

INFRASTRUCTURE SECURITY SUPPORTING SYSTEM, ROLE OF TOURIST POLICE AND PUBLIC PARTICIPATION EFFECTING TOURING SAFETY IN CHONBURI PROVINCE

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ABSTRACT

Tourists created income and employment to people. The decreasing of number of tourists because of unsafe issues, the safety of tourists was important. The research objectives were studying the relationships and effects of infrastructure, security supporting system, role of tourist police and public participation effecting touring safety in Chonburi province. The samples were 320 foreign tourists who traveled to Chonburi province, the instruments were 5 levels rating scale questionnaires with .82 reliability, the analysis were made by descriptive statistic and structural equation modeling, the findings were infrastructure, facility supporting system and role of tourist police had the significantly high positive effect to touring safety and public participation had the significantly low positive to touring safety. The findings contributed to making the policies of infrastructure developing, facility supporting system and tourist police performance developing for touring safety.

Keyword: infrastructure, security supporting system, role of tourist police, public participation, touring safety

INTRODUCTION

The 34,431,489 tourists traveled to Thailand in 2018, increased 7.53 percent more than the previous year and created revenue 2.16 trillion Baht (Ministry of Tourism & Sports, 2018). Tourism in Thailand created 1,433.5 billion Baht of GDP or equally 9.7 percent of overall national GDP, increased employment 15.5 percent (5,834,000 positions), 4 percent increasing of the number of tourists and 5.5 percent increasing of employment (6,154,000 positions) in 2019 (World Travel & Tourism Council, 2018). Public and private sectors made the special attention in tourism, the decreasing of number of tourists due to injured or died tourists, the touring safety was important to tourism industry and national income. Security assurance can create new tourists and repeated tourists.

Several factors involved touring safety, safety and quality accommodation, fast-connecting information technology, quality of public transportation at the tourist attraction, legal enforcement and procedure of tourist police (Latiff and Imm, 2015). Crime administration, public security, surveillance cameras, road lightning, smart city with efficient connecting communication (Mawby et al., 2016) surveillance cameras and road lighting contributed female tourists felt safe on public transportation in the evening (Amir, Ismawi Ismail and See, 2015).

Chonburi province was far from Bangkok 81 kilometers, Bangsaen and Pattaya have the foreign well-known beautiful beaches, 13.81 millions of visiting tourists, 2.06 trillion Baht of revenue increasing 38.10 percent than the previous year 2015 (Cholburi Statistical Office, 2018), Unsafe tourism trouble in Cholburi such as 2 died-Chinese in speed boat accident on August 28, 2013 at Pattaya Bali hai pier (Committees of Tourism & Sports House of Representatives, 2013), there were monthly 608 road accidents and yearly increasing (Pudchaya Sittisorn and Jatupat

Mekpariyup, 2017), because of more of private cars, public bused and vans, the more accidents increasing (Samai Chotisakul and Surames Piriyawat, 2000).

LITERATURE REVIEW

Risk factors influencing the touring safety as following; natural disaster and air pollution that effected to touring health (Islam, 2015), epidemic and spread of dengue fever, yellow fever and Ebola affected to 10 million tourists in Malaysia and medical fee were 12 billion USD (Rossello, Santana-Gallego and Awan, 2017), SARS epidemic, crime, terrorism, unsafe food, climate change, natural disaster affected to healthy and touring safety (Tan, Chong and Ho, 2017), tourists perceived and fear of epidemic of disease and so they wouldn't dare to visit Thailand (Rittichainuwat and Chakraborty, 2009)., accident, crime, theft and holdup (Mburugu and Rotich, 2015), natural disaster of tourist attractions or destination affect the decreasing tourism due to unsafe feeling (Bentley, Page and Walker, 2004), natural disaster and accidents such as earthquake, tsunami and floods caused tourists to be unsafe (Fuchs and Reichel, 2011), the accident of public transportation, crime, unsafe and poor ventilation of accommodation affected infection (George, 2003), natural disaster and climate change affected touring safety (Kordic, Zivkovic, Stankovic and Gajic, 2015), terrorism, war disaster, crime, natural disaster and epidemic of disease affected to cancellation (Meta-Lima, et al, 2013), inaccessibility medical treatment promptly (Liu and Gao, 2008), terrorism, war disaster were the major factors of not travelling (Chen, Qiao and Liu, 2009).

Objective

To study the relationship and effect of infrastructure, security supporting system, role of tourist police and public participation effecting touring safety in Chonburi province.

Limitation

1. The samples were 320 foreign and English-communicated Tourists who visited Banglamung and Muang district in Cholburi province. Acquisition of samples was randomly proportional to the type of accommodation.
2. The studied factors were (1) infrastructure that comprised of 3 manifest variables as following: public transportation, accommodation and information technology & communication (2) security supporting system that comprised of 3 manifest variables as following: efficiency and adequate of surveillance cameras, road lighting and touring facilities (3) the role of tourist police that comprised of 3 manifest variables as following: security care, information supporting and touring assistance (4) public participation that comprised of 3 manifest variables as following: planning, administration and perceived benefits and (5) touring safety that comprised of 4 manifest variables as following: healthy effects, crime, natural disaster, war disaster and terrorism.

METHODOLOGY

The analysis of this research was done by structural equation modeling, having 16 manifest variables, 320 samples , researcher constructed and translated the instruments to English language by English native speaker who really understood in Thai and inspected the translation by Thais who were English specialists after that checking the quality of CVI (CVI=0.80-1.00), the result of try-out was .82, collecting the data with 320 tourists individually at the accommodation, the data analysis were made by descriptive statistic as following, maximum, minimum, skewness, kurtosis, mean, standard deviation to explain 16 manifest variables and analyzed the structural equation

model that contributed to test the relationship and the influencing among the studied latent variables.

FINDINGS

1. The 5 manifest variables had the high important levels as following: infrastructure ($\bar{X} = 4.17$, S.D. =0.59), security supporting system ($\bar{X} = 3.92$, S.D. =0.56), role of tourist police ($\bar{X} = 4.01$, S.D. =0.74), public participation ($\bar{X} = 3.94$, S.D. =0.70) and touring safety ($\bar{X} = 3.93$, S.D. =0.70).

2. Analyzing the relationship among manifest variables by using Pearson's correlation coefficients found that all manifest variables were positively significantly related with touring safety at the statistical level .01 and correlation coefficients were between .47 to .82, the most related pair .82 were infrastructure and security supporting system and the less related pair .47 were role of tourist police and infrastructure.

3. The result of path analysis via Structural equation modeling was fit to be a relationship model among infrastructure, security supporting system, role of tourist police, public participation influencing positively significant to touring safety with the effects were .88, .56 and .47 respectively, public participation influencing positively significant to touring safety with the .46 effected.

CONCLUSION

Touring safety had several influencing factors, public and private sectors including stakeholders also were necessary to participate in care, promotion and developing other factors that contributed to increase touring safety because the perception of safety was a important factor for revisiting.

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