	5.13		
3) 200,001-300,000 yen	27	7.69	9.931	0.128
4) 300,001-400,000 yen	40	11.40		
5) 400,001-500,000 yen	24	6.84		
6) 500,001yen - more	44	12.54		

2) Levels of satisfaction towards marketing communication and marketing network communication

Comparative analysis satisfaction results of marketing communication and marketing network communication, classified by age, educational level, career, income with One-way analysis of variance (One-way ANOVA), revealed that the Japanese tourists having different careers had different satisfaction levels towards marketing communication and marketing network communication with a statistical significance level of 0.05. The Japanese tourists working as government officials were more satisfied than those from other careers. Details are shown in the Table 4.11.

Table 4.11 The Comparison of Levels of Satisfaction Regarding Marketing Communication and Marketing Network Communication Classified by Personal Information Showed the Following Data Relative to Government Policy Interaction

Items	(\bar{X} \bar{X})	S.D.	Motivation level	Rank
marketing communication	3.50	0.74	moderate	1
1. Travel guide books	3.52	0.89	high	2
2. Internet	3.49	0.89	moderate	3
3. Relatives and friends	3.68	0.91	high	1
4. Media (TV, magazine, etc.)	3.43	0.94	moderate	4
5. Other	3.37	0.85	moderate	5
Promotion Tourism sector regarding learning Muay Thai tourism	3.37	0.73	moderate	2
1. Overseas travel	3.47	0.89	moderate	1
2. Travel agency	3.40	0.86	moderate	4
3. Relatives and friends	3.36	0.88	moderate	6
4. Muay Thai gyms in Japan	3.41	0.85	moderate	3
5. Muay Thai gyms in Thailand	3.46	0.85	moderate	2
6. National/regional tourist boards	3.39	0.85	moderate	5
7. Other	3.31	0.81	moderate	7
Marketing network communication (interrelated sectors of tourism)	3.35	0.77	moderate	3
1. Overall partnering of gyms or cooperation with related services, e.g.; hotel, tour operator, airline, airport service	3.38	0.83	moderate	2
2. Muay Thai gyms have supporting services such as: accommodations, entertainment, restaurants,	3.36	0.85	moderate	3

Table 4.11 (Continued)

Items	(\bar{X} \bar{X})	S.D.	Motivation level	Rank
3. Muay Thai establishments in Thailand have been accredited for quality under the Muay Thai Committee	3.35	0.86	moderate	4
4. Joint promotional activities	3.32	0.83	moderate	6
5. Support for local and regional events	3.39	0.85	moderate	1
6. Joint gathering of marketing intelligence	3.33	0.85	moderate	5
Marketing communication and marketing network communication	3.39	0.73	moderate	

The Japanese tourists from different groups, educational levels, and incomes had no statistical difference of satisfaction towards marketing communication and marketing network communication with at a statistical significance level of 0.05.

3) Level of satisfaction towards government policy interaction

Comparative analysis results for level of satisfaction with government policy interaction, classified by age, educational level, career, and income, with One-way analysis of variance (One-way ANOVA) revealed that the Japanese tourists from different age groups had different satisfaction levels towards government policy interaction at a statistical significance level of 0.05. Details are shown in the Table 4.12.

Table 4.12 The Comparison of Level of Satisfaction Towards Government Policy Interaction, Which Classified by Personal Information

	(\bar{X} \bar{X})	S.D.	Motivation level	Rank
Difficulties in traveling	3.25	0.70	moderate	
1. Immigration restrictions	3.26	0.84	moderate	2
2. Visa requirements	3.29	0.85	moderate	1
3. Civil disorder and terrorism	3.25	0.82	moderate	3
4. Tourist taxes	3.22	0.83	moderate	4
Tourism organization marketing promotion	3.26	0.68	moderate	
1.Foreign destinations' advertising campaigns	3.28	0.78	moderate	2
2. Tour operator's brochures	3.26	0.79	moderate	5
3. Travel agent's special promotion	3.30	0.81	moderate	1
4. joint promotion activities	3.26	0.75	moderate	3
5. Support for local and regional events	3.26	0.75	moderate	3
6. Joint gathering of marketing intelligence	3.23	0.74	moderate	6
Government policy interaction	3.26	0.64	moderate	

The Japanese tourists having different educational levels, careers, and incomes had no significant difference in satisfaction towards government policy/interaction with a statistical significance level of 0.05.

Hypothesis Test Results

The test results of the 4 hypotheses have shown to be corresponding to 3 hypotheses and not corresponding to 1 in the following ways.

Table 4.13 Hypothesis Test Results

Hypotheses	Hypotheses test results
H1 : The tourists who are of different sex, age, occupation, income have different travel motivation.	Corresponding to hypothesis, the Japanese tourists who are of different sex, age, and marital status have different travel motivation. Japanese tourists with different occupations and income did not have different travel motivation.
H2 : The tourists who are of different sex, age, occupation and income have different levels of satisfaction toward Muay Thai gyms.	Not Corresponding to hypothesis, the tourists who are of different sex, age, occupation and income did not have different satisfaction toward Muay Thai gyms.
H3 : The tourists who are of different sex, age, occupation and income have different satisfaction toward marketing communication and marketing network communication.	Corresponding to hypothesis, the Japanese tourists with different occupations had different satisfaction toward marketing communication and marketing network communication, while the Japanese tourists with different age, educational level and income did not have different satisfaction levels toward marketing communication and marketing network communication.
H4 : The tourists who are of different sex, age, occupation and income have different satisfaction toward government policy interaction.	Corresponding to hypothesis, the Japanese tourists who are of different age have different satisfaction toward government policy interaction, while the Japanese tourists who are of different educational levels, occupations and incomes did not have different satisfaction toward government policy interaction.

The test results of the 4 hypotheses have shown to be corresponding to 3 hypotheses, H1 Japanese tourists with different occupations and income did not have different travel motivation, H2 the Japanese tourists with different age, educational level and income did not have different satisfaction levels toward marketing communication and marketing network communication, H4 Japanese tourists who are of different educational levels, occupations and incomes did not have different satisfaction toward government policy interaction, and not corresponding to H3. Not Corresponding to hypothesis. The tourists who are of different sex, age, occupation and income did not have different satisfaction toward Muay Thai gyms.

4.2 Part 2: Qualitative Research Results Responding to the Research Objectives Point 2-4

4.2.1 Analysis Results of the Potentials of the Government and Private Sectors of Both Thailand and Japan in the Creative Muay Thai Tourism Marketing Network

Based on the aforesaid importance of Muay Thai tourism, both government and private sectors pay great attention to this matter. Government sector agencies that push forward and support a budget for implementing Muay Thai Creative Tourism are: 1) Tourism Authority of Thailand, 2) Ministry of Tourism and Sports, and 3) Tourism Authority of Thailand Provincial Offices where their provinces have well-known tourist attractions and Muay Thai gyms open for international tourists are: Phuket, Chiang Mai, and Pattaya in Chonburi province, including Provincial Offices of Tourism and Sports. Private sector agencies that support Muay Thai tourism are Muay Thai gyms, hotels, tour operators, etc. Though numerous agencies support and promote creative tourism, it has not been 'governmentally' known in Thailand, probably because creative tourism is in need of an outstanding body of knowledge regarding a management model, appropriate identification of tourism resources, and identifying the target audience of the tourism. Besides, a lack of participation from communities and local organization to organize creative Muay Thai activities can be seen. Therefore, in order to solve such problems, cooperation from all sectors, both government and private, is required.

If government and private sectors in Thailand and Japan as well as local organizations cooperate to develop an international Muay Thai marketing network, it can help promote the creative tourism to be more methodical and efficient manner which results in making this tourism type more well-known among tourists in the country and international tourists, increasing the number of tourists, and promoting Thailand's sustainable tourism accordingly.

Consequently, in order to see a guideline for developing creative a Muay Thai tourism marketing network, the researcher then analyzed the potential of government and private sectors in Thailand and Japan for being capable of Muay Thai Creative Tourism Marketing Network--details are shown as follow:

4.2.2 Analysis Results of the Potential of Government Sector

Government sector agencies associated with Muay Thai Creative Tourism comprise government sector agencies in Thailand and Japan in both centralized and local administrations, with both agencies having their own role and duty to differently implement assigned tasks as follows:

4.2.2.1 The role of government sector agencies in Thailand can be divided into centralized and local administration. The two major agencies in the centralized administration are; Tourism Authority of Thailand which acts as a leader for marketing and promoting tourism, and developing tourism products. The other agency is Ministry of Tourism and Sports which is responsible for developing sports and tourism in terms of rules and regulations, Muay Thai as a sport, overseeing agencies associated with Muay Thai tourism, such as Muay Thai gyms. Both agencies formulate policies for local organizations. Provincial Tourism and Sports Offices, particularly in Phuket, Pattaya City in Chonburi, and Chiang Mai are agencies that will turn the obtained policies into practice.

4.2.2.2 The role of government sector agencies in Tokyo, Japan.

Japan is the major area for conducting research where Royal Thai Embassy, Tokyo Office is the major Thai agency in Japan. Tourism Authority of Thailand, Tokyo Office, is an affiliated agency of the embassy. Its role and duties are promoting Thailand tourism to be well-known among Japanese people with regard to Thai culture and way of life, travelling, and famous tourist attractions while encouraging more travel to Thailand, Models of promoting tourism vary, such as in organizing events, in government relations

through different kinds of media such as journals, brochures, subway and electric train advertising signs. To promote cultural tourism, especially Muay Thai, the dissemination has been carried out continually by 'governmentizing' in Fight and Life Magazine, and E-fight online. Muay Thai is promoted as a healthy product package for women. In the meantime, TAT in Tokyo cooperates with Muay Thai gyms in Thailand and Japan to make Muay Thai widely known. Organizing a Muay Thai fight for Japanese audiences is an annual event along with promoting Muay Thai championship fights continually as well as taking Japanese media to participate in Wai Kru Muay Thai ceremony in Phra Nakhon Sri Ayutthaya province. All of the implementation is consistent with the policy of the government and Tourism Authority of Thailand to promote Thailand tourism.

4.2.3 The Implementation of Government Sector in Thailand and Japan Associated with Promoting Tourism

Government sector agencies have their own policies for implementation consistent with the government policy in order to promote cultural and 'Thainess' tourism. The policies are passed to regional offices by Ministry of Tourism and Sports and Tourism Authority of Thailand that have policy in line with the policy from centralized administration but difference can be seen in the implementation of organizing activities to promote tourism. Tourism Authority of Thailand has the role and duty to directly promote tourism with various models for tourism promoting. The goal for the promotion is to increase the number of tourists and generate more income from tourism. The policies to promote tourism are not only passed to Tourism Authority of Thailand Provincial Offices, but also to the Tourism Authority of Thailand Tokyo Office, Japan, to work together in a consistent manner.

In order to achieve cooperation between agencies in Thailand and Japan for building a Muay Thai Creative Marketing Network, it is necessary to understand the potential of the government sector in being the marketing network through an analysis of three dimensions: 1) management, 2) leadership of the marketing network, 3) and the vision to mobilize the marketing network. The analysis results showing potential and readiness of government sector agencies to mobilize the marketing network, are detailed below:

4.2.3.1 Management: working together on the Muay Thai Creative Marketing Network is composed of relevant agencies from government and private sectors

as members of the marketing network. Therefore, management is required to connect all the agencies to work together for network development. In order to develop the network to be successful, the relevant agencies must have potential in management and development of the network by arranging an organization for decision-making process and communication with members of the network while having good relationship with alliances in the network as well. The analysis can be divided into three aspects: 1) Leadership, 2) Vision and 3) Organization. Details, as follows:

1) Leadership: creating the marketing network is cooperation from various agencies. Each agency has its own roles and duties as well as implementation which are different. Each has its own policies and work 'culture' in accordance with the policy, and thus is independent. However, some agencies work together on a sub-network; for example, Tourism Authority of Thailand which gathers private sector agencies to hold activities promoting cultural tourism continually. Those agencies are Muay Thai gyms, tour operators, and souvenir shops. In order to enable each agency to work together in the same direction on the Thai-Japanese marketing network, it is necessary to have a leader of the network. It can be obviously seen that at present a lack of a leader to develop the marketing network cooperation is a critical problem. The network cannot be developed in a concrete manner. A leader who is reliable and acceptable can coordinate relevant agencies and encourage cooperation on working which results in a cost-saving budget for implementation.

With regards to the interview about characteristics of the marketing network leader, it is found that Tourism Authority of Thailand is a key stakeholder in the inter-marketing network that has potential of being the leader of the network with the following attributes:

(1) Be able to coordinate with various agencies: a leader is able to coordinate with related agencies for having discussion and meeting about knowledge exchange and operational strategy. Advantages and disadvantages from government sector can be brought to fulfill the way private sector works and set up measures and cooperation in making a master plan and master marketing plan. For Muay Thai, Tourism Authority of Thailand a critical leadership attribute is working together with private sector agencies such as tour operators, Muay Thai gyms,

Professional Tourist Guide Association of Thailand, and souvenir shops so as to promote tourism.

(2) Be reliable: a leader for the marketing network development must be reliable. Tourism Authority of Thailand is a government sector agency having reliability since it has been established to carry out marketing activities for promoting Thailand tourism directly, both domestically and internationally, supported by budget allocation from the government sector. Tourism Authority of Thailand offices are scattered in various provinces in Thailand and Japan.

(3) Be acceptable: a leader for the marketing network must be acceptable both to Thai people and foreigners. It can be seen that when an event promoting Thai tourism is 'governmentized' in Japan, there are many Japanese people who attend the event. Besides, agencies developing tourism products work closely with private sector such as Muay Thai gyms and other businesses associated with tourism as a network.

(4) Understand business: Since business associated with Muay Thai comprises various related agencies that have different implementation strategies; for examples of understanding Muay Thai gyms functioning must include, accommodation business, a leader must understand the business, not just the 'sport'.

(5) Formulate concrete policy: A leader must give more importance to sport tourism especially tourism for Muay Thai learning that has its own market. In order to achieve a concrete policy, the policy must be formulated from the top management--like ministerial level. For example, Tourism Authority of Thailand can formulate a policy to regional affiliated agencies such as Tourism Authority of Thailand provincial offices and foreign office such as Tourism Authority of Thailand, Tokyo Office to turn the policy into practice. Each agency that turns policy into practice has an operational process consistent with local organizations that promote tourism. Details of the interview are shown in the Table 4.14.

Table 4.14 The Implementation of Government Sector in Terms of Leader

Implementation	Example of verbatim
Leader	
<ul style="list-style-type: none"> - Be able to coordinate with various agencies. 	<p>“ It is important to have a leader. All of the marketing networks cannot be gathered now because we do not have a leader to call a meeting. A meeting has to be held to exchange idea and knowledge, the advantage and disadvantage that the government sector can fulfill in government sector. (Government sector)</p> <p>“We have to find partners and once we already have the partners, all of them have to be identified; Muay Thai gyms, media, boxers. The boxers need to be from our network. Boxers who make reputation are the persons that Japanese people know. All of these would be better if a meeting is held to have a talk and probably with a master plan as a marketing plan for Muay Thai group. ” (Government sector)</p>
<ul style="list-style-type: none"> - Be reliable. - Be acceptable. 	<p>“It is important to have a leader. All marketing networks cannot be gathered right now because we do not have a leader to call a meeting. We need to have a meeting to exchange our ideas and figure out what the advantage and disadvantage of private sector are and what point government sector can add to the private sector.” (Government sector)</p>
<ul style="list-style-type: none"> - Understand business 	<p>“Businesses absolutely involved with Muay Thai are Muay Thai gyms or gyms. The second one is accommodation.” (Government sector)</p>

Table 4.14 (Continued)

Implementation	Example of verbatim
- Formulate concrete policy	“In order to implement Muay Thai in a concrete manner, a policy should be formulated from the top level management; ministry, Tourism Authority of Thailand, to pinpoint what to focus and to make it more intense. The important thing is boxing is a major market. For local level, the implementation should be done by the local process.” (Government sector)

4.2.3.2 Vision

From the study interviews, it is found that the government sector has vision to carry out tasks to promote Thailand as 'dream' destination in point of view of international tourists. If Boxing is mentioned, Muay Thai in Thailand must be recognized and tourists have to travel to Thailand for learning Muay Thai. The way that international tourists learn Muay Thai in foreign countries does not generate income to Thailand. Meanwhile, all relevant agencies comprising the marketing network shall enjoy mutual benefits which will be beneficial to Thailand as well. Details of the interview are shown in the Table 4.15.

Table 4.15 The Implementation of Government Sector in Terms of Vision

Implementation	Example of verbatim
Vision:	
- Dream Destination for Muay Thai in foreigners' point of view.	“Our vision is we would like Japanese tourists to learn Muay Thai in Thailand because if they learn Muay Thai at their country, it cannot generate any income to our country. Our vision is we would like to make widely known that Thailand shall become a dream destination for learning Muay Thai.” (Government sector)

Table 4.15 (Continued)

Implementation	Example of verbatim
- All sectors enjoy mutual benefits as being the marketing network for the sake of the country.	“ All sectors have to enjoy mutual benefits for participating in marketing network. For the sake of the country, Thailand shall be a dream destination for Muay Thai in foreigners’ point of view.” (Government sector)

4.2.3.3 Organization

As a means to develop the Muay Thai tourism marketing network, a critically important thing is an organizational level, with clear and concrete policy for network development. Government sector agencies in the centralized administration, ministerial level like Tourism Authority of Thailand must formulate a policy for the sake of importance. Moreover, it is necessary to enable local organization agencies such as Provincial Office of Tourism and Sports, Tourism Authority of Thailand Phuket, Chiang Mai, and Chonburi Offices, Professional Tourist Guide Association of Thailand, tour operators, and spa business to participate in the network development.

From the interview it can be seen that government sector has not formulated policy from the central Administration to promote Muay Thai tourism to regions but tourism has been promoted in general, not directly identified tourism for learning Muay Thai to international tourists. In the meantime, related agencies play their roles and duties in accordance with their tasks without concrete cooperation. Details of the interview are shown in the Table 4.16.

