

A study of sport tourist spending behavior in Thailand

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Abstract

This research is aim to study the behavior of spending money for sports tourism of foreign visitors. By personal characteristics, including education, to spend money to explore the behavior of foreign tourists, sports tourism to study the activities of sports tourism to foreign tourists visiting Thailand.

The research is in the form of quantitative research. (Quantitative Research) This study will focus on the population. And a sample of foreign tourists traveling to Thailand and with the objective to explore sports oriented 400. The study found that foreign tourists have a different status and have a habit of spending money to tourism in the sport that is the purpose of sports tourism in the country sports tourism in Thailand. What to consider Type in your favorite sport or tourism, sports tourism, sports options, through any channel and also the favorite sport to sport or tourism with most anyone who influence the decisions of different kinds of sports.

Keywords - Tourist behavior, Tourism management, Sport tourism, spending behavior

Introduction

Tourism is an industry in service sector which has the important role affecting overall economic system of Thailand because it generates primary income of the Country; moreover, it is the industry generating many relevant businesses as, in each year, (Chantouch, 2008) it can generate income into the Country in foreign currency for hundred billion Baht. The Tourism Authority of Thailand (TAT) forecasts the tendency of tourists who would travel to Thailand in 2012, total 19 million tourists, generating income approximately 1.4. Trillion Bath

Obviously, (weera, 2016) tourism is very accepted and important business sector in Thailand which is the main national income and gain very huge money in each year. Moreover, (Department of Tourism, 2012) Thai government concern this point, it lead to Thai government Cabinet approved the establishment of the Ministry of Tourism and Sports by year 2002. Then tourism industry segment now is very significant for every Thai government to drive the nation to success to world economic as it can be seen from the Table 1 total amount of international tourist arrivals in Thailand during 2009-2012.

Regional	2012		2011		2010		2009	
	Number	%Share	Number	%Share	Number	%Share	Number	%Share
East Asia	12,502,194	56.06	10,345,866	53.80	8,167,164	51.25	7,076,190	50.01
Europe	5,617,817	25.19	5,101,406	26.53	4,442,375	27.88	4,059,988	28.69
The Americas	1,080,148	4.84	952,519	4.95	844,644	5.30	853,381	6.03
South Asia	1,289,641	5.78	1,158,092	6.02	995,321	6.25	826,437	5.84
Oceania	1,046,753	4.69	933,534	4.85	789,632	4.95	737,459	5.21
Middle East	604,659	2.71	601,146	3.13	569,334	3.57	483,983	3.42
Africa	161,853	0.73	137,907	0.72	127,930	0.80	112,403	0.79
Grand Total	22,303,065	100.00	19,230,470	100.00	15,936,400	100.00	14,149,841	100.00

Table 1 Total international tourist arrivals in Thailand during 2009-2012

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In additional, Thai government and private sector should focus on to develop in every dimension of tourism industry and motivate to the international tourist pay more attention about Thailand tourist attraction place. Especially, sport tourism is now import part of tourism industry, so that the Ministry of Tourism and Sports must launch the policy to promote the sport tourism area, for example the curriculum in sports such as boxing, takraw (Thai traditional sport) that initially will be courses Thailand. However, they are adapted to be English version to promote the sport of Muay Thai (Thai boxing) Takraw (Thai traditional sport) Thailand with the international tourist. The concept of government agencies found that the problem is a priority and strategic plan for the development of sports tourism to support or establish clear guidelines for the development of concrete.

This study is to survey and study the spending habits of funds for tourism, sport tourism, educational tourism, and sports event in the Thailand. It is the first study in order to gather important information that the research will be used to create a strategic plan to develop sports tourism such as the development of tourism in every related part to the public and private sectors.

