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AN ENHANCEMENT OF INTERNATIONAL TOURISTS TO BANGKOK, THAILAND: INFLUENCE FACTORS

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Abstract- Tourism is an increasing important industry for Thailand nowadays and in the future. The purpose of this paper was to study influence factors to the enhancement of international tourists to Bangkok, Thailand. This was a mixed research methods which utilized Meta-Analysis, Survey Research, and Delphi Technique and integrated with the output from focus group. The findings revealed that the main influence factors to increase the number of international tourists were the attractiveness of tourist destinations around Bangkok, the confidence in insight knowledge and service quality from the tourism service providers. In addition, the supporting influence factors to increase the number of international tourists were the safety and security provided for international tourists and the available of tourist information.

Keywords- Influence Factors, International Tourists, Enhancement

I. INTRODUCTION

The UNWTO reported in 2013 that there was an increasing of world tourists from 1,035 million to 1,087 million or about 5 percent and it was expected that in 2030 the world tourists would be increased into 1,800 million (Ministry of Tourism and Sport, 2015). In addition, the expansion of world tourists would be expected in developing countries more than developed countries. For Thailand, the tourism has been expanded continuously and it is the major sources of foreign exchange income for Thai economy. Not only tourism had helped to expand the economy and jobs, but also expand the growth of infrastructure all over the country. Whenever there is a recession, one of the best economic solutions to cure the recession is the promotion of tourism which is called a sustainable strategic solution (Ministry of Tourism and Sport, 2012).

The new national tourism strategic plan will have to be congruence with the national plan of the new government to use many skills in many important areas such as spa, massage, Thai food and dessert, conference, exhibition, and so forth. The master card have set the best tourist destination of the world, and it is reported that Bangkok, Thailand has been number one of the world in terms of number to tourists or about 21.47 million per year whereas London, Paris, Dubai, and New York respectively. (Today.line, 2016).

This is the best evidence to proof that Bangkok has a very high potential to be the best tourist destination now and in the near future. Therefore it is important to study in depth to understand the influence factors to increase the number of international tourists to visit Bangkok, Thailand and the findings of these studies will be used to create a proper marketing campaign and strategic national plan to promote better for national strategic plan for enhancement of the sustainable tourism and related service industries.

II. DETAILS EXPERIMENTAL

2.1. Objectives

The first objective of the study was to perform meta-analysis for tourism and service in the areas of Bangkok, Thailand.

The second objective was to study the current situation of the problems and setback of the marketing plan to increase the tourists. Third objective was to study the future of Thai tourism and service in Thailand. Fourth objective is to study the influence factors to increase the number of tourists in Bangkok, Thailand.

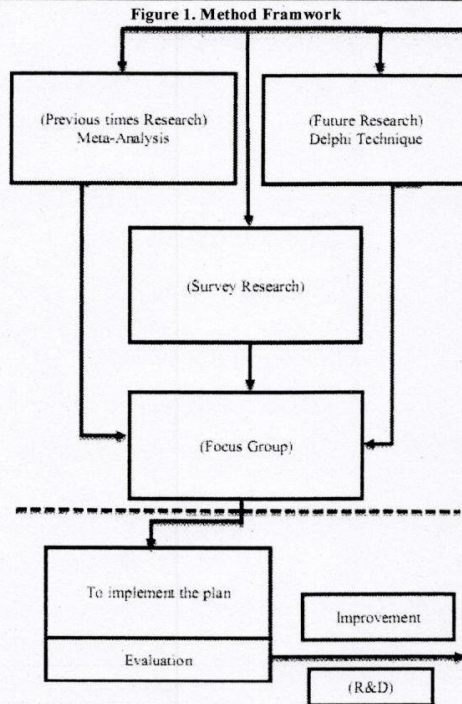
2.2. Steps in doing the study

There were seven important steps in doing the study by using the format of S. Koolrojanapat (2016). First, state the problem of tourism and seek more information from many secondary sources and library. Second, choose the related literature review and sum up the important matter.

Third, evaluate the quality of the literature review. Fourth, find the evidence of the literature and biography of author. Fifth, choose to analysis the data with meta-analysis.