Table 4.16 The Implementation of Government Sector in Terms of Organization

Implementation	Example of verbatim
Organization	
<ul style="list-style-type: none"> - Ministerial level agency that formulates a policy such as TAT. - Allow private sector and local administration such as Provincial Office of Tourism and Sports, Tourism Authority of Thailand Provincial Office, Professional Tourist Guide Association of Thailand, tour operators, spa business to participate in the marketing network. 	<p>“In order to implement creative Muay Thai tourism marketing network in a concrete manner, a policy should be formulated from the top management; ministerial or TAT level, where emphasis should be placed. The important thing is boxing market is a main market, local organizations have to provide cooperation as well.”</p>

Conclusion: The potential of the government sector in management of creative Muay Thai tourism marketing network shows that Tourism Authority of Thailand has both the potential and readiness for being the leader of the marketing network in terms of coordinating with various agencies, reliability, and acceptance. However, importance should be given to formulating a more concrete policy on creating the marketing network and enabling all sectors including local organizations to participate in formulating the policy and developing the marketing network with shared vision to develop sport tourism especially Muay Thai to be a dream destination in international tourists' point of view.

4.2.3.4 Marketing

The way that government sector gives important to marketing so as to respond to tourists' demand and potential of marketing implantation can be analyzed in 4 aspects: 1) Product and service, 2) Price. 3) Place. 4) Promotion. The research results of the potential of government sector in terms of marketing are detailed below:

1) Product and service

Product and service provided for tourists are curriculum and Muay Thai training service in each Muay Thai gyms open for tourists. It can be concluded that government sector has potential and readiness to make cooperation with

private sector and supports private sector to develop product and service. Whether private sector has readiness to make cooperation or not, details of the interview are shown in the Table 4.17.

Table 4.17 The Implementation of Government Sector in Terms of Product and Service

Implementation	Example of verbatim
Product and service	
- Government sector lacks Muay Thai curriculum development.	“Muay Thai curriculum is not developed and government sector does not own the product.” (Government sector)
- Government sector cannot own the product.	<p>“Product is considered two way; demand and supply. In case demand is very high and supply side is outstanding, product has to be developed to draw attraction of demand side. Even boxers, we have to let them know about the demand so that they can develop themselves.” (Government sector)</p> <p>“Product development should be handled by private sector or business operators. ” (Government sector)</p> <p>“TAT provides knowledge about marketing strategies and understands tourism market in order to develop themselves to be able to facilitate tourists travelling for Muay Thai tourism in a higher level, not develop Muay Thai by establishing their own Muay Thai gym or practicing Muay Thai (Government sector)</p>

Table 4.17 (Continued)

Implementation	Example of verbatim
	<p data-bbox="810 461 1358 869">“We try to access tours companies and let tourists enjoy exercise once they arrive Thailand. Instead of doing other activities, let them enjoy boxing as they spend only one and half or two hours only. We experience an obstacle as high tour companies do not allow their tourists to spend such a long hour in a place.”</p> <p data-bbox="810 887 1378 1346">“Being an collaborative network, how can we develop product to facilitate Muay Thai learning. Muay Thai package can be organized as creative Muay Thai trip. That is to guide tourists to see Muay Thai fights, learning Muay Thai, visiting Muay Thai gyms, and eating Thai food. We are ready to do these but whether or not tour companies are ready to create packages with us.”</p> <p data-bbox="810 1364 1075 1400">(Government sector).</p> <p data-bbox="810 1417 1382 1825">“Tourists like Muay Thai as they treat this as once in a life time experience when they arrive Thailand and have a chance to go boxing and watch Muay Thai fights. Japanese tourists are confident that Lumpini boxing stadium is number one as well as Rajdamnern stadium. If they come to Thailand, they have to visit these 2 stadiums as a standard.”</p> <p data-bbox="810 1843 1070 1879">(Government sector)</p>

The interview shows that government sector does not own Muay Thai gyms and Muay Thai learning service for international tourists. Meanwhile,

government sector does not develop Muay Thai curriculum for Muay Thai gyms open for international tourists. Each Muay Thai gym has its own curriculum for Muay Thai training for international tourists. Private sector, as being the marketing network, should be entitled to develop Muay Thai curriculum such as creative Muay Thai tourism to facilitate international tourists; tourists can be taken to visit Muay Thai fighting, visit Muay Thai gyms and learn Muay Thai afterwards. Government sector should supply the number of tourists to Muay Thai gyms so that they will be able to develop their teaching and learning courses to be in line with demands. The development should be implemented by private sector or business operators.

2) Price: The determination of price and service for Muay Thai class is handled by Muay Thai gyms which government sector does not participate in these points.

3) Place: Government sector does not involve with the development of place directly but participates in determining various standards such as training places especially Muay Thai gyms or gyms. From the interview, it was found that government sector gave advice about places for training Muay Thai; for example, a Muay Thai gym open for teaching tourists should be established near tourist attractions with safety as Japanese tourists like nature. Details of the interview are shown in the Table 4.18.

Table 4.18 The Implementation of Government Sector in Terms of Place

Implementation	Example of verbatim
Place	
- Muay Thai gyms or gyms should be located near tourist attractions.	“Muay Thai gyms have their own standard for establishment.” (Government sector).
- Muay Thai gym must be safe for tourists.	“Creating Muay Thai tours is workable; tour promotion is offered to tourists. Japanese tourists like nature, then let them learn Muay Thai at gyms located in upcountry and experience homestay accommodation.” (Government sector)

4) Promotion

Government sector plays important role in government relations to promote tourism and make it interesting for tourists such as organizing Muay Thai fights to allow tourists to know more about it, collaborating with media from Japan to shoot a video promoting tourism and Muay Thai learning for Japanese tourists, using social media such as Facebook, Instagram, website, and document, printed matter, book/magazine as a tool to disseminate tourism in Japan to promote creative Muay Thai tourism. Government relation activities focus directly on the target group. From the interview, it can be seen that government sector required to set up database of Japanese tourists who used to travel to Thailand. If Muay Thai gyms could supply information, e-mail address of Japanese tourists who used to learn Muay Thai, it would great to use that database to promote and 'governmentize' Muay Thai tourism in the future directly to the target group more.

Meanwhile, it could encourage the same tourists to repeat their visit for creative Muay Thai tourism. This can lead to word of mouth without paying budget for more advertising and government relations. By the way, Tourism Authority of Thailand can coordinate with Muay Thai gyms to search outstanding or famous boxers or professional ones to get involved with marketing activities, advertising, government relations, organizing Muay Thai fight events. Details of the interview are shown in the Table 4.19.

Table 4.19 The Potential of Government Sector in Terms of Promotion

Implementation	Example of verbatim
Promotion	
- Organizing activities to increase perception of Muay Thai continually through events, website, documents, books/magazines.	“This group of tourists is considered like loyal customers. They know Thailand to some extent; otherwise they do not pay attention to learn Muay Thai. Regarding potential, no need to invest or do a lot of advertising because they already know it.
- Famous boxer.	
- Professional boxer.	

Table 4.19 (Continued)

Implementation	Example of verbatim
	<p>We do not need to pay for advertisement. We must advertise it to the right person and that can help us save more.”</p> <p>“Promotion means advertising, government relations, organizing events. So, Muay Thai fight event is a kind of promotion.” (Government sector)</p> <p>“We high likely use social media such as Facebook, Instagram and tourists log into about 30%. Some of them are media who used to make a shooting and learn Muay Thai. When they arrive their country, a lot of feedback came to us. We keep on doing some promotion in foreign countries.” (Government sector)</p> <p>“Japanese people who used to fight with those boxers when they come back to Japan, is there any information where they live. Do they make contact each other? At this point, we would like obtain such information to create database for marketing development. If Muay Thai gyms can give us e-mail address of Japanese boxers who used to fight with those boxers, of if they make CRN, TAT will help in making CRN or make an advertisement to ask the same tourists to come back, or those persons can tell their</p>

Table 4.19 (Continued)

Implementation	Example of verbatim
	<p>friends, or relatives to pay attention to Muay Thai.” (Government sector)</p> <p>“When we know the market size, the more difficult thing is where they are. Regarding advertisement, government relations or marketing activities, we have to approach the right persons about Muay Thai. It would be great if we have alliances or networks being Muay Thai gyms in Japan or even the gyms in Thailand. Do Muay Thai gyms in Thailand have customer database? For example, address of Japanese tourists who used to fight with those boxers. Do they make contact to each other” (Government sector). “For TAT, any Muay Thai gyms, Any Muay Thai fight events, or even Muay Thai boxers that are outstanding, we will take them to engage with marketing activities, advertisement, government relations, event organizing, Muay Thai fight events, or even being Muay Thai boxers.” (Government sector). “Famous boxers, professional boxers” (Government sector).</p>

Table 4.19 (Continued)

Implementation	Example of verbatim
	<p data-bbox="847 456 1362 931">“Find partners and once we already have the partners who are Muay Thai gyms, media, boxers, the boxers need to be from our networks. Boxers who make reputation are the persons that Japanese people know. All of these would be better if a meeting is held to have a talk and probably with a master plan as a marketing plan for Muay Thai group.”</p> <p data-bbox="847 949 1114 987">(Government sector)</p>

With regards to the potential of government sector in terms of marketing to develop Thai-Japanese creative Muay Thai tourism marketing network, the research results can be concluded as shown.

It can be concluded that in terms of potential in marketing, government sector is not operators of Muay Thai training for tourists. Muay Thai gyms or gyms create their own Muay Thai curriculum and teaching. Government sector provides tourism promotion and creative Muay Thai tourism marketing network. Tourism Authority of Thailand, regional government agencies in Thailand and Tourism Authority of Thailand, Tokyo office in Japan, and Embassy of Thailand in Tokyo have potential and readiness for collaboration of tourism marketing strategies to promote Japanese tourists to travel to Thailand continually through website, organizing event both domestic and international level. There is no database for Japanese tourists who travel to Thailand and spend their time learning Muay Thai. Therefore, marketing activities cannot meet the right target and cause massive budget. All related sectors including regional agencies should participate in implementing marketing altogether.

5) **Budget:** Each year government sector agencies shall be allocated budget from annual government statement of expenditure to spend on implementation of agencies in accordance with their objectives. The allocated budget

will be used in various projects of certain agencies while subsidy is granted from various funds for tourism development.

From the interview, it is found that government sector agencies associated with tourism such as Tourism Authority of Thailand and Ministry of Tourism and Sports are given budget allocation from the government as a sum of money to support sport tourism. The budget is not specifically allocated in percentage for supporting Muay Thai tourism. The use of budget shall be firstly considered in accordance with appropriateness of tourism with high potential. Tourists learning Muay Thai are a group with potential that Tourism Authority of Thailand pays attention to. It is something that TAT would like to implement for such a long time but did not do it as emphasis has been placed on other groups of tourism with great potential. By the way, international tourists who learn Muay Thai they do not only learn Muay Thai, but also spend their money on other activities. Since there are restrictions on time, money, and manpower, the budget is necessarily allocated to promote tourism that generates high income first. If there is no budget, coordination is made to formulate a policy for a specific activity. For creative Muay Thai tourism, since the certain number of tourists is not available, the budget is not greatly allocated until the demand side of tourists is known. Once the budget is adequate, it will be absolutely supported.

With regards to the development to be network and support networking without using the budget or with a small budget, tourism is promoted in a form of media to support tour companies, Muay Thai gyms. Some details of the interview are as follow:

A chance of the obtained budget will be from budget allocation of the government and various funds (Government sector)

Muay Thai is one of sport tourism. We have not separated how much percent taken for promoting Muay Thai tourism and other activities. Things are considered from appropriateness of budget allocation. Implementation on this matter may be possible but to receive more or less budget is another point in case Muay Thai network is going to happen. (Government sector)

Those who learn Muay Thai, they do not learn only Muay Thai. They spend their money on other activities. They are a group of potential tourists that

we are interested in. It is something that we would like to do for such a long time but did not do. We have kept on emphasizing a group of big fish. When we have restrictions of time, money, and manpower, we need to catch a big fish first while a small piece is not paid attention. (Government sector)

Take the database of the tourists to develop marketing strategies. (Government sector)

Budget is not available but coordination is made to see which policies have potential. Specific activities with clarity can be submitted to ask for budget from government sector. (Government sector).

In order to support our networking, with regards to media, tour companies or Muay Thai gyms we can do it without money or only small amount as we do not have a lot of money. It is all about budget. (Government sector)

TAT does not earn income and does not collect money from the network. We spend money on marketing from the annual government statement of expenditure. We are an organization that does not earn income. (Government sector)

In relation to the potential of government sector agencies in terms of budget to develop Thai-Japanese creative Muay Thai tourism. It can be concluded that government sector agencies shall receive budget allocation from the government and budget from the funds that support Muay Thai. For the development of creative Muay Thai tourism, a budget has not been allocated. The budget obtained for promoting tourism is received as a whole amount and the allocation is made to develop and promote tourism with high potential first. The budget for creative Muay Thai tourism for Japanese tourists has not been directly allocated because the certain number of tourists is not available.

6) Personnel

The government agency personnel are an important resource in mobilizing the network. As government sector agencies play important role in supporting and promoting tourism, their personnel shall participate in developing the network as well. In order to develop Thai-Japanese creative Muay Thai tourism marketing network; an international network, personnel from government sector agencies need to have potential and readiness in various network aspects so that all related agencies can work together

smoothly. Four aspects to be analyzed are: 1) Knowledge, 2) Skill, 3) Manpower, 4) Workload.

From the interview, it was found that government sector agency personnel in tourism, such as Tourism Authority of Thailand, have knowledge of tourism and Muay Thai tourism with the following details:

(1) Knowledge; government sector agency personnel have potential and knowledge about tourism as they work directly in this field. They understand the market and tourist behaviors, and so are capable of managing matters related to tourism.

(2) Skill: since the development of Muay Thai Creative Tourism Marketing Network is an international connection between Thailand and Japan, Japanese language skill is required for communication but the personnel do not have Japanese language skill.

(3) Manpower: manpower in government sector agencies is sufficient to implement tasks as assigned.

(4) Manpower for a specific job; some jobs require people who have Japanese language competency and government sector agency personnel cannot communicate in Japanese language. People from outside the agency who can use Japanese language would be employed for Japanese marketing promotion/ Details of the interview are shown in the Table 4.20

Table 4.20 The Implementation of Government Sector in Terms of Human

Implementation	Example of verbatim
1) Knowledge	
- Have knowledge and understanding of Muay Thai tourism.	“People who work in this field must have knowledge about tourism. At least they have to know it in general, how things are done or going to be, you have to be able to handle it.” (Government sector)
- Have knowledge of Muay Thai tourism marketing.	
- Have understanding an of tourist behavior in Muay Thai tourism.	

Table 4.20 (Continued)

Implementation	Example of verbatim
2) Skill - Government sectors are likely in need of personnel with language competency.	“We do not have personnel who can use Japanese language. But in the future, we are ready to make a website and magazine in Japanese language. We are ready to employ staff who can speak Japanese to facilitate this growth.” (Government sector)
3) Human resource - Sufficient personnel	“Talking about personnel for cooperation in terms of knowledge or different skills in agencies, there are a small number of personnel who are going to study Muay Thai for marketing. We may have to depend on the network. We have some officers who study Japanese and one Japanese staff is working here Anyway, while we domestically work, we use an interpreter.”
4) Manpower - Extra employment	“We are ready if doing that (hire Japanese persons who) can allow us to work variously in terms of type of work, work and time management.”

In relationship to the potential of government sector agencies in terms of personnel to develop Thai-Japanese creative Muay Thai tourism network--It can be concluded that in terms of manpower, government sector has potential in tourism knowledge and understanding about Muay Thai as well as knowledge of marketing as it is their duty and responsibility. The number of personnel is sufficient to form the network but they do not have Japanese language skill. If necessary, Japanese-speaking personnel are available to be employed.

4.2.4 Analysis of Results of the Potential of Private Sector

Private sector agencies in Thailand and Japan that are engaged with creative Muay Thai tourism have different roles and duties for implementation according to the following details:

4.2.4.1 Private sector agencies in Thailand are divided into central and regional parts. The central part is located in Bangkok and agencies that play important role are 1) Muay Thai gyms with open Muay Thai training for international tourists are likely located in tourist sites widely known by tourists such as Khao San road, and important business hubs such as Sukhumvit Road where Japanese people and Japanese tourists prefer to stay, 2) Japan National Tourism Organization in which Thai and Japanese tour operators are members with both a role and duty of promoting tourism between Thailand and Japan, 3) Thai tour operators provide travelling programs within Thailand for international tourists. In regional areas--Phuket, Chiang Mai, Chonburi are the regional areas of study. Tourist attractions are 1) Muay Thai gyms that are open training for international tourists and located near tourist sites, 2) tour operators that provide and arrange travelling programs for tourists, and 3) sport and souvenir shops.

4.2.4.2 Private sector agencies in Tokyo, Japan: The major areas for conducting the research include Muay Thai gyms open for Muay Thai training in Tokyo for Japanese people, Muay Thai Association that promotes Muay Thai culture, tour operators providing and arranging travelling programs for Japanese tourists who visit Thailand. Famous Japanese tour operators in Tokyo having a branch office in Thailand, being a member of Japan National Tourism Organization, likely do not have a travelling program to guide Japanese tourists to learn Muay Thai. They provide sport tourism such as marathon running, cycling, trekking, etc. Tour operators being members of Japan National Tourism Organization have cooperation between members. Tour operator networks have readiness to cooperate in promoting Thai culture, lifestyle, travelling, and famous Thailand tourist attractions to encourage Japanese tourists to travel to Thailand. Tourism is promoted through different channels such as organizing events, government relations through different media; journal, brochure, billboards in electric trains, which is cultural tourism promotion especially Muay Thai. Muay Thai gyms from Thailand and Japan disseminate the art of Muay Thai by showing Muay Thai fight for Japanese people to view in annual fairs, promoting Muay Thai championship competition continually. Such of these activities

are consistent with the Thai government policy and Tourism Authority of Thailand policy in promoting Thai culture tourism.

The development of Muay Thai tourism marketing network shall promote creative tourism to have clearer and more efficient model to initiate cooperation between agencies both in Thailand and Japan to become Thai-Japanese creative Muay Thai tourism marketing network. It is necessary to understand the potential of being the network of private sector agencies in Thailand and Japan by analysis through 3 dimensions as 1) management, 2) network leader, and 3) vision to mobilize the network. For viewing the potential and readiness of government sector agencies to mobilize the network, details of the analysis results are as follow:

1) Management: The cooperation of creative Muay Thai tourism marketing network includes various agencies from government and private sectors to become members of the network. For this reason, the management to connect all related agencies to be the network is required for collaborative work in developing the network. In order to develop the successful network, all related agencies must have the potential in management and network development. Therefore, the analysis is divided into 3 aspects: 1) Leadership, 2) Vision, 3) Organization. Details are shown below:

(1) Leadership: Private sector network is an important agency for collaborative work of marketing. Each agency in both government and private sectors has different work characteristics. Each agency has its own policy used to perform its task. For the sake of collaborative work, to enable either of agencies to be a leader to develop the network that agency must have a potential leader who can coordinate with other agencies within the network as well as its members and maintain good relationship among alliances in the network so that each agency can work together in developing the market.