Objectives of Study

1. To study and compare sport tourist spending behavior
2. To survey sport tourist behavior in Thailand
3. To study spot tourist behavior with sport activities in Thailand

Literature Review

The researcher collected and read the primary data as text, text theory, related research that integrated as The Definition of Tourism varies source by source, person by person. There is no consensus concerning the definition of tourism. Nearly every each institution defines "Tourism" differently. (weera, 2016) But when it comes to explain it with the basic terms, we can sum it up as follows "Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and the hospitality services provided for individuals or groups traveling away from home" (Macintosh and Goeldner,1995) "The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and host in these tourists and other visitors"

However, the first person who give the definition of tourism as Guyer and Feuler in 1905 as A phenomenon unique to modern time which is dependent on the people's increasing need for a change and relaxing, the wish of recognizing the beauties of nature and art and the belief that nature gives happiness to human beings and which helps nations and communities' approaching to each other thanks to the developments in commerce and industry and the communication and transportation tools' becoming excellent. In additional, UNWTO (United Nation of World Tourism Organization) defined it as indicated that Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

(Stephen D. Ross, 2001)The sport tourism situation in Thailand is now paid more attention from international tourist according to, Sport tourism refers to the experience of travel to engage in or view sport-related activities. It is generally recognized that there are three types of sport tourism: Sport Event Tourism, Active Sport Tourism, and Nostalgia Sport Tourism. Several conditions have aided in the increased popularity of sport-tourism. The main factors that have contributed to this growth are:

1. Economic forces
2. Technological innovations
3. Attitudinal and Value changes

In case of Thailand tourism situation, International arrivals to Thailand from 2000 to 2015 show a significant rise from 2000 onwards. If we take the year 2000 as an easy benchmark with 10 million visitors at

the time, we reached 26.55 million visitors in 2013, an increase of 165 %. Arrivals decreased by 6.54% during 2014, in a year that saw massive political demonstrations, followed by the military taking over the government. A recovery occurred in the final quarter of that year, and 2015 saw a boom in arrivals, almost up to 30 million. Riots and political uncertainty in 2010, major flooding of a large part of Thailand and northern Bangkok end 2011, and political demonstrations end 2013 and ongoing into 2014. Anti-government demonstrations occupied most of the first half of 2014, and were followed by declaration of martial law, and a military (bloodless) Coup d'Etat on 22 May 2014. The military government since then Bombing of the Erawan Shrine on 17 August 2015 likely had some negative effect on the number of arrivals. Thailand's tourism industry contributes a big chunk to the country's GDP. While about 10 years ago, the industry contributed about 6.5% of Thailand's GDP, lately we can estimate that it contributes between 9 and 10 %. When seeing the number of tourists, and the number of tourist destinations and hotels, one would actually expect an even more substantial portion of GDP. But Thailand's tourism industry, while very visible, brings in less money than other service industries, and certainly less than its manufacturing industry. Totaling everything, in 2012, tourist revenue amounted to a staggering 983,928 billion Thai baht. This was more than 34 billion U.S. Dollars at the exchange rate at the time. On average, visitors spend about 4,800 Thai baht per day, and stay about 10 days. Data for 2015 on tourism receipts from international arrivals are available for the first half of the year. 21.443 billion U.S. Dollar was received with average expenditure per tourist of 149.44 U.S. Dollar per day. (Exchange rate at the time: 32.95 baht/1 dollar) (Online <http://www.thaiwebsites.com/tourism.asp> 14/08/2016)

Research Methodology

This study is survey research that name as A study of sport tourist spending behavior in Thailand that The researcher has been done as the steps bellowing

Study site

This study will find out and include the satisfaction of tourist who come to travel in area of sport and activities in Thailand. The population of this study is international tourists who attended and sport travel in Thailand the period September 2015 to March 2016

Sample

This study will estimate the size of the sample and set ratio in case of an unknown number of people. (Zikmund, 2003, p427). Sample size is important in research on a sample of the data obtained from the sample is enough to make it a valuable research. Sample size it is suitable for the study based on research that will allow a much inaccurate that is acceptable. The sample size can be calculated from the formula. If we cannot know the people the formula will be set as a ratio people or approximately 385 people