Six, the presentation of the findings with the use of statistics. Seven, explain the findings and discussion. In addition, the step of research included three steps.

The first step was to collect all important information about tourists in terms of their needs, problems, and setback of their visiting Bangkok, Thailand. The second step was to do the focus group with all the experts in the field and then used the content analysis. The third step was to gather comments and questions of the respondents in order to summarize and develop the marketing plan to suit with the objectives of this study.



III. RESULTS AND DISCUSSION

The study of the influencing factors that can increase the number of tourists in Bangkok, Thailand. There were two different factors which included the principle factors and supplement factors. The principle factors included the tourist attractions, transportation business, lodging business, food and restaurants business, and tourist business. Whereas the supplement factors included souvenirs business, conference business, information business, safety and service business, and entry and exit service providing.

3.1. TBC system Composition of

Principle factors	Supplement factors
1. Tourist attraction in Bangkok vicinity	1. Souvenir business for tourists
2. Transportation business for moving tourists	2. Conference Business
3. The lodging business and hotel business	3. Information service providers
4. Food and restaurants business as well as beverages	4. Safety and service providers
5. Tourism business such as guide tour	5. Enter and exit service providers

Table 1 shows the percentage of the importance of factors that influence the principle factors

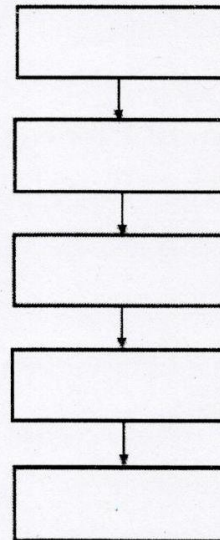
Important factors	Meta-Analysis	Delphi Tech.	Surrey R	Percent	Rank
	100%	100%	100%		
Principles factors					
1. Tourist attraction in Bangkok vicinity	90	100	96.7	95.56	1
2. Transportation business for moving tourists	70	88.24	81.7	79.97	5
3. The lodging business and hotel business	80	88.24	96.7	88.3	4
4. Food and restaurants business as well as beverages	80	94.12	95.8	89.98	3
5. Tourism business such as guide tour	80	94.12	96.7	90.26	2

From table 1. It revealed that the principle factors were ranked according to its importance respectively as follows.

Table 2. shows the percentage of the importance of factors that influence the supplement factors

Important factors	Meta-Analysis	Delphi Tech.	Surrey R	Percent	Rank
	100%	100%	100%		
Supplement factors					
1. Souvenir business for tourists	60.00	58.82	70.83	63.22	4
2. Conference Business	30.00	47.06	16.67	31.24	5
3. Information service providers	80.00	94.12	93.33	89.15	2
4. Safety and service providers	80.00	100.00	100.00	93.33	1
5. Enter and exit service providers	70.00	88.24	93.33	88.52	3

From table 2. It revealed that the supplement factors were ranked according to its importance respectively as follows.



DISCUSSION

From the findings, it revealed that the most important factor influencing the increase of the tourists was tourist attraction in Bangkok, Thailand. This result concurred with Siravit Koolrojanpat (2016) in the past that tourist attraction was the major influencing factors to draw many new tourists from both domestic and international market. It also concurred with the finding of Leechai Panyawongkam, (2010) who did the research about tourism and found that the important of conserve and maintain the tourist destination in proper value will attract more tourists in the near future. However, the supplement factors were also important in this study and factor that can be considered as the most important supplement factors were the safety of the tourists. The safety factor was always important in the mind of the tourists. Safety form the local crimes such as pickpocket, rape, and murder as well as from the political crisis such as the national protest or the big demonstration on the street with violent to general people.

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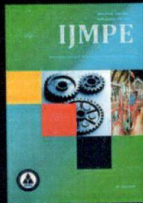
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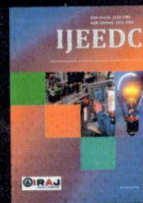


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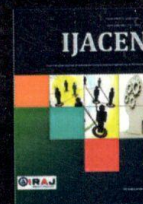


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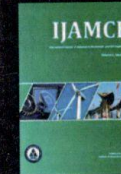
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