In addition to the capability in coordinating with other agencies, that agency must be reliable and acceptable. To gain reliability and acceptance, it probably happens from experience of working together or being a well-known organization and being able to understand work characteristics of each agency to support collaborative work.

The outcome of the interview shows that the development of Thai-Japanese creative Muay Thai tourism marketing network is concerned with a great number of related agencies. Private sector agrees that government sector should be the leader of the development. That is Tourism Authority of Thailand which has a potential of

being the leader as it is an agency working directly to promote tourism. It can cooperate with private sector and coordinate with government and private sectors in national and regional levels such as provincial office of tourism and sports, professional tourist guide association of Thailand, tour operators, and spa business to work together. With regards to agencies in Japan, Embassy of Thailand in Tokyo has potential in being a leader to develop the network as it is a government sector agency that is reliable and acceptable by Japanese agencies and people. It can coordinate with government and private agencies as well as Muay Thai gyms in Japan to work together. Embassy of Thailand in Japan has Tourism Authority of Thailand Tokyo Office as its affiliate to work and cooperate between Thailand and Japan in promoting Thai tourism.

With regards to Thai-Japanese creative Muay Thai tourism marketing networks, at present they cannot be gathered because a lot of related agencies work independently. They lack an agency who can act as a major leader to call a meeting for exchanging idea. In the meantime, the leader has to understand the implementation and the way agencies operate their tasks or business and how can they cooperate and promote the market by considering the advantage and disadvantage of private sector that government sector can assist.

An agency who is going to be a leader must gather all related agencies to attend a meeting for discussion and formulating policy to be in a concrete manner. Details of the interview are as follow:

Table 4.21 The Implementation of Private Sector in Terms of Management

Implementation	Verbatim
<p>Leader</p> <p>- Being able to coordinate with various agencies</p>	<p>“Policy should be formulated from the ministerial level; for example, Tourism Authority coordinates private and regional sectors such as provincial office of tourism and sport; provincial office of tourism; professional tourist guide</p>

Table 4.21 (Continued)

Implementation	Verbatim
	associations of Thailand; tour operators; and spa businesses to get their cooperation.” (Private Sector)
	“A leader who can coordinate others to be the network, in Japan, must be Embassy of Thailand only.” (Private Sector)
	“Alliance should be (developed with) Yamaguchi and all boxing gyms in Japan to join us.” (Private Sector)
	“Regarding alliance for implementing all dimensions including marketing and government relations, government sector, local administrative organizations, and associations play an important role in working together as well as chambers of commerce alliances are difficult right now because each of them organizes their own fights.” (Private Sector)
	“Coordination of local businesses is another factor under the implementation.”
	“In terms of gathering product, the outstanding feature of boxing product, TAT is responsible for the marketing but for boxing products there is no one taking care of it. We do not know if this is concerned with the ministry or not. As far as we know, the ministry does not work on the marketing. If they are going to support

Table 4.21 (Continued)

Implementation	Verbatim
	boxing, they focus on Muay Thai only. It is not for tourism but competition.” (Private Sector).
-Being reliable.	“If the embassy calls a meeting, everybody comes; both Japanese and Thai people, if it is concerned with government sector tasks.” (Private Sector).
-Being acceptable.	
	“A leader is needed. Right now the networks cannot be gathered because we do not have a leader to call a meeting. We need to attend a meeting for exchanging idea. Review what advantage and disadvantage private sector has and what government sector can do to fulfill their needs.” (private sector).
	“For me, if the top management agrees, it would be possible. However, it seems to be difficult as now many agencies compete each other. They have their own policy and task to carry out.” (private sector).
-Understand business	“Who is going to be a leader cannot be identified. We do not have an idea what is going to be. Each person has different capability. For us, our teaching and learning is set systematically.” (Private sector).

Table 4.21 (Continued)

Implementation	Verbatim
-Formulate a concrete policy	<p>“Gather policies of all stakeholders and supply side. Thailand does not have a key player.” (Private sector).</p> <p>“When the government has a policy to really support Muay Thai, it should not be focused on RSM or Fairtex, everybody can go together for a pilot project.” (Private Sector).</p> <p>“We do not have a connector. We have to accept that the priority is not tourism but technique. The technique must be coordinated first to solve all obstacles, then tourism will come after.” (Private Sector)</p>

(2) Vision

Many Private Sector agencies/businesses participate in creative Muay Thai tourism. The operator of each agency has a different vision.

From the interviews, the researcher found that each agency works independently and competes with each other in business. Therefore, the vision of each agency in building a network is not clearly identified. Details from the interviews are as follow:

We are member of ATTA and tour operators and travel agents supply customer to us. Anyway, everything can happen if we change the idea of tour operators first. Their policies should be changed. Many companies do not push Muay Thai forward as it might be concerned with prices or time constraints. If these companies do not support Muay Thai, it is definitely difficult to happen. (Private Sector)

(3) Organization

Private Sector agencies associated with creative Muay Thai tourism operate the same line of businesses. Some agencies do different things. However, the important goal is making profit and creating competition in business operations. In order to ask each agency to cooperate and develop the marketing network, the operator of each agency must have clear policies at an organizational level to work with other agencies.

The interview showed that private sector agencies did not formulate the policy on cooperation as a network. Rather, they worked independently to reach their business goals. However, all private sector agencies in the interview had readiness for cooperation as a network with regards to places as personnel had to attend a meeting for discussion. However, at present, none of agencies presents a key person to call a meeting. So, the cooperation is not formed in a concrete manner. The implementation by private agencies is considered not reliable. Consequently, the Government sector was proposed to be a major agency to develop the network and hold a meeting by using the network of alliances regional agencies, and private sector entities for cooperation. For Japan, the Embassy of Thailand, Tokyo will be the agency to call a meeting. Related government and private sector agencies in Japan will play their role and perform their responsibilities accordingly. Select details of the Japanese entities, interviews are as follow:

We need to use the network of alliance, government, private, and regional sectors for cooperation on selling and government relations. (Private Sector).

Readiness in placing trainers.

Gathering policies of all stakeholders and supply side. In Thailand we do not have a key player. (Private Sector).

It is necessary to have a leader. (A) Network cannot be gathered because we do not have a leader to be a key person to call a meeting for discussion. When government sector participates, things will be run very smoothly. If there are only private sector handlers, people do not rely on. (Private Sector).

In Japan, the Embassy of Thailand is a key person to cooperate with other agencies. (Private Sector).

In Japan, if the Embassy of Thailand calls a meeting, both Japanese and Thai people attend if they know it is concerned with Government sector tasks. (Private Sector).

The potential of private sector agencies in terms of management to develop Thai-Japanese creative Muay Thai tourism marketing network

It can be concluded that private sector agencies have potential and readiness to cooperate in developing the network with alliances to support the implementation of Government sector agencies such as Tourism Authority of Thailand, Tourism Authority of Thailand Tokyo Office, Embassy of Thailand, Tokyo have potential to be a leader and connector for developing the marketing network as they are able to coordinate with other agencies in a concrete manner, reliably, and acceptably. They can gather all related agencies, both government and private sectors, who are alliances to work together for developing the marketing network.

4.2.4.2 Marketing: Marketing plays an important role in business operations. Operators in the Private Sector have marketing plans and marketing activities to support their businesses to successfully reach goals determined to respond tourists' needs. The potential in implementing marketing will be analyzed in four aspects: 1) Product and service, 2) Price, 3) Place, and 4) Promotion. Details of the interview about the implementation of private sector in terms of marketing are shown as follow:

1) Products

With regards to products and services associated with Muay Thai Creative Tourism, many related private sector agencies such as Muay Thai gyms, open for international tourists, provide Muay Thai curricula, training, and other services such as selling sports equipment for tourists.

The outcome from the interviews indicated that Muay Thai gyms open for training international of tourists are highly likely to create and develop curricula on their own. High of the trainers are ex-Muay Thai boxers who have knowledge and skills and hold extensive experience in professional Muay Thai fighting. Each Muay Thai gym provides different course levels for learners and international tourists to select from. Details of the interviews are as follow:

“Muay Thai gyms have their own curricula”

2) Price

Operating businesses in the private sector, (each gym) independently determines prices and services offered to tourists.

The interview found that each tour operator determined the price for touring differently. Muay Thai gyms open, for international tourists, set training prices in each curriculum or course differently depending on location of the gyms, rental fees, reputation of the gyms. Once the networks can be absolutely gathered/formed, the price determination could be quite difficult. Details of the interview are as follow:

Gathering to be a network is quite difficult because we are from different locations, different rental fees, etc.. Frankly speaking, we think price control is impossible. (Private Sector)

3) Place

Muay Thai gyms are Private Sector agencies that play important roles in teaching Muay Thai for international tourists. Muay Thai gym business is mushrooming across the country. But, Muay Thai gyms, open for teaching international tourists, are commonly located near tourist sites. The primary locations of the gyms used as the areas of study are Bangkok, Phuket, Chiang Mai, and Chonburi.

The outcome from the interview showed that Japanese tourists like to learn Muay Thai at a gym located near tourist sites as it is safe and they like nature. Details of the interview are as follow:

“Muay Thai gyms should be located near tourist sites.”

“Muay Thai gyms must be safe for tourists.”

“Muay Thai tour is workable. Once we do it, we offer promotion(s). Japanese people like nature. They should stay at a gym, especially homestay in upcountry.”

4) Promotion

Promotion is a critical marketing activity of private sector agencies. Marketing activities are advertising through various media such as magazine, radio, television, websites, and organizing events.

From the interviews, the researcher learned that Muay Thai gym operators have various types of promotion activity to increase sales volumes. The characteristics of sales promotions implemented on their own, by the various gyms, include: creating a website, Facebook Fan Page, Instagram of their gyms and providing related information. High customers come from searching information on the internet. Since Muay Thai gyms have their own website, customers know them for such a long time and sometimes from word of mouth. Customers can make a reservation through the website. With regards to the cooperation required for being a network, the group must rely on the network of alliance, government and private sector, and regional agencies to present Muay Thai gyms and implement government relations activities. Besides, Muay Thai gyms open for international tourists cooperate with Tourism Authority of Thailand to organize events for promoting Muay Thai. Moreover, they cooperate with the Tourism Authority of Thailand, Osaka Office and television programs in Japan for shooting documentary programs to promote Thai tourism, learning Muay Thai beginning Muay Thai in Japan, proves a possibility for some. Private sector employ Muay Thai, Japanese superstars to promote Muay Thai in Japan so that Japanese people will, perhaps, later travel to Thailand to learn Muay Thai. Details of the interview are as follow:

Activities are organized to create positive perception of Muay Thai continually through events, websites, documents, books/magazines.

The market here is not a 'walk-in' market. Customers are from the internet. They highly likely (to) know us from the Internet as we have (had) our website for such a long time. Or, (from) word of mouth. Customers can make a reservation through our website. (Private Sector).

We highly use social media such as Facebook, Instagram. 30 percent of customers are those in the media field who used to 'shoot' us or those who used to learn Muay Thai in Thailand. When they go back home, we receive feedback as people come to learn Muay Thai here and we keep promoting foreign countries. (Private Sector).

We have to challenge by employing Japanese superstars, give them brochures so their fan club will follow them. Why Japan grants visa – free entry

to Thai people who travel to Japan, (is) because Thai people love shopping and have 'value to buy', travel, and spend. It is the same. (Private Sector).

It is necessary to use the networks who are in alliances, government and private sector, and regional agencies to make cooperation to do sales presentation and implement government relations. (Private Sector).

We have to preserve Muay Thai, 'governmentize' Thailand and enable other people to travel to Thailand. They come to play, learn or watch Muay Thai. It looks like tour operators that they have their own customer base.” (Private Sector).

The potential of private sector agencies developing marketing, to build Thai-Japanese Muay Thai Creative Tourism Marketing Network. It can be concluded that Muay Thai gyms open for international tourists have their own curricula. A high number of Muay Thai teachers are ex- Muay Thai boxers who hold extensive knowledge, skills, and experience as a professional boxer. Each Muay Thai gym develops its teaching and learning Muay Thai practices. The prices of Muay Thai courses are different depending on location of the gyms, rental fees, and reputations of the gyms. Cooperation on determining the prices seems to be difficult. Their promotion strategies are implemented through each gym's own website, Facebook Fan Page, Instagram. High customers come to learn Muay Thai after searching on the Internet and from 'word of mouth. Cooperation on being a network has to rely on the network of alliance, government and private sector, regional agencies who cooperate to make a presentations and government relations. Moreover, Muay Thai gyms cooperate with Tourism Authority of Thailand to organize events for promoting Muay Thai in Japan.

4.2.5 Budget

Budget plays a vital role in mobilizing cooperation on the marketing network. Private sector spends a budget on business investment and each agency has its own budget and allocates it for implementing their tasks various the outcome from the interview showed that private sector agencies did not allocate their budget for developing the network. There is no budget to support the cooperation on the marketing network but cooperation is made for providing services. Money is required for developing the network.

Funds should be searched from agencies that receive supporting funds. Details from the interview are as follow:

For our gyms, in terms of cooperation, we do not give a sum of money but more likely provide services.

Top management should assist with funds. If they cannot, we need to find those who have great demand to mobilize this matter to be true, or find sponsors. (Private Sector).

The potential of Private Sector agencies in terms of budget to develop Thai-Japanese creative Muay Thai tourism marketing network

4.2.6 Human Resources

A great number of private sector agencies are associated with the marketing network. Each of them has different characteristics of work and services provided.

From the interviews, it was found that related private sector agencies, like tour operators, have readiness to promote and coordinate services. They have sufficient manpower to cooperate in a network. Each agency holds knowledge or skills differently. A small number of people particularly study about Muay Thai marketing. It is necessary to depend on the marketing networks. Instructors who teach Muay Thai to Japanese tourists cannot speak Japanese but they have their own teaching technique and communication to make the tourists understand Muay Thai. Details of the interviews are as follow:

We are ready to help promote and coordinate to make it happen but in terms of service operation, regardless of boxing or reception, teaching Muay Thai is not to speak or explain that much.

Regarding manpower for cooperation and knowledge and skills of agencies, not many people study about Muay Thai exactly for marketing, we may need the incoming network.

We have staff (members) who study Japanese language and we have a Japanese staff working here. By the way, an interpreter is available for working within the country.

We are ready to be assigned to work variously in terms of work characteristics, time and work management.

We cannot speak Japanese but Japanese people come to us. We think they probably know how much we can speak.

The potential of private sector agencies in terms of human resource to develop Thai- Japanese creative Muay Thai tourism marketing network.

4.2.7 Summary of Analysis Results of the Government and Private Sectors Potential Agencies Associated with the Development of Thai-Japanese Creative Muay Thai Marketing Network

Various agencies that have potential to develop the Creative Muay Thai Tourism marketing network. The research results can be summarized as shown in the Figure 4.1

	Government Sector	Management	Marketing	Budget	Human
Japan	Tourism Authority of Thailand in Tokyo	✓	✓ 4Ps	✓	<ul style="list-style-type: none"> • Knowledge • Skill • Workload
	Royal Thai Embassy, Tokyo	✓			
		<ul style="list-style-type: none"> • Leadership • Visions • Organization 			
Thailand	Tourism Authority of Thailand	✓	✓ 4Ps	✓	<ul style="list-style-type: none"> • Knowledge • Skill • Workload
	Tourism and Sport	✓	✗	✓	
	Local Government	✓	✗	✗	

Figure 4.1 Government Sector Agencies that have Potential to Develop the Creative Muay Thai Tourism Marketing Network

The research results, The potential of government sectors for constructing the Creative Muay Thai Tourism Marketing Network. Tourism Authority of Thailand and Tourism Authority of Thailand in Tokyo having potential to develop the marketing network.

	Business Sector	Management	Marketing	Budget	Human
Japan	Japan Professional Muay Thai Committee	✗	✗	✗	✓ Knowledge Skill
	Muay Thai Gyms	✗	✓ 4Ps	✗	✓ Knowledge Skill
	Tour operator	✗	✓ 4Ps	✗	✗
	Thai-Japan Tourist Association	★ ✓	✓ 4Ps	✓	✓ Knowledge Skill
Thailand	Muay Thai Gyms	✓	• Leadership • Visions • Organization ✓ 4Ps	✗	✓ Knowledge Skill
	Tour operator	✗	✓ 4Ps	✗	✓ Knowledge Skill
	Transportation	✗	✗	✗	✗
	Hotel/Apartment	✗	✓ 4Ps	✗	✓ Knowledge Skill
	Entertainment Complex	✗	✓ 4Ps	✗	✗
	Spa	✗	✓ 4Ps	✗	✗
	Other Association	✓	• Leadership • Visions • Organization		

Figure 4.2 Private Sector Agencies that have Potential to Develop the Creative Muay Thai Tourism Marketing Network

The research results, The potential of private sectors for constructing the Creative Muay Thai Tourism Marketing Network. Thai-Japan Tourist Association having potential to develop the marketing network.

The potential of government and private sectors for constructing the Creative Muay Thai Tourism Marketing Network. Agencies having potential to develop the marketing network are divided into two aspects--leaders and supporters. Tourism Authority of

Thailand has both potential and readiness to be the leader of the network in terms of coordinating with various agencies, being reliable and acceptable but importance should be given to formulating policies of creating the marketing network to be clearer and more concrete. Agencies from all sectors including local organizations should participate in formulating policies, setting shared vision, and developing the marketing network. Private sector agencies are Muay Thai gyms open Muay Thai teaching for international tourists in Thailand and Japan having potential and readiness in making cooperation on supporting the implementation of the marketing network development with alliances. The leader of the marketing network shall act as a connector and core for the development of the marketing network between agencies in Thailand and Tourism Authority of Thailand Tokyo Office in Japan and Royal Thai Embassy Tokyo Japan in making cooperation on promoting Muay Thai tourism through website and events within Thailand and Japan. With regards to the budget, it is not directly allocated. Government sector agencies have personnel with knowledge about tourism and understand Muay Thai and capable of marketing. They have sufficient personnel to work in the marketing network but do not have Japanese language skill. However, teaching Muay Thai can be relied on other methods of communication to achieve better understanding. In case Japanese language is required, people from outside are available to be employed.