Instrument

This study use 2 ways of statistics to analyze the data as Descriptive statistics and Inference Statistics as the following

- Descriptive statistics is the discipline of quantitatively describing the main features of a collection of data. Descriptive statistics are distinguished from inferential statistics (or inductive statistics), in that descriptive statistics aim to summarize a data set, rather than use the data to learn about the population that the data are thought to represent. This generally means that descriptive statistics, unlike inferential statistics, are not developed on the basis of probability theory. Even when a data analysis draws its main conclusions using inferential statistics, descriptive statistics are generally also presented. For example in a paper reporting on a study involving human subjects, there typically appears a table giving the overall sample size, sample sizes in important subgroups (e.g., for each treatment or exposure group), and demographic or clinical characteristics such as the average age, the proportion of subjects of each sex, and the proportion of subjects with related co morbidities.

- Inferential statistics is the process of drawing conclusions from data subject to random variation, for example, observational errors or sampling variation. More substantially, the terms statistical inference, statistical induction and inferential statistics are used to describe systems of procedures that can be used to draw conclusions from datasets arising from systems affected by random variation such as observational errors, random sampling, or random experimentation. Initial requirements of such a system of procedures for inference and induction are that the system should produce reasonable answers when applied to well-defined situations and that it should be general enough to be applied across a range of situations. The outcome of statistical inference may be an answer to the question "what should be done next?", where this might be a decision about making further experiments or surveys governmental policy.

• The 400 of questionnaires were used for collecting the data from international tourists around Bangkok that questionnaires divided in to 3 parts as a personal information part, satisfaction of behavior of spending in sport tourism and the consumer needed part. After collecting all the data that would be processed in statistic program of SPSS to use for analyze the data later on.

Results

This part is the results of the study paper that analysis are presented. The data were collected and then processed in response to the information 1 of this study. Then the results will be seen as the following

The first part: Demographic information

From 400 respondents is found that the majority of respondents were male 237 that counted as 59.25 percent and 163 female that counted as 40.75 percent. Whereas the majority, age of respondent is aged between 25-35 years that counted 63.50 percent (284people) and followed by 36-45 years that counted as 17.25 percent (69people), followed by the 45 years as 11.75 percent (47people), and less than 25 years as 7.50 percent (30people)

The educational of respondents that can be seen that the most of them are studying in undergraduate 239 people that representing 59.75 percent, lower than a Bachelor of 124 people that representing 31.00 percent and master degree as 37 people that representing 9.25 percent.

In term of annual income, the average annual income of more than 40,000 USD but less than 50,000USD as 30.50 percent, followed by more than 60,000 but less than 70,000 USD that accounted for 24.50 percent, followed by more than 50,000 but less than 60,000 USD that represented 58 people as 14.50 percent, followed by more than 20,000 but less than 30,000 USD by 55 people that represented as 13.75 percent, followed by more than 10,000 but less than 20,000 USD total 53 people that counted as 13.25 percent and less than 10,000 USD 10 people that represented as 2.50 percent

The second part: international sport tourist behavior

The main reasons why the international sport tourist come to travel in Thailand that is found that the relaxation and entertaining 277 people is the majority of the reason that represented 69.25 percent, followed by the opportunity to play own favorite sport 48 people that represented as 12.00 percent.

The reason why the international sport tourist choose and relies to travel in Thailand that can be seen that the majority answer cost and pricing as 132 people that counted 33.00 percent, followed by the challenge and excitement of playing 128 people as 32.00 percent, followed by Variety of sport selection 75 people that counted 18.75 percent, followed by the safety of the sport 53 that represented 13.20 percent and the other 12 people as 3 percent.

The distribution channel to buy sport travel in Thailand that found that travel is the most choosing to 131 people that representing 32.75 percent, followed by the tour counter various locations 108 people as 27.00 percent, followed by contacts through travel as 89 people the counted 22.25 percent, followed by the website 72 people as 18.00 percent.