4.3 Analysis Results of the Implementation of Governmental Policy on Promoting Creative Muay Thai Tourism

In the context of turning policy into practice, the research results are divided into four parts, but of necessity are/ought to be one cohesive group. 1) implementing policy into practice 2) the outcomes- - turning policy into practice. 3) budgeting/ spending. 4) outcome from turning policy into practice.

4.3.1 Results from Implementing Policy into Practice (Getting Curricula to Share in Distribution of Outcome and Tourists, etc.) Analysis Result

Analysis results from interviews revealed that the government has policies on promoting sport tourism in provinces which are important tourist destinations such as Chonburi and Phuket. Details of the interview are as follow:

Promoting tourism is a policy of Ministry of Tourism and Sports. Phuket, in particular, will be promoted to be a hub of sport tourism for Andaman sea. Promoting sport to connect with tourism is an important policy of the Ministry.

For sport tourism, (we promote) all kinds of sport; Muay Thai, car racing, and marathon--we try to gather them at Pattaya, Chonburi.

To promote Chiang Mai to be a sport city, we think about various types of sports that can serve sport tourism in the future. We cannot sell only culture or nature.

If they are going to support Muay Thai, that means Muay Thai athletes who are not served (only) by tourism, but competition.

Government relations will be implemented in general; for example, a roadshow in foreign countries, the products of Thainess include spas, Thai cooking, and Muay Thai.

Some additional details of the above interviews are as follow:

The model for promoting tourism is not clear.

Actually, we have not paid attention to it that much. There are a lot of things to consider; marketing plan and demand, etc. We need to study and find information first about the demand side and where the markets are. When we have meetings, we discuss many products, not only Muay Thai.

If events or activities are organized to promote tourism by using Muay Thai, what the benefits for the country and Phuket as well as people in Phuket are.

We have not yet implemented creative Muay Thai tourism. We are interested in it but have not seriously carried out as we do not know about the size of segment. Then, we focus on other groups with a bigger scale.

The policy should be determined from the top level; ministerial level, to promote Muay Thai in a form of art to become Muay Thai tourism. Strategic plans of each province have not been mobilized in a concrete manner.

4.3.2 Budget (Number of Projects/Results)

Government sector has policies on promoting Muay Thai tourism and supports agencies to organize projects and activities promoting tourism associated with Muay Thai with the budget allocation from annual government statement of expenditure, national sports development fund, and Muay Thai fund.

Results of the budget related interviews. From the interview about budget for tourism, details of the budget that agencies receive to promote sport tourism are as follow:

4.3.2.1 Annual Government Statement of Expenditure

The budget used to promote Muay Thai in the Government sector agencies is allocated from annual government statements of expenditure--yearly budgets. Funds are used for marketing to support sport tourism, but it is not separated in the exact amount for promoting Muay Thai. The budget is considered on 'perceived' appropriateness. The development of tourism network and sport network is provided with the allocated budget given yearly for a meeting. For some activities money is not required, such as supporting networking to organize media. For supporting tour operators or Muay Thai gyms, money is not required, or only a small amount due to a low-budget requirement for these enterprises. The Government sector does not generate income and does not collect any network fee--it is thus, a non-profit organization.

4.2.2.2 National Sports Development Fund

The budget from national sports development fund is a large amount of money. Budget spending has to be clarified. Budget is allocated for projects that centralized agencies are in charge of.

4.3 3 Muay Thai Fund

Details of the interview are as follows:

We think that Muay Thai is one of sport tourism. We do not separate how much percent of budget for Muay Thai or for golf is, we consider it from appropriateness.

Budget for implementing Muay Thai can be arranged and to gain more or less is another point.

We spend money for marketing from annual government statement of expenditure. Many agencies have to get involved with.

Every year we have a budget for developing tourism network and sport network. We can call anyone to attend a meeting.

Some activities are not required money such as supporting network, organizing media, tour operators or Muay Thai gyms, as we do not have a lot of money.

Our agency does not have income, we do not collect network fee. We spend money for marketing from annual government statement of expenditure to stimulate tourism. We are non-profit organization.

If the government sector is serious, the budget should be supported as a large amount of capital is needed.

The way we work is governed by the strategy of the organization. We are determined the path is to reach the goal and vision of the organization. So, all matters mentioned in the strategy can be done in all dimensions. For Muay Thai, the budget allocation for implementing should be arranged in a good shape, to gain more or less is another point.

At the moment, there is no budget, but we carry out government relations about competitions for tourism. We have internet and websites, we can invite tourists to open competitions. Muay Thai is an activity that many business operators use as attraction to draw tourists' attention.

Budget from the Muay Thai Fund allocated to various projects is for promoting and supporting Muay Thai activities for the fiscal year; allocated to some provinces. Each province can spend money from tourism development fund.

4.3.4 Effectiveness from Implementing Policy into Practice

Thailand will be able to implement creative tourism in an efficient and profitable manner. However, the analysis study shows three obstacles for Thailand's creative tourism management: 1) a lack of funding to support tourism development. Many communities would like to develop their own tourist attractions to be creative tourism. However, the result is high competition), 2) a lack of strong leader and teamwork. Local community leaders need knowledge of creative tourism and a model of creative tourism management, and 3) Thai political system is not stable; having political conflict; and insurgency in some areas. Therefore, urgently solving problems and obstacles for creative tourism management is a matter that requires cooperation from all sectors so that Thailand creative tourism can be more widely known and at the same time, Thailand tourism can promoted toward sustainable development, accordingly.

Conclusion: Tourism is an industry that generates huge income to Thailand. However, changes in economic and social structure, result in different needs of tourists and communities in tourist sites, not only for local economic expansion, but also for preservation of cultural content, ecosystem, and environment opportunities to develop tourism in a sustainable manner. Such a paradigm will bring about a new model of tourism--creative tourism. It is focused on learning local art and culture by allowing chances for tourists to participate in tourism activities from local communities. The cultural aspects, help add value to life in the tourism experience and promote local products to market, thus responding to the needs and wishes of tourists. Creative tourism is popular in other countries such as New Zealand, France, Canada, Mexico, and Spain. For Thailand, creative tourism is something new. Though many agencies push forward and support budgets for implementation--agencies such as the Tourism Authority of Thailand (TAT), Designated Areas for Sustainable Tourism Administration (a Government Organization). However, creative tourism in Thailand has not been widely known due to a lack of a body of knowledge share with/among

creative tourism management. Meanwhile, Thailand is missing some supporting factors to enable creative tourism to be successful, such as more funding to support tourism development, a strong tourism leader, teamwork, and political stability. To solve such problems cooperation from all sectors is needed among all stakeholders in creative tourism management. Starting with a research study to create a body of knowledge and a proper model of tourism management, as well as a model of cooperation with communities in tourist sites within Thai society, all of which can help develop Thai creative tourism in a more workable and clearer manner. All of the above essentials are for promoting creative tourism to be more widely known in Thailand and developing sustainability eventually and an international reputation.

Sport and tourism are combined already. It is a policy but we have not seen what the model is.

We would like to adopt Muay Thai, committee, house of representatives, senate and everybody agree, so that in practice everything would be clear. Now, the policy is not clear. For the private sector, they have already mobilized the plan.

We have to accept that the private sector works more quickly, than the government sector which cannot determine the critical parts. Then, the mechanism for expansion sport tourism or others is always implemented by private sector before government sector.

We have to find out how they did is and take it to a meeting. We have to make lessons learned to review how things are going.

4.4 Development of the Model Thai-Japanese Muay Thai Creative Tourism Marketing Network

The results of objective 1-3 were analyzed for the development pattern of Muay Thai Creative Marketing Network between Thailand and Japan-- analysis mainly done by the inductive approach where local results of analysis were patched together into a larger piece of reality and conclusion. From the research, it was found that Thai-Japanese Creative Muay Thai Tourism Marketing Network has yet to be a network. But

there are many related departments/businesses and entities operating separately while the leader to call for meeting and exchanging information, is still lacking. The analysis process is as follows:

4.4.1 Analysis of Actor and Key Player and Participation

4.4.1.1 Actor and Key Player

1) Actor. From Objective 1, studying the behavior of Japanese tourists toward Muay Thai creative tourism, a critical part of the information for development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network, it was found that Japanese tourists are quite closely related to the supply chain of Muay Thai creative tourism.

2) Key Player. From objectives two and three, potential of governmental and private sectors, as well as governmental policy implementation and promotion of Muay Thai creative tourism to study the quality network leader requires attention/emphasis/and development by tourism agencies. The results were as follows.

Characteristic of a potential marketing network leader

From the interviews, the researcher learned that Tourism Authority of Thailand is a key stakeholder in the inter-marketing network with the quality to be network development leader.

1) Able to coordinate with other departments: The leader must coordinate with related departments and exchange information by discussing strengths and weaknesses and cooperate with the individuals to make a master plan and a marketing plan. The related private departments are tourism companies, Muay Thai gyms, guide associations, and souvenir shops--all promoting sport and Muay Thai tourism.

2) Credible: The network development leader must be credible, the Tourism Authority of Thailand is credible because it is a department established for doing marketing promotion of Thai tourism both inside and outside the country. It received budget from the government and has its offices scattered around provinces in Thailand and Japan.

3) Being recognition: The leader must be recognized by both Thai and foreign Muay entities, as seen in the success of government relations in the

promotion events of Thai tourism in Japan--thus far many Japanese individuals have participated. Moreover, tourism product development departments have cooperated with private businesses, including Muay Thai gyms and businesses related to tourism, building the only semi-network developed/functioning to date.

4) Understanding business: Because of many businesses related to Muay Thai include different products, services, and procedures, including Muay Thai gyms and accommodation businesses, the national network leader must gain knowledge of all the business aspects, while not dictating to the gyms or distribution all.

4.4.1.2 Participation

The leader must prioritize the Muay Thai creative tourism, more as a main target market which already exists, with some considerable success. Making the policy solid and the solidification of the marketing network policy should be a priority of every related governmental department, including the local departments, as well.

Participation Analysis; Participation of departments working in the network could be considered as follows:

4.4.1.3 Relationship of the Stakeholders in the international marketing network

Relationships of the unofficial network have factors both inside and outside 'developing networks'. Every change must be repeated and continues to be somewhat varied to move forward. The understanding of the relationships in the network must be thus. Expressive power was used in the exchange to create relationship networks of key actors, which required the study of 1) Network and member structure, 2) Network leader ship, and 3) Network communication, and knowledge exchange (with network member structure seeming the high successful to date).

The relationships in the developing networks are both vertical and horizontal relationships, which could be displayed in the network model. Communication is likely the key for members in the network, affecting the development of the group, which require the knowledge and abilities to move by studying the relationships of the past, leadership and cultural experiences. The relationships in the network requires many types of participants in the analysis of department features and in the marketing relationship of the network.

4.4.2 Network Collaboration

From the study, the departments which will act as leaders to exchange information between groups is still lacking and Government entities have to understand how each group does business and must of necessity find a way/ways to promote marketing by looking at the strengths and weaknesses of private agencies and the government sector, all of whom will have to mend the weaknesses. The department acting as the leader of network development must contact and connect other related departments and discuss together all network aspects to solidify policies.

1) Plan for each sector in marketing activities

As international network, it could connect the relationships between suppliers and tourists, together in vertical relationship and the competitors, including personal and representatives in a horizontal relationship regarding responsibility in the international tourism network.

2) International Marketing: One or more businesses that have business decisions on the international level and jointly use international marketing strategies, have representatives in each country responsible, in part, for price, sales promotion, distribution, and market development. Each level of marketing has differences which could be explained as follows.

(1) Domestic Marketing: Related businesses have controllable factors including price, advertisement, distribution, and service. The uncontrollable factors, of the external environments including economic structure, competition, culture, basic laws affecting political of each country, and the geography of each country, are not controllable factors in this scenario.

(2) International Marketing: Is marketing between members which could not be controlled completely, but have controllable factors, including cost of production, price structure, advertisement and distribution opportunities, all differences which bring complications to the international marketing. Successful international marketing requires the understanding of these complications.

3) Relationship of tourism marketing network collaborators

An international marketing network is important to the society and economic partnerships between budget, production, and business trades. These factors extend to the other parts of the industry, then the government marketing relationship

communication and options it can/must develop new products and services.

4.4.3 Key Players and Actors Demand Analysis in the Development of the Thai-Japanese Creative Muay Thai Marketing Network Tourism

4.4.3.1 Key players demand analysis

The network leader will be at the core of network development between the departments in Thailand and Tokyo to instigate collaboration of promoting Muay Thai tourism through websites and events both in Thailand and in Japan. The funding has yet to be directly managed. The governmental personnel have high quality knowledge in tourism and Muay Thai in addition to marketing. The personnel must be enough for creating marketing networks that could 'work'. However, Thais still lack Japanese language skill, but it could be learned for communication as it is needed

4.4.3.2 Actor demand analysis

The research, that private departments including Muay Thai gyms that teach foreigners in Thailand and Japan, have potential and are ready to support network development along with the, semi-organized network partners.

4.4.3.3 Benefits from network

The benefits of developing the network allow the work to be united and beneficial for economies. The development of network will create a small community that helps each other and have relationship/information exchange, preventing power abuse, creating trust, unity, growth, flexibility, honesty, all of which will lessen conflicts.

4.4.4 Key Success Factor in the Development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network

4.4.4.1 Factor in the development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network.

The development of Muay Thai tourism marketing will promote creative tourism with clear guidelines and improved performance to create collaborations between governmental departments in both Thailand and Japan. Therefore, a Thai-Japanese Creative Muay Tourism Marketing Network requires understanding of

networking performance of government and private sectors in Thailand and Japan, analyzing four dimensions including: 1) Management, 2) Marketing, 3) Budget, and 4) Human Resource, with the vision of the network, to know the performance and readiness of government departments which would drive the network.

From this research results, it was learned that the procedure of government policies and the performance of government and private sectors, failure of promoting creative Muay Thai tourism has been quite a 'stumbling block, as no leading department which could have brought the related departments together to develop/discuss all aspects of Muay Thai failed to do so. From detailed analysis, resulting details are as follows.

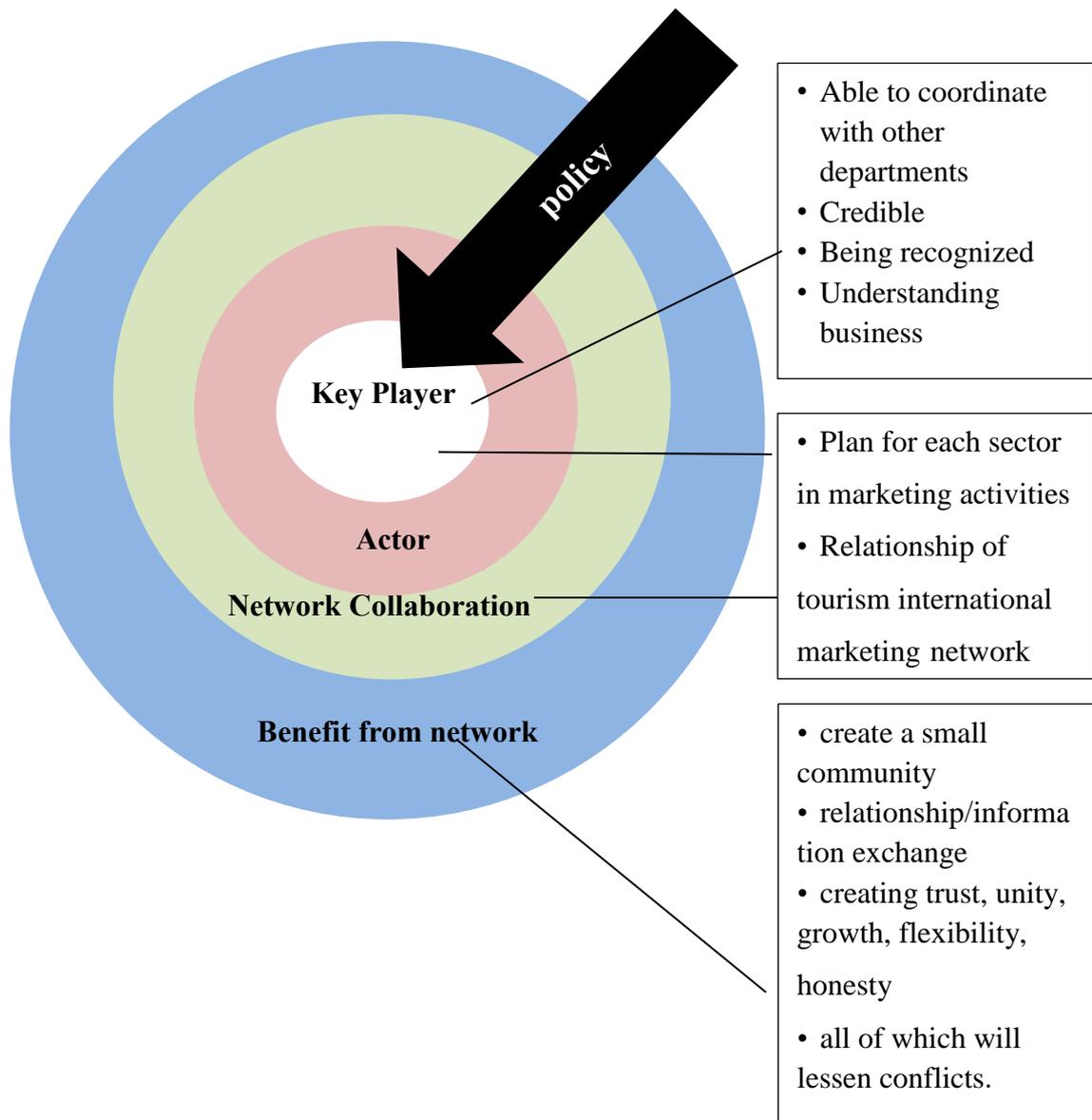


Figure 4.3 Factors in the Development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network

Factors in the failure of the development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network to date, include:

- 1) The policy of promoting creative Muay Thai tourism is not solid
- 2) Lack of a leader to implement, somewhat non-extent policies
- 3) Lack of serious collaborations
- 4) Lack of serious outcome magnification

The researcher brought results from objective 1-3 to analyze and find the model for development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network which would focus on an inductive approach to data analysis. The research results found that the Key Success Factor in the development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network, was the development of a successful Thai-Japanese Creative Muay Thai Tourism Marketing Network, which must be developed as follows:

1) Identify the leader. Find a network leader-not from private sector, a network leader must be trustworthy, acceptable, who can coordinate with various agencies, and understand the Muay Thai business. Tourism Authority of Thailand (TAT) is the Thai government department with the potential of management, marketing, budget, and personnel, which could be the leader of the development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network.

2) Formulate collaborative policies. Create a workable/working partnership

(1) Find organizations in government and private sectors and community to establish a network.

(2) The organization must be ready and have potential.

3) Gather to form the network. Muay Thai tourism network must all sector entities—the in shared targeting goals

4) Setting shared management, marketing, budgeting, and personnel goals

5) Strategic planning. Create a strategic plan for budgeting,

6) Budgeting, Funding—budget must be allocated directly from the government budget.

7) Perform the tasks as planned and implement the plan.

8) Monitor and evaluation if the above eight factors, with follow-up and evaluation.

The analysis from the fractions and concludes as 'facts, which could be used to develop the model.

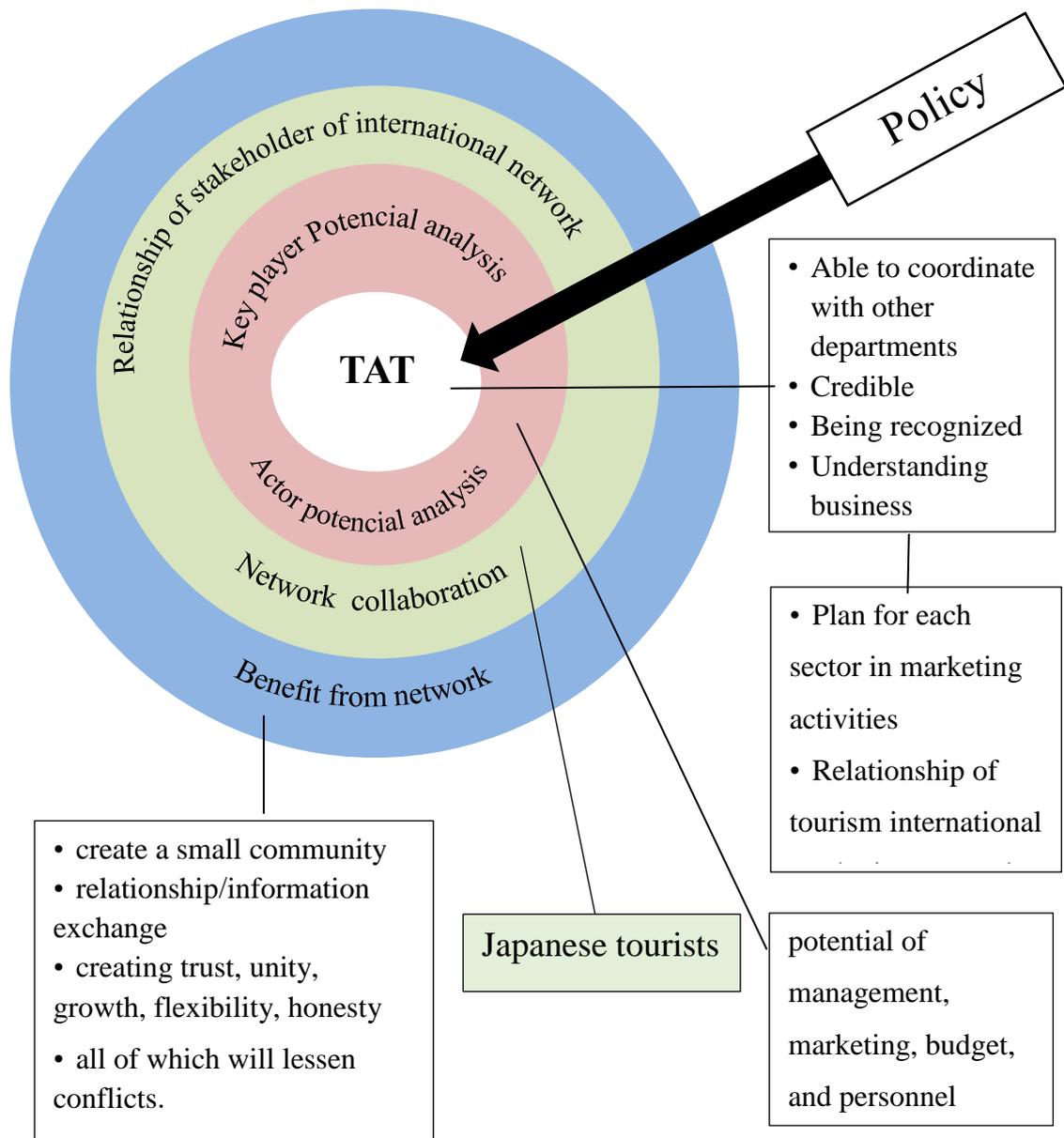


Figure 4.4 A Model Development of the Thai-Japanese Creative Muay Thai Tourism

However, models of organizing activities to promote tourism are different in each area. Promoting tourism for creative Muay Thai tourism is cultural tourism that Tourism Authority both in Thailand and Japan promote continually. Thus, if government sector agencies in Thailand and Japan cooperate to develop creative Muay Thai tourism marketing network, it can help promote creative tourism to be more methodical and efficient.

CHAPTER 5

CONCLUSIONS DISCUSSION RECOMMENDATIONS

5.1 Conclusions

5.1.1 The Researcher Proposes Data Analysis the Behavior of Japanese Tourists Towards Creative Muay Thai Tourism Results be Divided into Three Parts

5.1.1.1 Demographic data analysis results, listed highest to lowest, of the 400 person sample; gender, age, status, educational level, career, personal income, and home provinces follow. Gender; More males than female Japanese tourists participated; Age, the highest number of participants 31-40 years, next 41-50 years--the smallest group over 51 years. Marital status; a majority were single; next, married; with divorced; the smallest number; Educational level, the highest number held bachelor's degrees--then high school graduates--the smallest number finished junior high school; Participants careers, listed in order employees, students, and lastly, unemployed; Personal income in order, highest percentage 500,001 Yen or more, then 200,001– 300,000 Yen, finally 100,001-200,00 Yen; Residence area, the highest number, Kanto region (Tokyo), Tokai region (Nagoya), lastly Chugoku.

5.1.1.2 Creative Muay Thai tourism behavior's three research groups were: 1) intrinsic motivation, more than external; Japanese tourists were motivated by a variety of experiences; Muay Thai being highest; then natural and well-known destinations; the least intrinsic motivation--curiosity for new experiences. Organizational motivation within the group of tourists had a mean score moderate level, with the highest motivation--Muay Thai events; then friends working here; the lowest motivation from promotion policies; motivation based on visa requirements highest, followed by civil disorder, terrorism and other factors, lastly allowable time. 2) Searching information for travel to creative Muay Thai Creative Tourism analysis revealed that: the highest number tourists searched information from friends, followed by 'other'

such as internet, home pages, magazines--finally, searching data from relatives the lowest. The highest number of tourists searched information from 'other channels', e.g., coupon sites, friends in Thailand, guide books, Internet, websites, like 'the street' followed travel agents, and Muay Thai training gyms in Japan and Tourism Authority of Thailand, Fukuoka. The highest number of tourist searched information for travelling to Muay Thai Thailand, creative Muay Thai tourism from various agencies follow by travel agents and training gyms, Japan and Tourism Authority of Thailand, Fukuoka. Information sources regarding Muay Thai training overseas were highly used, high numbers of tourists searched information from the Internet such as online blogs re. Thailand followed by information gleaned from relatives and friends, then by TV promotions, the least used information source. Information sources were highly used in selecting Muay Thai tourism destinations, the highest number of Japanese tourists searched information from the Internet such as; Bangkok NQVI, blog (Japanese), comparing sites to each other, Google, Gym's website, IG GYM, Yahoo, FB with weblog the high followed by relatives and friends and magazines such as guidebooks and Wise. Which media influences lead you to come to learn Muay Thai in Thailand? it was found the highest numbers of the Japanese tourists searched information from the Internet, followed by films/stories, and word of mouth. Potential Muay Thai participants, inside Thailand, also searched information from other sources such as; friends, guidebooks, health magazines, Internet sites about Muay Thai. Muay Thai prospects would like to 'up skill' as they often previously practiced Judo and would like to do the same as Thai people do up skilling' before learning Muay Thai, and would like Muay Thai gyms in Japan and Japanese athletes, cumulatively.

1) Analysis results of Japanese tourists decision making regarding travelling for creative Muay Thai tourism ranked from the highest numbers of tourists making contact with agencies followed by contact with airlines. The agency least likely contacted was Japan Professional Muay Thai Committee-JPMC. Highest numbers of tourists traveled to Suvarnabhumi Airport, then flights to Don Muang Airport with direct provincial flights in which the chosen Muay Thai Gym is located, last. Highest numbers of the Japanese tourists planned to stay and learn Muay Thai 2–6 days per trip, followed by 5 to 7 months with the least likely tourists planning to stay in Thailand for 2 to 3 months. High numbers of Japanese tourists' purpose in coming to

Thailand was tourism; followed by business; the least likely were those who came to Thailand to volunteer. High numbers of Japanese tourists' purpose for learning Muay Thai in Thailand, was gaining experience, followed by enjoying tourism, followed by the learning about Muay Thai along with learning culture and other motivations such as dieting, excitement, seeking friends, health benefits, 'up-skilling', training, with self-defense the least.

2) Decision-making after travelling analysis results for tourists.

1) High numbers of tourists made the decision to contact agencies; friends; their companies; contact with no one; neighbors; had no idea; did nothing; making a contact with Embassy of Japan followed by travel agents with the least likely option making a contact with national/regional tourist board(s). 2) A high number of tourists had been to Thailand five times or more, followed by those who had never been to Thailand before, who travelled to Thailand 4 times. 3) High numbers preferred free/independent travel (FIT), followed by personally arranged tours, then fully escorted tours. 4) High numbers of tourists travelled alone, followed by traveling with relatives/friends--lastly with parents. 5) High numbers of tourists wish to visit Bangkok, then Phuket--the least likely? Visit Krabi. 6) High percentages stayed in city center hotels, followed by condominiums, apartments, friends' homes, guest houses, own homes, boyfriend's or girlfriend's homes, The least likely accommodation. 7) High numbers spent less than USD 150/day, then USD 150–250/day finally spending, USD 251–350/day. 8) The highest number of tourists purchased travel agents' accommodations, then transportation, the least likely agency purchase? Travel insurance. 9) Tourists like most, going shopping, then sightseeing and learning about Thai food. The least desirable activity, visiting museums. 10) High numbers of tourists had visited Thailand before. 11) Japanese tourists revealed that other factors; PC, friends, internet, themselves, walking by Muay Thai gym were highly influential, followed by operators; and relatives. 12) High numbers of tourists travelled throughout the year, followed by January–April. The least likely travel period? September–December 13) High numbers of tourists preferred to learn Muay Thai in Bangkok, then Phuket and last, Krabi, 14) High numbers of tourists chose to learn at a gym located near the travel destination, followed hotel gyms and open-air gyms. 15) High numbers of tourists stayed in city center hotels; followed places such as condominiums, apartments, friend's homes,

guest houses, own homes, girlfriend's/boyfriend's homes, and lastly gyms. 16) High numbers of tourists learned as beginners followed by intermediate and instructors levels. 17) High numbers of tourists liked to learn Muay Thai in a monthly course followed by an hourly course and weekly courses. 18) High numbers of tourists would like to learn Muay Thai from 1.00–5.00 p.m., then from 8.00–12.00 a.m.; and 7.00–10.00 p.m. combined with any time. 19) High numbers of tourists would like to learn Muay Thai for two hours followed by one hour with the least likely choosing to learn Muay Thai for four hours. 20) High numbers of tourists wanted to learn sparring and clinching, then shadow boxing and petty standard. 21) High numbers of tourists wanted to learn with a professional boxer, followed by a general trainer, other people or whomever. 22) High numbers of tourists indicated they would like a Muay Thai Gym to share a marketing network with hotels then by other places, PC, direct, acquaintance, anywhere, not required, no idea; and restaurants. 23) High numbers of tourists would like to have accommodation services, accounting for 26.2 percent; followed by an on-site Muay Thai shop, a café and others, none required, and no idea. 24) High numbers of tourists would like an agency to contact professional Muay Thai Committee followed by 'others', internet, not required, no idea, Tourism Authority of Thailand and local government. 25) High numbers of Japanese Muay Thai participants could pay 500 baht/session followed by 300 baht/session and then 'others'. 26) High numbers of tourists required the trainer only, followed by the trainers including a meal/meals and others and the trainers including accommodation. 27) High numbers of Japanese tourists would like a boxing camp to promote advertising followed by government relations strategy and direct sales. 28) High numbers of the Japanese tourists had expectations to travel next time for learning Muay Thai a total number of 203 persons followed by travelling around the country, going on diet, no idea. 29) The Japanese tourists answered that they would like to come back to learn Muay Thai again 'Yes I do' followed by No I 'I will not, and unknown reasons, 58 persons. 30) Analysis results of Japanese tourists' satisfaction towards Muay Thai gyms indicated that they had satisfaction at a high level in terms of authentic experience at the highest level of satisfaction followed by good customer service—e.g. friendly and treating customers correctly and Muay Thai gym with accommodations.

Analysis results of satisfaction towards marketing communication and marketing network communication, found the tourists had satisfaction at a moderate level. Considered from each aspect, the data showed: 1) highest satisfaction with relatives and friends communication, next by Travel guide books, satisfaction towards other matters the lowest satisfaction. 2) The tourists had the greatest satisfaction with overseas travel followed by Muay Thai gyms in Thailand and other factors (not specified) the least. 3) The tourists indicated satisfaction with support for local and regional events, highest followed by overall gym partnering/cooperation, related services, e.g.; hotel, tour operator, airline, airport service and joint promotional activities, least satisfying.

Analysis results of satisfaction levels towards government policy interaction indicated that the Japanese tourists had a moderate level of satisfaction. 1) In terms of difficulties in traveling, the Japanese tourists had the high satisfaction towards Visa requirements followed by Immigration restrictions/regulations and the least satisfaction towards tourist taxes. 2) The Japanese tourists had the high satisfaction with travel agents' special promotions followed by foreign destinations' advertising campaigns and then joint gathering of marketing information. Details are shown in the Table 5.1



		Pre-decision		Decision making	Post-decision	
		Motivation	Information	Decision	Travel behavior	Satisfaction
Internal	Japanese tourist	A variety of natural and well known destination	Internet (Google, IG Gym, RSM, yahoo, boxing Thailand)		Gym near destination, Bangkok	Muay Thai gyms <ul style="list-style-type: none"> • Authentic experience • Good consumer service • Training staff is able to Communicate in foreign languages marketing network communication <ul style="list-style-type: none"> • Travel guide books
	Friend & relative	▪	Relative and friends		Relative and friends	
Private sector	Muay Thai Events, Visa requirements	▪	Royal Thai Embassy			
External	Government sector	Wide spread Muay Thai Training	Muay Thai Gym in Japan	Airline, Royal Thai Embassy, Tokyo	<ul style="list-style-type: none"> • Travel agent • Hotel • Tour operator 	

Figure 5.1 Analysis Results of Creative Muay Thai Tourism Behavior of Japanese Tourists for Creative Muay Thai Tourism

5.1.1.1 (Pre-Decision); and 5.1.1.2, tourist satisfaction after learning Muay Thai (Post-Decision): The comparative analysis satisfaction levels in travelling for creative Muay Thai tourism, classified by personal information such as gender, age,

educational level, career, and personal income (One-way ANOVA), showed tourists having differing gender, age, and educational levels with differing levels of motivation to travel for creative Muay Thai, (statistical significance level 0.05). Male Japanese tourists, 51years+ with diploma educational levels had higher motivation before travelling for training than similar female Japanese under 51 years and over, with other educational levels. The tourists, with varied career/personal income, (statistical significance, 0.05).

1) Analysis results--satisfaction after travelling showed; 1) Satisfaction towards gyms, classified by age, educational level, career, and personal income no difference. 2) Comparative analysis with marketing communication/marketing network communication, classified by age, educational level, career, income (One-way ANOVA), revealed the tourists with different careers had different satisfaction levels towards marketing communication and marketing network communication with a statistical significance level, 0.05. Government officials tourists were more satisfied than others. Tourists--varied ages, educational levels, and incomes--no statistical difference of marketing satisfaction. 3) Comparative analysis of government policy interaction--by age, educational level, career, and income showed tourists of different ages, varied in satisfaction government policy, at a statistical significant level, 0.05, while tourists with differing educational levels, careers, and incomes showed no differences

2) Comparative analysis results of level of satisfaction after travelling for creative Muay Thai tourism, which classified by personal information

(1) Comparative analysis results of satisfaction towards Muay Thai gyms, classified by age, educational level, career, and personal income, revealed that the Japanese tourists having different age, educational level, career, and income had no difference of satisfaction towards Muay Thai gym.

(2) Comparative analysis satisfaction results of marketing communication and marketing network communication, classified by age, educational level, career, income with One-way analysis of variance (One-way ANOVA), revealed that the Japanese tourists having different careers had different satisfaction levels towards marketing communication and marketing network communication with a statistical significance level of 0.05. The Japanese tourists working as government officials were more satisfied than those from other careers. The Japanese tourists having different ages,

educational levels, and incomes had no statistical difference of satisfaction towards marketing communication and marketing network communication.

(3) Comparative analysis results of levels of satisfaction with government policy interaction, classified by age, educational level, career, and income, revealed that the Japanese tourists having different ages, had different satisfaction levels towards government policy interaction at a statistical significance level of 0.05. The Japanese tourists having different educational levels, careers, and incomes had no significant difference in satisfaction towards government policy interaction.

5.1.2 Analysis Results of the Potential of Government and Private Sectors in Developing Thai – Japanese Creative Muay Thai Tourism Marketing Network

5.1.2.1 Government sector agencies associated with the development of Thai-Japanese creative Muay Thai marketing network are Tourism Authority of Thailand, Tourism Authority of Thailand Tokyo Office, Japan, Ministry of Tourism and Sports, local agencies and private sector agencies such as Muay Thai gyms, tour operators, tour agents in Thailand and Japan, hotels, entertainment venues, business operators related to Muay Thai; producing sport equipment. The analysis can be divided into 4 aspects as shown below:

1) Management: The network leader acts as a connector working as a core to develop creative Muay Thai tourism marketing network among agencies in Thailand and Tourism Authority of Thailand Tokyo Office, Japan in cooperation with Royal Embassy of Thailand Tokyo to do marketing activities in promoting Muay Thai tourism through websites and events in the country and Japan.