The way of payment of sport tourist is found that the most of the payment in cash of 283 people that accounted for 70.75 percent, followed by the credit card 99 people as 24.75 percent and followed by debit card as 18 people that counted 4.50 percent.

Which source that the sport tourist get the information that is found that the tourism magazine is the majority of information source 314 time that counted as 28.42 percent, followed by handbill 229 times that represented as 20.72 percent, followed by advertisement sign 142 times as 12.85 percent, followed by website 141 times as 12.76 percent, followed by tourism event 101 times as 9.17 percent, followed by advertisement Email 62 times as 9.14 percent, followed by newspaper 61 times as 5.52 percent, followed by radio 30 times as 2.71 percent and television 25 times as 2.26 percent.

The third part: Tourism supply Analysis

• Natural Resources

The supply side of tourism in case of natural resources in Thailand is appropriate with sport tourism that is the highest level (= 4.45, SD = 0.466 such as sea canoe, see kayak, followed by Thailand with its beautiful and abundant natural resources as (= 4.47, S.D. = 0.500) and Thailand has rich natural resources make travel possible for everyone and a level (= 4.40, S.D. = 0.491).

• Infrastructure

It is found that the elements of the supply side of tourism. The overall infrastructure is at the highest level (= 4.47, SD = 0.360), considering each aspect and found that one was in a playoff system to facilitate tourism, sport (= 4.53, SD = 0.500). the second is in a geographic area that is suitable for tourism, sport or sport (= 4.41, SD = 0.492), and followed by the country offering information, tourism, sport and clearly gives access to tourism. Sports easier (= 4.20, SD = .401).

• Transportation

It is can be seen that the opinions of the supply side of tourism. Transport and transport equipment were at a high level (= 4.16, SD = 0.373), considering each aspect, it was found that the number one is accessible tourism,

sport is easy because transport is associated with efficiency (= 4.19, SD = 0.393), followed by the tourists can use the transport system in the United States has to make to get the facility to play beach sports (= 4.18, SD = 0.385), and was a minor. for a vehicle that passenger safety will ensure that sports tourism will be the highest safety (= 4.12, SD = 0.535).

- **Amicability Cultural Resources**

It is found that the hospitality and cultural resources were at the highest level (= 4.47, S.D. = 0.475). Moreover, the sport tourism provider such as lessor and tourism are friendly and ethical service (= 4.49, SD = 0.501), followed by the people of Thailand to welcome you as well as ensuring that. Sports tourism is in (= 4.47, SD = 0.500), and the second is the culture that the country has a unique interest in tourism (= 4.46, SD = 0.499).

Conclusion

The supply side of tourism Infrastructure issues the logistics and transport equipment. There is correlated with spending money for sports tourism of foreign visitors such elements are very important for tourism in the country, such as forests, mountains and the sea, which offer infrastructure to support tourism, sport properly and a variety of sports that can be presented to the tourists efficiently the tourist attraction

In additional, the release of sport tourism information that is collect and credible, it lad to motivate sport tourist come to visit the places of interest in the sport properly and according to their own needs. Moreover, the transport system and transport equipment that diverse and reasonable prices are cheap compared to the value of foreign currency. These facts are attracting visitors interested in tourism in Thailand with low cost. Therefore, it is related to the behavior itself.

This study can be discussed and concluded as the bellowing

1. When the personal and characteristics of sport tourist are different that led to influence to sport tourist spending behaviors. Then the areas that can bring about personal characteristics to be used in planning marketing strategies in order to create the right strategy and can be used to reach target audiences more effectively.

2. The study indicates that the behavior of the target audience. These can lead to behavioral issues in areas such as travel time, cost or form of payment. Use in strategic planning so that they can present the structure of the development of sports tourism more effectively and efficiently.

3. It can be found that infrastructure and transportation equipment were associated with behavior. The government and public sector community should conserve natural way. And support to remain sustainable. The accelerated development of tourism to link the information. Transit to support and encourage foreign tourists to travel more sports oriented.

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