2) Marketing: With regards to the potential of private sector in terms of marketing, Muay Thai gyms open training for international tourists have their own Muay Thai curriculum. High Muay Thai trainers are ex-Muay Thai boxers who have skills and hold extensively experience in professional boxing. Muay Thai training costs vary from gym to gym depending on its location, rental fee, and reputation of the gym. Working together to determine the training cost seems to be difficult. The gyms carry out promotion on their own via making websites, Facebook Fanpage, Instagram of their own gyms.

Customers high likely come from searching information from the internet and word of mouth. Cooperation on being a network relies on an alliances, government and private sectors, as well as local organizations that promote sales and government relations. Moreover, some cooperation has developed with Tourism Authority of Thailand to organize activities to promote Muay Thai in Japan.

3) Budget: The direct budget has not been allocated. Budget plays an important role in mobilizing the collaborative network. Business operations of the private sector depend on spending the budget determined for certain investment. Each agency has its own budget for different spending purposes. The interview outcomes show that private sector does not have budget allocation for developing the network. Supportive money for working together on developing the network is not available but the cooperation is made for providing services.

4) Human resource: Government sector agencies have personnel holding knowledge about tourism, understanding about Muay Thai and marketing knowledge. Manpower is sufficient for working as the marketing network. They are capable of working in this field but do not have Japanese language skill. However, Muay Thai training can be taught in different ways to make it more understandable. In case Japanese language is needed, additional staff can be employed.

Conclusion: With regards to the analysis results of potential of government and private sectors in developing Thai –Japanese Creative Muay Thai Tourism Marketing Network, the outcome from the interviews shows that Tourism Authority of Thailand has potential and readiness to be the leader of the network in terms of coordinating with various agencies, being reliable and acceptable. In relationship to the potential of government sector in managing Thai– Japanese creative Muay Thai tourism marketing network, importance should be given to formulating more obvious and concrete practices toward creating the marketing network. Meanwhile, all sector agencies and local organizations should be allowed to participate in formulating policy and marketing development with shared vision to develop sport tourism, do marketing activities to promote creative Muay Thai tourism in general, and budget should be provided for the promotion.

5.1.3 The Analysis Results of Implementing Government Policy to Promote and Develop a Creative Muay Thai Tourism Marketing Network

It can be presented into 3 parts as: 5.1.3.1 implementing policy into practice, 5.1.3.2 the outcome of implementing policy into practice, 5.1.3.2 budgeting

5.1.3.1 Implementing Policy into Practice

Policies for promoting Muay Thai sport are carried out domestically and internationally, through organizing events such as Muay Thai competition in foreign countries, creating Muay Thai curricula, building a standard for Muay Thai gyms in foreign countries, creating positive images of Muay Thai, and making Muay Thai widely known in foreign countries. Creative Muay Thai tourism promotion is not carried out directly, but as a whole; for example, 'Thainess' tourism. Muay Thai is included in sport tourism promotion. The analysis result from the interview shows that the government has a policy to promote tourism in the form of sport tourism in provinces with major tourist attractions such as Chonburi and Phuket. In term of policy on developing creative Muay Thai tourism marketing network, government sector agencies are not assigned a policy from the central administration to promote creative Muay Thai tourism directly but to promote tourism in general. Related agencies play their roles and duties according to their major tasks. They do not have concrete cooperation. The outcome of implementing policy into practice. The outcome of implementing policy into practice reveals that the development of creative Muay Thai tourism marketing network has not been promoted directly and the policy is not formulated in a concrete manner.

5.1.3.2 Budgeting

1) Budget: Budget for developing creative Muay Thai tourism marketing network comes from different parts as follow:

(1) Ministry of Tourism and Sports allocates a budget for developing Muay Thai sport in general domestically and internationally. The budget supporting sport tourism is not specifically separated how much it can be spent on Muay Thai promotion but it is considered from appropriateness. Sometimes, promotion is not required money or only small amount of money due to inadequate budget such as providing support to the network for producing media, tour operators or Muay Thai

gyms. The implementation/guidance of the government sector does not earn income and collect money from the network. Government Ministries and Agencies are non-profit.

(2) Budget from National Sports Development Fund. This budget is a large amount of money and spending probably has to be clarified. The central administrative agency will be the ones who allocate this budget.

(3) Muay Thai Fund. Budget from the Muay Thai Fund is allocated to various projects is for promoting and supporting Muay Thai activities for the 2016 fiscal year; 5 items, in the amount of 2,700,000 baht were allocated to some provinces.

(4) Provincial Tourism Development Fund. This fund is highly likely spent on Muay Thai sport in general, not specifically on creative Muay Thai Tourism. The budget is also allocated to various projects in the studied provinces such as Chonburi, Chiang Mai, and Phuket. The outcome from the interviews showed that the implementation of government policy on promoting creative Muay Thai tourism cannot be successful because 1) A policy on promoting and developing creative Muay Thai tourism marketing network is not formulated in a concrete manner, 2) No leader experts to formulate and policy into practice, 3) Cooperation cannot be acquired as each agency has its own responsible tasks, in accordance with its own mission and policy, 4) A lack of extensive regional agencies exists

5.2 Discussion

The study results can be discussed as follow:

5.2.1 Creative Muay Thai Tourism Behavior's three Research Groups were:

5.2.1.1 Intrinsic motivation, more than external; Japanese tourists were motivated by a variety of experiences; Muay Thai being highest; then natural and well-known destinations; the least intrinsic motivation curiosity for new experiences. Organizational motivation within the group of tourists had a mean score moderate level, with the highest motivation, Muay Thai events; then friends working here; the lowest motivation from promotion policies; motivation based on visa requirements highest,

followed by civil disorder, terrorism and other factors, lastly allowable time. It is consistent with (Swarbrooke & Horner, 2002, p. 170), promotion is one of the efficient methods being used in tourism organization communication towards consumer. Marketing communication is also one of the methods that tourism organizations use to motivate consumers.

5.2.1.2 Searching information for travel to creative Muay Thai Tourism analysis revealed that: the highest number tourists searched information from friends, followed by 'other' such as internet, home pages. The highest number of tourists searched information for travelling to creative Muay Thai tourism from various agencies follow by travel agents and training gyms, Japan and Tourism Authority of Thailand, Fukuoka. Information sources regarding Muay Thai training overseas were highly used, high numbers of tourists searched information from the Internet. Muay Thai prospects would like to 'up skill' as they often previously practiced Judo and would like to do the same as Thai people do up skilling' before learning Muay Thai, and would like Muay Thai gyms in Japan and Japanese athletes, cumulatively.

1) Results of Japanese tourists decision making regarding travelling for creative Muay Thai tourism. Highest numbers of the Japanese tourists planned to stay and learn Muay Thai 2–6 days per trip, followed by 5 to 7 months with the least likely tourists planning to stay in Thailand for 2 to 3 months. High numbers of Japanese tourists' purpose in coming to Thailand was tourism. It is consistent with The Japanese outbound travel market (European Travel Commission, 2010); Young experienced and visiting Asian countries, repeatedly, European destinations that are popular, The high frequent trip duration for the Europe group is 7-8 days, but it is only 3-4 days, Limited Holidays and Length of Trip, Sightseeing" is the main factor for traveling, high famous sightseeing spots and consistent with Watkins and Gnoth, (2005), well-known destinations and the things that make them famous, tend to stay longer in one destination, shopping for gifts is an important part of travel, choice and the selection of activities and photographs are very important.

2) A high number of tourists had been to Thailand five times or more, followed by those who had never been to Thailand before, who travelled to Thailand 4 times.

3) High numbers of tourists travelled alone (FIT), followed by traveling with relatives/friends--lastly with parents. Tourists like most, going shopping, then sightseeing and learning about Thai food. It is inconsistent with Watkins and Gnoth (2005): personally arranged tours, then fully escorted tours. 1) Japanese Travel Culture: An investigation of the links between early Japanese pilgrimage and modern Japanese travel behavior group-oriented patterns of travel, package-tour-style travel, well-known destinations and the things that make them famous, tend to stay longer in one destination, shopping for gifts is an important part of travel, choice and the selection of activities and photographs are very important, at all famous locations, service expectations are high, expense appears to be the greatest restraints on travel.

The results of Japanese tourists travelling for Muay Thai Creative Tourism showed the influence of internal motivation more than external motivation. Japanese tourists had motivation involving a variety of experiences. It was found that a high number of the Japanese tourists searched information from the Internet. The agency least likely to be contacted was the Japan Professional Muay Thai Committee-JPMC. A high number of Japanese tourists planned to stay and learn Muay Thai from 2–6 days per trip, or planning to stay in Thailand for 2 to 3 months. A high number of the Japanese tourists' purpose in coming to Thailand was largely tourism. The Japanese tourists having different careers and personal incomes, had no difference in motivation for travelling for creative Muay Thai tourism. The Japanese tourists from different groups, educational levels, and incomes had no statistical difference of satisfaction towards marketing communication and marketing network communication related to the behavior of Japanese outbound tourists, divided into 5 categories: 1) Spending, 2) Travel companions, 3) Number of nights stayed, 4) Type of accommodation, 5) Destination. It is clear that the 5 categories are related to increased number of Japanese tourists are; longer vacation times, gross income, tourists' expenses per day and duration of stay. It is consistent with Valle, Correia, and Rebelo, (2008) determinants of tourism return behavior, Valle, et al, proposes a logic model, explaining the probability of returning to this destination as a function of; motivations, expectations, travel characteristics and the tourist's socio-demographic profile. Stated that Future Behavior repeat purchases, recommendations and positive word-of-mouth reflect consumer loyalty. (Swarbrooke & Horner (2002)

With reference to the potential of the government sector in being the network, the research results found that Tourism Authority of Thailand have readiness to be leader Thai – Japanese creative Muay Thai tourism marketing network, in terms of coordinating with various agencies, being reliable and acceptable. The role of government is to determine planning and development policy giving importance to tourism. International economic factors are associated with exchange rate, interest rate, and increasing investment which play important role in providing basic infrastructure services and tourism study under the environment of business operation while government sector has a role in promoting tourism Regional and local governments have potential to develop tourism industry based on Rodrigues study, the government plays a role in investment and has potential to invest in tourism development by using strategies in various environments controlled by different rules and regulations for mobilization between the government and outsiders. Thus it has some potential in management, budget, and personnel It is consistent with the study results of Morrison, Lynch, and Johns (2004); with regards to significant factors for successful tourism international networking, the network must have obvious objectives and goals, organizational structure, leader, financial resource, personnel, physical resources, mutual benefit and leaning between organizations.

5.2.1.3 The implementation of government policy on promoting creative Muay Thai tourism is not successful to date because 1) Policy on promoting and developing Muay Thai Creative Tourism Marketing Network is not in a concrete stance. 2) The leader to formulate policy and implement the policy into practice, has not appeared, to date. 3) There is a lack of cooperation between agencies. Each agency has its own tasks to perform in accordance with its policy and no leader is identified for enabling working together. 4) There is a lack of extension to regional agencies. It is consistent with Scott, Baggio, and Cooper (2008) who stated that the important factors that enabled cooperation from all sectors were based on mutual benefits and sharing resources. Benefits from cooperation to promote tourism are as follow: 1) there are increasing numbers of tourists, local communities can generate income with Thai culture and natural emphasis. employment is increased while unemployment is reduced, 2) the management of the tourism market of the private sector in allocating resources efficiently seems not to require a financial necessity from the central government, 3)

local governments have preparation of some elements for tourism activities (March & Wilkinson, 2009, pp. 27-28). Analysis results of satisfaction levels towards government policy interaction indicated that the Japanese tourists had a moderate level of satisfaction.

1) In terms of difficulties in traveling, the Japanese tourists had the high satisfaction towards Visa requirements followed by Immigration restrictions/regulations and the least satisfaction towards tourist taxes. 2) The Japanese tourists had the high satisfaction with travel agents' special promotions followed by foreign destinations' advertising campaigns and then joint gathering of marketing information. It is consistent with Swarbrooke and Horner (2002); Asad (2005) the research regarding consumer behavior have the significant in marketing activities that lead to development and tourism promotion and consistent with Swarbrooke and Horner (2002, p. 64) the study results of external determinants of tourists' behavior are: 1) Political factors; Immigration restrictions and visa requirements, Civil disorder and terrorism; The nature of the political system, Taxation policy, e.g. airport taxes, Tourist taxes 2) Media; Travel media, e.g. holiday features on television, in newspapers, and guidebooks, Non-travel media, e.g. news programs and wildlife programs on television. 3) Tourism organization marketing; Foreign destinations' advertising campaigns, Tour operator's brochures, Travel agent's special promotions The persons who play important roles in the process of formulating policy are local government, 2) State/provincial Governments. 3) Small-sized tourism business. 4) Large-sized tourism business. 5) Community and independent organization. 6. Developer.

5.2.2 In Order to Develop Successful Thai – Japanese Muay Thai Creative Tourism Marketing Network

It is necessary to have the process of network development as follow: 1) Identifying the leader. 2) Formulating collaborative policy. 3) Gathering to form the network. 4) Setting management, marketing, budget, and personnel together. 5) Strategy planning. 6) Seeking budget. 7) Perform tasks as planned. 8) Monitoring and evaluating developers. This sequence is consistent with the research study of Petrevska (2012) stating that government played a vital role in planning tourism development as tourism could not be successfully developed on its own. Government has direct participation in tourism market in two methods as 1) Budget allocation, 2) Controlling

tourism business operators. Vital factors that enable cooperation from all sectors are based on mutual benefits and sharing resources. The research study of Dredge (2006) found that in order to expand the network, government and private sectors played more vital role in planning tourism development. Local government and industries had formal and informal relationship. Therefore, the concept about networking is adopted to be an instrument for tourism development. It is consistent with in case important stakeholders in international businesses, multinational enterprises (MNEs) (Doole & Lowe, 2008, p. 27) are affected by politics, trading, and organizational behaviors, these result in their business operation add safety to production. Groups and communities associated with government sectors, activity participation result in local environment and economy.

5.2.3 Model of the Development of Thai – Japanese Creative Muay Thai Tourism Marketing Network

Both government and private sector agencies are involved with the development of Thai-Japanese Muay Thai Creative Tourism Marketing Network Thai–Japanese creative Muay Thai tourism marketing network. Tourism Authority of Thailand has potential and readiness to be the leader of the network in terms of coordinating with various agencies, being reliable, and acceptable. From the research of Doole and Lowe (2008, p. 27), an international firm, MNEs, the stakeholders are dealing with management and exchanging the view in management systems globally. To use the strategies in decision making, it is very important to learn about the roles of the stakeholders in the international business. However, importance should be given to formulating policy on creating the marketing network to be more concrete and allowing agencies from all sectors including local organization to participate in the policy formulating and marketing network development with shared vision. Private sector agency like Muay Thai gyms open Muay Thai training for international tourist in Thailand and Japan have potential and readiness in supporting the operation of developing the network with alliance networks. It is consistent with Iorio and Corsale (2014) reviewed literatures related to network theory important to conceptual analysis for studying tourism policies in local level and making understanding about the relationship of government, industry, and community, and studied the network building of village of Viscri to cope, Romania to have development

from local and outside stakeholders under CBT project, political circumstances for international marketing of a certain country or international political factors affecting organization management or decision-making. The leader of the network acts as a connector and core in developing the marketing network between agencies in Thailand and Tokyo to work together for promoting Muay Thai through websites and organizing events in the country and Japan. It is consistent with Hend and Stoke (2009, p. 657). Potential of members in participating in the network is considered important to analyze network mobilization which results in scope of the group to move forward that requires skills, knowledge, and resources for the mobilization by studying from history, interaction, and relationship in the past, experience in leadership role, and experience in a cross-cultural environment. With reference to budget, it is not directly allocated. It is inconsistent with Petrevska (2012) The government had direct participation in the tourism market in two ways: 1) Budget allocation. 2) Giving direct control to related tourism business operators. Tourism without control could lead to conflict and, on the other hand, with appropriate planning and policy implementation, the government could build more confidence. Government sector agencies have personnel holding potential and knowledge about tourism and understanding about Muay Thai as well as marketing knowledge. There are sufficient personnel to work in the form of marketing network but they do not have Japanese language skill. However, Muay Thai training can be relied on other communicative methods for a better understanding. In case Japanese language is needed, additional staff can be employed to work.

The research results revealed that the implementation of the government policy and potential of government and private sectors in promoting creative Muay Thai tourism could not be successful depending on four key factors. No concrete policy is promoting creative Muay Thai tourism, 2) No leader to implementing policy into practice 3) There was a lack of serious cooperation, 4) as well s a lack of extension to regional agencies. Based on the research results, Tourism Authority of Thailand is an agency having potential and readiness in terms of management, marketing, budget, personnel to be the leader of Thai – Japanese creative Muay Thai tourism marketing network. It is consistent with Petrevska (2012) conducted a research on the role of government in planning tourism development in Macedonia. It was an important place having influence on tourism. Government policy in the process of private sector

development and law for the encouragement of tourism were used in the plan. The law on tourism was so critical that the government played an important role in planning tourism development, framing the legislation of law on national tourism, taking responsible for law enactment and enforcement. Without these factors, tourism could not be successfully developed. However, they have not demonstrated such to date, Consequently, in order to develop successful Thai – Japanese creative Muay Thai tourism marketing network, must necessarily have a process of developing the network as follow: 1) Identifying the leader. 2) Formulating collaborative policy. 3) Gathering to form the network. 4) Setting management, marketing, budget, and personnel together. 5) Strategy planning. 6) Seeking budget. 7) Performing the tasks as planned. 8) Monitoring and evaluating. Stated that the main determinants that may prevent tourists from being able to behave in a greener manner. Consumer loyalty stands as of the high useful indicator for assessing marketing strategies (Enemark, McCubbins, & Weller, 2014).

5.3 Research Recommendation

Research results reveal a model to develop successful networking and can be used to plan the development of creative Muay Thai marketing network in a concrete manner. 2. Related agencies can formulate policy and implement the same into practice to promote and develop creative Muay Thai tourism marketing networks in cooperation with all sectors, thus to achieve the growth of creative Muay Thai tourism and enable an increasing number of tourists travelling to Thailand. Government and private sectors could and should participate in developing a Thailand tourism marketing network. Together they have the potential and readiness for being the network leaders in terms of coordinating with relevant agencies, developing reliability, and acceptance. However, the importance should be given formulating policy for the creation of the marketing network, which is more concrete. Agencies of all sectors, including local organizations should, participate in formulating the policy with shared vision for a marketing network. Private sector agencies--Muay Thai gyms with open Muay Thai training for tourists, both in Thailand and Japan, are also critical. Together, they have both potential and readiness to cooperate with alliances to support the implementation

of a developing marketing network. The leader of the marketing network must act as a connector, or a core, to develop the marketing network among domestic agencies and Tourism Authority of Thailand, Tokyo Office in Japan, and the Royal Thai Embassy, Tokyo. All clearly need to cooperate to promote Muay Thai tourism through websites and events organized in Thailand and Japan. With regard to the budget, it has not been directly and unmistakably allocated. Government sector agencies have potential and knowledge of tourism and understand Muay Thai, knowledge about marketing with sufficient manpower to work as a marketing network. These agencies can perform allocated tasks, but do not have Japanese language skills. However, creating the necessary elements for promoting and teaching Muay Thai can rely on other methods to overcome language deficits, for example staff who can speak Japanese can be employed from the relatively large Japanese community in Bangkok.

5.4 Recommendations for Future Studies

The research results suggest the model to develop Thai – Japanese creative Muay Thai tourism marketing network, which is the very critical information for future research studies as follow:

5.4.1 Research regarding a supply chain of creative Muay Thai tourism providing an understanding in the implementation of related agencies in collaborative work, is essential.

5.4.2 A model of increasing efficiency in Muay Thai businesses and business associations with creative Muay Thai tourism for international tourists is also an essential element of teamwork, growth, cultural and financial success.

BIBLIOGRAPHY

- Achrol, R. S. (1997). Changes in the theory of interorganizational relations in marketing: Toward a network paradigm. *Journal of the Academy of Marketing Science : Official Publication of the Academy of Marketing Science*, 2(51), 56-71.
- Aoyagi, T. (2012). *Local culture in the context of international tourism : Japanese tourists' perceptions of the culture of Saariselkä and the views of Japanese travel agents* (Unpublished master's thesis). University of Jyväskylä, Finland.
- Bansal, H., & Eiselt, H. A. (2004). Exploratory research of tourist motivations and planning. *Tourism Management*, 25(3), 387-396.
- Beerli, A., & Martín, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-681. doi: 10.1016/j.annals.2004.01.010
- Beneš P., Valášek M., Šika Z., Bauma V., & Hamrle V. (2007). Experiments with redundant parallel calibration and measuring machine RedCaM. *Applied and Computational Mechanics*, 1(2), 387-392.
- Bergenholtz, C., & Waldstrøm, C. (2011). Inter-organizational network studies-a literature review. *Industry and Innovation*, 18(6), 539-562.
- Bigné, J. E., Sánchez, M. I., & Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: Inter-relationship. *Tourism Management*, 22(6), 607-616..
- Borgatti, S. P., & Foster, P. C. (2003). The network paradigm in organizational research: A review and typology. *Journal of Management*, 29(6), 991-1013.
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21(1), 97-116.
- Bulgacov, S., & Montenegro, L. M. (2014). Reflections on actor-network theory, governance networks, and strategic outcomes. *Bar-Brazilian Administration Review*, 11(1), 107-124.

- Business Jarcons. (N. D.). Social factors influencing consumer behavior. Retrieved from <https://businessjargons.com/social-factors-influencing-consumer-behavior.html>
- Cañadas, L. (2013). Patrones de consumo, estado nutricional y suplementos dietarios en el Muay Thai. Retrieved from <http://redi.ufasta.edu.ar:8080/xmlui/handle/123456789/79>
- Castro, C. B., Martín, A. E., & Martín, R. D. (2007). The influence of market heterogeneity on the relationship between a destination's image and tourists' future behaviour. *Tourism Management*, 28(1), 175-187.
- Chen, C.-F., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions?. *Tourism Management*, 28(4), 1115-1122. doi: 10.1016/j.tourman.2006.07.007
- Chieh-Wen, S., Shen, M.-J., & Chen, M.-C. (2008). Special interest tour preferences and voluntary simplicity lifestyle. *International Journal of Culture, Tourism and Hospitality Research*, 2(4), 389-409.
- Chung-Herrera, B. G., Gonzalez, G. R., & Hoffman, K. D. (2010). When demographic differences exist: An analysis of service failure and recovery among diverse participants. *Journal of Services Marketing*, 24(2), 128-141.
- Dinnie, K., Tanaka, H., & Centeno, E. (2010). Branding the city of Sapporo: An innovation and network approach. *Journal of Town & City Management*, 1(3), 254-264.
- Doole, I., & Lowe, R. (2008) *International marketing strategy: Analysis, development and implementation*. London: Cengage Learning EMEA.
- Dredge, D. (2006). Policy networks and the local organisation of tourism. *Tourism Management*, 27(2), 269-280. doi: 10.1016/j.tourman.2004.10.003
- Enemark, D., McCubbins, M. D., & Weller, N. (2014). Knowledge and networks: An experimental test of how network knowledge affects coordination. *Social Networks*, 36(1), 122-133.
- Fernandes, C. (2011). Cultural Planning and Creative Tourism in an Emerging Tourist Destination. *International Journal of Management Cases*, 13(3), 629-636.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Reading, Mass: Addison-Wesley.

- Franco, M., & Estevão, C. (2010). The role of tourism public-private partnerships in regional development: A conceptual model proposal. *Cadernos Ebape.br*, 8(4), 600-612. Retrieved from [http://www.scielo.br/scielo.php?script=sci_arttext & pid=S1679-39512010000400003](http://www.scielo.br/scielo.php?script=sci_arttext&pid=S1679-39512010000400003)
- Gilbert, D., & Terrata, M. (2001). An exploratory study of factors of Japanese tourism demand for the UK. *International Journal of Contemporary Hospitality Management*, 13(2), 70-78.
- Gilbert, R. J. (2011). Deal or no deal? licensing negotiations in standard-setting organizations. *Antitrust Law Journal*, 77(3), 855-888.
- Haejin, L., Jennifer, B. V., & Woongang, S. (2009). The tourism-environment causality. *International Journal of Tourism Sciences*, 9(3), 39-48.
- Hede, A.-M., & Stokes, R. (2009). Network analysis of tourism events: an approach to improve marketing practices for sustainable tourism. *Journal of Travel & Tourism Marketing*, 26(7), 656-669.
- Hoerner, J., & Stephenson, P. (2012). Theoretical perspectives on approaches to policy evaluation in the EU: The case of cohesion policy. *Public Administration*, 90(3), 699-715.
- Inouye, S., Chi, T., & Bradley, L. (2014). Consumer perceived values of Hawaiian attire: the effects of socio-demographic factors. *Journal of Fashion Marketing and Management: An International Journal*, 18(4), 507-524.
- Iorio, M., & Corsale, A. (2014). Community-based tourism and networking: Viscri, Romania. *Journal of Sustainable Tourism*, 22(2), 234-255.
- Japan Professional Muay Thai Committee-JPMC. (2011). WBC Muaythai rules and regulations Japanese championship of 2011. Retrieved from <http://jpmc.com/english/schedule.html>
- Japan Tourism Marketing Co. (2017). Historical figures of the number of foreign tourists to Japan since 1964. Retrieved from Historical figures: <http://www.tourism.jp/en/statistics/inbound/>
- Kattiyapornpong, U., & Miller, K. (2011). Social structure and psychographic explanations of destination preference of Australians' travel to South-East Asia. *Asia Pacific Journal of Tourism Research*, 16(1), 39-56.

- Knoke, D., & Kuklinski, J. H. (1991). Network analysis: basic concepts. In G. Thompson, J. Frances, R. Levacic, & J. Mitchell (Eds.), *Markets, hierarchies and networks: The coordination of social life* (pp. 173-182). London: SAGE.
- Korcsmaros, E., Mura, L., & Hevesi, A. (2016). Selected aspects of business networks. *Actual Problems of Economics*, 186(12), 147-156.
- Kotler., P. (1994). Behavioral economics or social marketing? The latter! 22 May 2011. *The Sunday Times, Sri Lanka* Retrieved from <http://www.sundaytimes.lk/110522/BusinessTimes/bt36html>
- Kotler, P. (2003). *Marketing management*. Upper Saddle River, N.J: Prentice Hall.
- Lam, T., & Xiao, H. (2000). Challenges and constraints of hospitality and tourism education in China. *International Journal of Contemporary Hospitality Management*, 12(5), 291-295.
- Luo, M., Feng, R., & Cai, L. A. (2004). Information search behavior and tourist characteristics. *Journal of Travel & Tourism Marketing*, 17, 15-25.
- March, R. (2000). The Japanese travel life cycle. *Journal of Travel & Tourism Marketing*, 9, 1-2.
- March, R., & Wilkinson, I. (2009). Conceptual tools for evaluating tourism partnerships. *Tourism Management*, 30(3), 455-462.
- Meng, F. (2010). Individualism/collectivism and group travel behavior: A cross-cultural perspective. *International Journal of Culture, Tourism and Hospitality Research*, 4(4), 340-351.
- Morrison, A., Lynch, P., & Johns, N. (2004). International tourism networks. *International Journal of Contemporary Hospitality Management*, 16(3), 197-202. doi: 10.1108/09596110410531195
- Ozdipciner, N. S., Li, X., & Uysal, M. (2010). An examination of purchase decision-making criteria: A case of Turkey as a destination. *Journal of Hospitality Marketing & Management*, 19(5), 514-527.
- Park, S. H., Lee, C.-K., & Miller, J. C. (2015). A comparative study of the motivations, activities, overall satisfaction, and post-trip behaviors of international tourists in macau: Mainland Chinese, Hongkongese, Taiwanese, and Westerners. *Asia Pacific Journal of Tourism Research*, 20(10), 1174-1193.

- Petrevska, B. (2012). Forecasting international tourism demand: The evidence of Macedonia. *UTMS Journal of Economics, University of Tourism and Management, Skopje, Macedonia*, 3(1), 45-55.
- Puppim, O. J. A. (2003). Governmental responses to tourism development: Three Brazilian case studies. *Tourism Management*, 24(1), 97-110.
- Quintal, V. A., Lee, J. A., & Soutar, G. N. (2010). Risk, uncertainty and the theory of planned behavior: A tourism example. *Tourism Management*, 31(6), 797-805. doi: 10.1016/j.tourman.2009.08.006.
- Ratten, V., Pauline, G., & Pauline, J. S. (2009). Volunteer motivation and demographic influences at a professional tennis event. *Team Performance Management: An International Journal*, 15, 172-184.
- Reisinger, Y., & Turner, L. W. (2002). Cultural differences between Asian tourist markets and Australian hosts: Part 1. *Journal of Travel Research*, 40(3), 295-315.
- Richards, G., & Wilson, J., (Eds.). (2007). *Tourism, creativity and development*. Abingdon, Oxon: Routledge.
- Saavedra-Rodriguez, et al. (2007). A mutation in the voltage-gated sodium channel gene associated with pyrethroid resistance in Latin American *Aedes aegypti*. *Insect Molecular Biology*, 16, 785-798. doi:10.1111/j.1365-2583.2007.00774.x
- Sangpikul, A. (2008). Travel motivations of Japanese senior travellers to Thailand. *International Journal of Tourism Research*, 10(1), 81-94.
- Scott, N., Baggio, R., & Cooper, C. (2008). *Network analysis and tourism: From theory to practice*. Clevedon, UK: Channel View.
- Seongseop, K., Statia, E., Rob, L., & Kaye, C. (2014). Differences in expectations and perceptions between hospitality providers and international customers: The case of Korean and Japanese group tourists in Thai hotels. *International Journal of Hospitality & Tourism Administration*, 1(2), 121-149.
- Smith, S., Costello, C., & Muenchen, R. (2010). Influence of Push and pull motivations on satisfaction and behavioral intentions within a culinary tourism event. *Journal of Quality Assurance in Hospitality & Tourism*, 11(1), 17-35.

- Spears, D. L., & Rosenbaum, M. S. (2012). The Packaged Tourist: A Japanese and American perspective. *Tourismos: An International Multidisciplinary Journal of Tourism*, 7(1): 19-40.
- Swarbrooke, J., & Horner, S. (2002). *Consumer behaviour in tourism*. London: Routledge.
- Tourism Authority of Thailand. (2014). Muay Thai. Retrieved from <https://thai.tourismthailand.org> (In Thai)
- UNESCO. (2006). Towards Sustainable Strategies for Creative Tourism: discussion report of the planning meeting for the 2008 International Conference on Creative Tourism. In *Towards Sustainable Strategies for Creative Tourism*, Santa Fé, USA.
- Watkins, L. (2008). Japanese travel culture: An investigation of the links between early Aapanese pilgrimage and modern Japanese travel behaviour. *New Zealand Journal of Asian Studies*, 10(2), 93-110.
- Watkins, L. J., & Gnoth, J. (2010). Japanese tourism values: A means–end investigation. *Journal of Travel Research*, 50(6), 654–668.
- Watkins, L., & Gnoth, J. (2005). Methodological issues in using Kahle's list of values scale for Japanese tourism behaviour. *Journal of Vacation Marketing*, 11(3), 225-233.
- Weerasakreck. (2016). Muay Thai in Japan. Retrieved from https://www.reddit.com/r/MuayThai/comments/a6m3s3/muay_thai_in_japan/
- Weiermair, K., & Mäser, B. (1996). Information and information search behavior of tourists: A cursory review of the literature, preliminary empirical tests and further research questions. *The Tourist Review*, 51(3),4-23.
- Wise, N., & Perić, M. (2017). Sports tourism, regeneration and social impacts: New opportunities and directions for research, the case of Medulin, Croatia. In Bellini N., & Pasquinelli C. (Eds), *Tourism in the City*. Springer, Cham. doi: https://doi.org/10.1007/978-3-319-26877-4_22
- World Commission on Environment and Development. (1987). *Our common future* (Vol. 383). Oxford, UK.: Oxford University Press.

APPENDICES

APPENDIX A

QUESTIONAIR

Questionnaire number _____

QUESTIONNAIR

Description:

This questionnaire is part of a Dissertation for the Degree of Doctor of Philosophy (Integrated Tourism Management), the Graduate School of Tourism Management National Institute of Development Administration (NIDA). All information from this research is confidential. The purpose of this study is to propose a Model for Development of The Thai -Japanese Creative Muay Thai Tourism Marketing Network

Objectives:

1. To educate the behavior of Japanese tourists creative Muay Thai Tourism in Thailand

This questionnaire has seven sections, as follows:

Section 1: Demographics information

Section 2: Motivation

Section 3: Information search

Section 4: Decision making

Section 5: Travel behavior

Section 6: Satisfaction

Section 7: Recommendations

Kindly answer the following questions as completely and honestly as possible.

Thank you for your kind collaboration

Ms. Nattada Srimuk

Definitions:

Creative Muay Thai Tourism refers to Japanese tourists' activities for learning Muay Thai and tourism in Thailand.

Consumer behavior refers to actions or behaviors of an individual who uses his/her possessed information and assets to make decision about a product or service.

Japanese tourists refers to Japanese tourists who come to Thailand to learn Muay Thai and appreciate tourism in Thailand.

Muay Thai Gym refers to Gyms in Bangkok, Phuket, Chiang Mai, Pattaya that each Muay Thai for tourists from overseas.

Explanation: Please put the sign \surd in front of your chosen answers.

Section 1: Demographic Information

1. Gender:

1) Male

2) Female

2. Age:

1) 20 years and below

2) 21 – 30 years

3) 31 – 40 years

4) 41 – 50 years

5) More than 51 years

3. Status:

1) single

2) married

3) widowed/divorced

4. Highest educational level:

1) Secondary level

2) Diploma

3) equivalent

4) Bachelor Degree

5) Master's Degree

6) Other. Please

specify.....

5. Occupation

- | | |
|-------------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> 1) Business owner | <input type="checkbox"/> 2) Employee |
| <input type="checkbox"/> 3) Government Official | <input type="checkbox"/> 4) Professional |
| <input type="checkbox"/> 5) Retire | <input type="checkbox"/> 6) Unemployed |
| <input type="checkbox"/> 7) Student | <input type="checkbox"/> 8) Other. Please |

specify.....

6. Personal Income (per month)

- | | |
|---------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> 1) Less than 100,000 yen | <input type="checkbox"/> 2) 100,001-200,000 yen |
| <input type="checkbox"/> 3) 200,001-300,000 yen | <input type="checkbox"/> 4) 300,001-400,000 yen |
| <input type="checkbox"/> 5) 400,001-500,000 yen | <input type="checkbox"/> 6) 500,001yen - more |

7. Residential Area

- | | |
|--------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> 1) Hokkaido, Tohoku | <input type="checkbox"/> 2) Kanto (Tokyo) |
| <input type="checkbox"/> 3) Hokuriku, Koshinetsu | <input type="checkbox"/> 4) Tokai(Nagoya) |
| <input type="checkbox"/> 5) Kinki(Osaka) | <input type="checkbox"/> 6) Chugoku |
| <input type="checkbox"/> 7) Shikoku | <input type="checkbox"/> 8) Kyushu, Okinawa |

Section 2: Motivation

- 1) What is your motivation in coming to Thailand for learning Muay Thai and tourism?

Motivation	Level of motivation				
	5	4	3	2	1
Internal factors					
1. Personal motivation	-	-	-	-	-
1. Development skill and social					
2. The love of martial arts					

Motivation	Level of motivation				
	5	4	3	2	1
3. Curiosity to learn and try					
4. Wanting to actually experience Muay Thai					
5. A variety of natural and well known destination					
6. Other. Please specify.....					
External factors					
2. Organizational motivation	-	-	-	-	-
2.1 Thai and Japanese government sector	-	-	-	-	-
7. Constant organization of Muay Thai bouts					
8. Muay Thai Events					
9. Tourism promotion policies					
10. Other. Please specify.....					
2.2 Private sector	-	-	-	-	-
11. Constant organization of Muay Thai activities					
12. Wide spread Muay Thai Training					
13. The making of Muay Thai fighters ranking in Japan					
14. Attractive and well-known gyms					
15. Foreign destinations' advertising campaigns					
16. Other. Please specify.....					

Motivation	Level of motivation				
	5	4	3	2	1
3. Political factor : Difficulties in traveling	-	-	-	-	-
17. Immigration restrictions					
18. Visa requirements					
19. Civil disorder and terrorism					
20. Tourist taxes					
21. Other. Please specify.....					

Section 3: Information search

You can check more than one item.

1. Who provided you with information regarding Muay Thai classes in Thailand?

- 1) Friends 2) relative
 3) Other. (Please specify.....)

2. Which agency(ies)

provided you with information regarding Muay Thai classes in Thailand?

- 1) Tourism Authority of Thailand in Tokyo
 2) Royal Thai Embassy, Tokyo
 3) Japan Professional Muay Thai Committee – JPMC
 4) National//regional tourist boards
 5) Muay Thai training Gym in Japan
 6) Tour operator
 7) Travel agent
 8) Other. Please specify.....

3. Where did you get the Muay Thai information?

- 1) Tourism Authority of Thailand in Tokyo
- 2) Royal Thai Embassy, Tokyo
- 3) Japan Professional Muay Thai Committee – JPMC
- 4) National//regional tourist boards
- 5) Muay Thai training Gym in Japan
- 6) Tour operator
- 7) Travel agent
- 8) Other. Please specify.....

4. Information sources regarding learning Muay Thai tourism through overseas

- 1) Relatives and friends
- 2) Internet
- 3) Travel guidebooks
- 4) Media (TV, magazine, etc.)
- 5) Other. Please specify.....

5. Which of these information sources did you use in selecting this destination?

- 1) Relatives and friends
- 2) Internet
- 3) Travel guidebooks
- 4) Media (TV, magazine, etc.)
- 5) Other. Please specify.....

6. Which media influences that made you come to learn Muay Thai?

- 1) Films or stories
- 2) Information from the Internet
- 3) Word of mouth
- 4) Recommendation of friend and family
- 5) Special promotions and offer from tourism organizations
- 6) Other. (Please specify...)

Section 5: Travel behavior

1. Once arrived in Thailand, which agency did you make a contact with?

- 1) Tourism Authority of Thailand
- 2) Royal Thai Embassy
- 3) Professional Muay Thai Committee
- 4) National//regional tourist boards
- 5) Muay Thai training Gym
- 6) Tour operator
- 7) Travel agent
- 8) Other. Please specify.....

2. How many times have you visited Thailand? 1) Never

- | | |
|-------------------------------------|---------------------------------------------|
| <input type="checkbox"/> 1) 1 time | <input type="checkbox"/> 2) 1 time |
| <input type="checkbox"/> 3) 2 times | <input type="checkbox"/> 4) 3 times |
| <input type="checkbox"/> 5) 4 times | <input type="checkbox"/> 6) 5 times or more |

3. What is your favorite tourism style?

- | | |
|------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> 1) Full escorted tours | <input type="checkbox"/> 2) Free-type package |
| <input type="checkbox"/> 3) Personally arranged tour | <input type="checkbox"/> 4) Free independent travel (FIT) |
| <input type="checkbox"/> 5) Unknown | |

4. Who travel(s) with you?

- | | |
|----------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> 1) None (traveling alone) | <input type="checkbox"/> 2) Relative and friend |
| <input type="checkbox"/> 3) father and mother | <input type="checkbox"/> 4) Family |
| <input type="checkbox"/> 5) Lover/spouse | <input type="checkbox"/> 6) Other. Please specify..... |

5. Which destination in Thailand do you want to visit high?

- | | |
|----------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> 1) Bangkok | <input type="checkbox"/> 2) Phuket |
| <input type="checkbox"/> 3) Chiang Mai | <input type="checkbox"/> 4) Pattaya |
| <input type="checkbox"/> 5) Krabi | <input type="checkbox"/> 6) Other. Please specify..... |

6. What kind of accommodations do you stay in Thailand?

- | | |
|--------------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> 1) City center hotel | <input type="checkbox"/> 2) Resort hotels |
| <input type="checkbox"/> 3) Traditional Japanese-style hotel | <input type="checkbox"/> 4) Staying at a Gym |
| <input type="checkbox"/> 5) Homestay | <input type="checkbox"/> 6) Other. Please specify..... |

7. What total amount might you spent per day?

- | | |
|-----------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> 1) Less than USD 150 | <input type="checkbox"/> 2) USD 150-250 |
| <input type="checkbox"/> 3) USD 251-350 | <input type="checkbox"/> 4) More than USD 350 |

8. What did you purchase from your travel agent?

- | | |
|----------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> 1) Accommodation | <input type="checkbox"/> 2) Transportation |
| <input type="checkbox"/> 3) Travel insurance | <input type="checkbox"/> 4) Other. Please specify..... |

9. What activities would you like to do?

- | | |
|-----------------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> 1) Seeing and learning about Thai food | <input type="checkbox"/> 2) shopping |
| <input type="checkbox"/> 3) Venturing out to the suburbs | <input type="checkbox"/> 4) Engaging in entertainment |
| <input type="checkbox"/> 5) Visiting museums | <input type="checkbox"/> 6) Relax in spa shop |
| <input type="checkbox"/> 7) Other. Please specify..... | |

10. Have you learned Muay Thai before?

- | | |
|---------------------------------|--------------------------------|
| <input type="checkbox"/> 1) Yes | <input type="checkbox"/> 2) No |
|---------------------------------|--------------------------------|

11. Who has the high influence on you regarding learning Muay Thai?

- | | |
|--------------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> 1) Tour operator | <input type="checkbox"/> 2) Parent |
| <input type="checkbox"/> 3) Relative | <input type="checkbox"/> 4) Specialist..... |
| <input type="checkbox"/> 5) Other. Please specify..... | |

12. What is the high appropriate period for Muay Thai travel?

- | | |
|------------------------------------------------|----------------------------------------|
| <input type="checkbox"/> 1) January-April | <input type="checkbox"/> 2) May-August |
| <input type="checkbox"/> 3) September-December | <input type="checkbox"/> 4) Whole year |

13. Where would you prefer to study Muay Thai?

- | | |
|----------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> 1) Bangkok | <input type="checkbox"/> 2) Phuket |
| <input type="checkbox"/> 3) Chiang Mai | <input type="checkbox"/> 4) Pattaya |
| <input type="checkbox"/> 5) Krabi | <input type="checkbox"/> 6) Other. Please specify..... |

14. What kind of gym would you choose to learn Muay Thai gym in Thailand?

- | | |
|--------------------------------------------------------|------------------------------------------|
| <input type="checkbox"/> 1) Gym near destination | <input type="checkbox"/> 2) Gym in hotel |
| <input type="checkbox"/> 3) Gym in apartment | <input type="checkbox"/> 4) Open air gym |
| <input type="checkbox"/> 5) Other. Please specify..... | |

15. What kind of accommodations do you stay in Thailand?

- | | |
|--------------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> 1) City center hotel | <input type="checkbox"/> 2) Resort hotels |
| <input type="checkbox"/> 3) Traditional Japanese-style hotel | <input type="checkbox"/> 4) Staying at a Gym |
| <input type="checkbox"/> 5) Homestay | <input type="checkbox"/> 6) Other. Please specify..... |

16. What the level of boxing do you want to practice?

- | | |
|--------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> 1) Beginner | <input type="checkbox"/> 2) Intermediate |
| <input type="checkbox"/> 3) Advanced | <input type="checkbox"/> 4) Other. Please specify..... |

17. What Muay Thai period do you want to learn?

- | | |
|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> 1) An hour | <input type="checkbox"/> 2) A day |
| <input type="checkbox"/> 3) A week | <input type="checkbox"/> 4) A month |

18. What the period do you want to learn?

- | | |
|--------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> 1) 8.00-12.00 am. | <input type="checkbox"/> 2) 1.00-5.00 pm. |
| <input type="checkbox"/> 3) 5.00-9.00 pm. | <input type="checkbox"/> 4) Other. Please specify..... |

19. How many hours a day do you want to learn Muay Thai ?

- | | |
|-----------------------------------------------|-------------------------------------|
| <input type="checkbox"/> 1) 1 hour | <input type="checkbox"/> 2) 2 hours |
| <input type="checkbox"/> 3) 3 hours | <input type="checkbox"/> 4) 4 hours |
| <input type="checkbox"/> 5) more than 4 hours | |

20. What kind of boxing do you want ?

- | | |
|--------------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> 1) Skipping | <input type="checkbox"/> 2) Shadow boxing |
| <input type="checkbox"/> 3) Pad work | <input type="checkbox"/> 4) Bag work |
| <input type="checkbox"/> 5) Sparring and clinching | <input type="checkbox"/> 6) Pretty standard |
| <input type="checkbox"/> 7) Other. Please specify..... | |

21. Who do you want to learn Muay Thai?

- | | |
|--------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> 1) By yourself | <input type="checkbox"/> 2) By general trainer |
| <input type="checkbox"/> 3) By champion trainer | <input type="checkbox"/> 4) by Professional boxer |
| <input type="checkbox"/> 5) Other. Please specify..... | |

22. Who do you want boxing camp marketing network communication ?

- | | |
|--------------------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> 1) Hotel | <input type="checkbox"/> 2) Tour operator |
| <input type="checkbox"/> 3) Airport service | <input type="checkbox"/> 4) Restaurants, |
| <input type="checkbox"/> 5) Other. Please specify..... | |

23. What do you want about more services?

- | | |
|--------------------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> 1) Accommodations | <input type="checkbox"/> 2) Entertainment |
| <input type="checkbox"/> 3) Sport complex | <input type="checkbox"/> 4) Restaurants |
| <input type="checkbox"/> 5) Muay Thai shop | <input type="checkbox"/> 6) Souvenir shop |
| <input type="checkbox"/> 7) Other. Please specify..... | |

24. What the agency do you want to contact?

- | | |
|-----------------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> 1) Tourism Authority of Thailand | <input type="checkbox"/> 2) Professional Muay Thai
Committee |
| <input type="checkbox"/> 3) Tour operator | <input type="checkbox"/> 4) Local government |
| <input type="checkbox"/> 5) Other. Please specify..... | |

25. How many do you can pay for learn ?

- | | |
|--------------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> 1) 300 baht/1 session | <input type="checkbox"/> 2) 500 baht/1 session |
| <input type="checkbox"/> 3) 800 baht/1 session | <input type="checkbox"/> 4) 1,000 baht/1 session |
| <input type="checkbox"/> 5) Other. Please specify..... | |

26. What do you want the boxing camp package with anything ?

- 1) The only trainer 2) The trainers included in the accommodation
- 3) The trainers included with meal 4) The trainers included with accommodation and food
- 5) Other. Please specify.....

27. You want camp with boxing promotion also?

- 1) Advertising 2) Government relationship
- 3) Direct sale 4) Sold through tour operators

28. What expectations do you have if you are to be a repeat visitor traveling on your next trip?

- 1) Learning Muay Thai 2) Traveling around the country
- 3) Visiting one or two well-known sightseeing destinations
- 4) Visiting small local towns and rural areas like villages
- 5) Other. Please specify.....

29. Do you will come back to Thailand and learn Thai boxing again.?

- 1) Yes, I do 2) No I do not

Section 6: Satisfaction

Explanation: Please put the sign \surd in front of your chosen answers.

Level 1: quality Lowest

Level 2: quality Low

Level 3: quality Moderate

Level 4: quality High

Level 5: quality Highest

6.1 Muay Thai gyms

Satisfaction	quality of provided				
	5	4	3	2	1
Products and services					
product	-	-	-	-	-
1. Authentic experience					
2. Muay Thai gyms are well-known.					
3. Reputation of gyms in Thailand is reliable.					
4. Product differentiation					
5. The availability of the facility/equipment in the facility					
6. The service fee is lower than in your country.					
7. Fee levels for training Muay Thai vary -e.g. special package					
8. Value of money for earning Muay Thai package					
Service	-	-	-	-	-
-core service	-	-	-	-	-
9. Prompt and accurate service					
10. Trainer professionalism					
-core service	-	-	-	-	-
11. prepared and ready to provide service.					
12. Adequate choice of service package options					

Satisfaction Products and services	quality of provided				
	5	4	3	2	1
product	-	-	-	-	-
13. Good consumer service – e.g. friendly and treating consumers correctly					
14. Security and safety of life during training.					
-Supporting service	-	-	-	-	-
15. Training staff is able to communicate in foreign languages.					
16. Package to meet the diversity of customer needs					
17. Free boxing gloves and shorts included in package (offer from gym)					
18. Muay Thai gym with accommodations					
-relative products					
19. Muay Thai Gym Souvenirs available for purchase					

6.2 : marketing communication and marketing network communication

Level 1: Promotion Lowest

Level 2: Promotion Low

Level 3: Promotion Moderate

Level 4: Promotion High

Level 5: Promotion Highest

tourist behavior marketing communication and marketing network communication	level of promotion				
	5	4	3	2	1
1. marketing communication	-	-	-	-	-
1. Information sources regarding learning Muay Thai tourism through overseas					
1) Travel guide books					
2) Internet					
3) Relatives and friends					
4) Media (TV, magazine, etc.)					
5) Other. Please specify.....					
2) Promotion Tourism sector regarding learning Muay Thai tourism					
9) overseas travel					
10) Travel agency					
3) Promotion Tourism sector regarding learning Muay Thai tourism					
11) Relatives and friends					
12) Muay Thai gyms in Japan					
13) Muay Thai gyms in Thailand					
14) National//regional tourist boards					
15) Other.Please specify.....					

tourist behavior marketing communication and marketing network communication	level of promotion				
	5	4	3	2	1
2. marketing network communication (interrelated sector of tourism sector)					
16. Overall partnering of gyms or cooperation with related services, e.g.; hotel, tour operator, airline, airport service					
17. Muay Thai gyms have supporting services, e.g.: accommodations; entertainment, restaurants					
18. Muay Thai establishments in Thailand have been accredited for quality under the Muay Thai Committee					
19. Joint promotional activities					
20. Support for local and regional events					
21. Joint gathering of marketing intelligence					

6.3: Government policy interaction

Explanation: Please put the sign \surd in front of your chosen answers.

Level 1: Interaction Lowest

Level 2: Interaction Low

Level 3: Interaction Moderate

Level 4: Interaction High

Level 5: Interaction Highest

Consumer behavior Government policy interaction	level of interaction				
	5	4	3	2	1
Difficulties in traveling	-	-	-	-	-
1. Immigration restrictions					
2. Visa requirements					
3. Civil disorder and terrorism					
4. Tourist taxes					
Tourism organization marketing promotion					
5. Foreign destinations' advertising campaigns					
6. Tour operator's brochures					
7. Travel agent's special promotion					
8. joint promotion activities					
9. Support for local and regional events					
10. Joint gathering of marketing intelligence					

Section 7: Recommendations

.....

Thank you

APPENDIX B

INTERVIEW FORM

In-depth Interview

Model for Development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network

Objectives 2: To evaluate the potentials of private sector/government sector of the Thai-Japanese creative Muay Thai tourism network.

Flow Chart Interview

Item	Contents	Questions
Introduction:	<ul style="list-style-type: none">• Overview topic and purpose	The interview contained topics and purposes to evaluate the potentials of private sector/government sector of the Thai-Japanese creative Muay Thai tourism network as a part of an attempt to create the model for Development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network Opening question
Current situation	Background information on private sector/government sector	How did your agency create profiles of businesses in partnering tourism and relationships?
1. Management	<ol style="list-style-type: none">1. Role of stakeholders of network2. Vision3. Leadership	<ul style="list-style-type: none">• What are your agency's role in different types of organizational structure of network?

Item	Contents	Questions
	4. Organization	<ul style="list-style-type: none"> • What types of actors in the regional tourist industry?) For example <ul style="list-style-type: none"> - Main types of actors - Tourist operators - Supplier - Supporters • What are the roles of governmental agencies and stakeholders in their cooperation to develop networking relationships? • What do you have vision and leadership? • How are you management organization?
2.financial/Budget	<ul style="list-style-type: none"> - terms of budget - source of fund 	<ul style="list-style-type: none"> - How ready is your agency in being part of the network in terms of budget, source of fund, pooling expertise and resources to better access external funding? - How many number of projects for develop Muay Thai tourism ? - Result of performance projects
3. Human	<ul style="list-style-type: none"> • Knowledge • Skill 	<ul style="list-style-type: none"> - What is knowledge and skill level? - How ready is your agency in being part of the network in terms of human resource?

Item	Contents	Questions
4. Marketing	Marketing related activity types	<p>- Please describe your agency's market potentials in terms of business?</p> <ul style="list-style-type: none"> • Product & service • Price • Place • Promotion • Communications
	Marketing network relationships partnership activity: Interaction of actors in tourism networks	<p>- Could you explain your agency's process of developing international marketing network relationships?</p> <p>- How has your agency engaged in marketing network relationships including joint promotion activities, lobbying activities, support for local and regional event, joint gathering of marketing intelligence etc?</p>
9. Conclusion	<ul style="list-style-type: none"> • Summarizing with confirmation • Review the purposes and checking if anything has been missed • Thanking and dismissal 	Do you have anything to add regarding potentials of private sector/government sector of the Thai-Japanese creative Muay Thai tourism network and the impact of developing networking and opportunity, etc.?

In-depth Interview
Model for Development of the Thai-Japanese
Creative Muay Thai Tourism Marketing Network

Objectives 3 : Tourism policy implementation analysis for the promotion of creative Muay Thai tourism

Flow Chart Interview

Item	Contents	Questions
Introduction	<ul style="list-style-type: none"> • Overview topic and purpose 	Please answer the interview questions including topics and purposes of Tourism policy implement analysis to promote creative Muay Thai tourism as a part of an attempt to create the Model for Development of the Thai-Japanese Creative Muay Thai Tourism Marketing Network
Current situation	Background policy promoting tourism Creative Muay Thai tourism	Please explain why you show interests and support for Creative Muay Thai tourism
Policy implement	sectors to promote	<p>What are the sectors involved in the promotion of creative Muay Thai tourism?</p> <p>In policy implementation, what are the roles of stake holders in joint promotion of activities, support for local and regional events, joint</p>

Item	Contents	Questions
		gathering of marketing intelligence etc?
Results from implement policy	success in getting in policy promotion for creative Muay Thai tourism	How many are project to success in getting in policy promotion for creative Muay Thai tourism?
Budget	Budget for promoting creative Muay Thai tourism	Could you explain your budget allocation in different projects?
Outcome	Effectiveness	How did your agency participate in the development of policy, implementation, getting them to share in distribution of outcome and tourists?
Conclusion	<ul style="list-style-type: none"> • Summarizing with confirmation • Review the purposes and checking if anything has been missed 	Do you have anything else to add regarding government policy implementation?

BIOGRAPHY

NAME

Miss Nattada Srimuk

ACADEMIC BACKGROUND

Bachelor's Degree with a major in Finance from University of the Chamber of Commerce, Bangkok, Thailand in 1984

Bachelor of Law from Thammasat University, Bangkok, Thailand in 2007

Master's Degree in Business Administration from Kasetsart University, Bangkok, Thailand in 1993

Master's Degree in Political Science from Thammasat University, Bangkok, Thailand in 2001

PRESENT POSITION

Assistant Professor