TITLE TOURISM BEHAVIOR OF THAI VISITORS IN BANGKOK METROPOLITAN

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Abstract

This research has objectives for 1) studied the travel behavior of tourists and travelers 2) studied the factors that had influence to average expense of tourists and travelers and 3) studied flexible value of average expense per income of tourists and travelers by gathered data from survey with questionnaire with Thai tourists and travelers that traveled in 2018, participant as 400 persons by use the data analysis of travel behavior and by use frequency, percentage and multiple linear regression equation for find the factor that had influence per average expense. Studied results found that travel behavior of tourists and travelers, by average expense behavior per day of most of tourists and travelers had expense 5,501 – 10,500 baht. Main objective of travel, most of them for tour and relaxation. Travel frequency, most of them travel 2-3 times/year. Categories of destination place, most of them went to shopping. Studies results the factor that had influence per average expense in Bangkok of Chinese tourists found that age, single status, amount of joint in travels and amount of average holidays in 1 year varied with average expense. While income per month, categories of destination place, shopping mall, rests place such as hotel, means of transport such as airplane varied with average expense. Factor that had influence to average expense in Bangkok of Chinese traveler found that income per month, means of transport by bus and airplane, amount of average holidays in 1 year, categories of destination place such as shopping mall and ancient remains/temple varied with average expense.

Key word : Tourism Behavior, Bangkok, Chinese Tourist

1. Introduction

"Tourism has become one of the most important phenomena of modern life and it has proved remarkably resilient in times of economic recession" ([1]). Tourism in Thailand has played a significant role in the Thai economy by generating revenue in excess of 800 billion Baht per year ([2]). Recently, domestic tourism has been fueled by the rapidly rising income level of middle class. This rise in disposable income has led Thais to search for tourism destination aboard.

During the last seven years, the number of outbound tourists has doubled, implying a growth rate of 15% annum ([3]). According to the TAT statistics report of 2012-2016. Chinese tourists traveling to Thailand have a higher average expenditure rate per person than other international tourists traveling to Thailand. The report also shows that the number of Chinese tourists to Thailand was increasing every year.

The tourism industry is a major industry that plays an important role in the development of the country's economy. Because it is an industry that can generate a lot of income for the country. It generates income in the form of foreign currency, create economic hardness. In addition, tourism promotion contributes to employment in different areas and the creation of careers in both direct tourism and employment in other sectors that are more relevant. This has resulted in a decrease in foreign tourism. Therefore, it is dependent on tourism in Bangkok, which is a tourist destination that generates a lot of income for the country. However, how much tourist tourism revenue will depend on the important factor is the average cost of tourists. If the average cost can be increased, it will result in increased revenue, but stimulating the average cost. It is necessary to study factors that affect average costs in order to develop policies to promote tourism to meet the target audience to help the tourism industry.
Objective

The purpose of this research was to study tourism behavior within Bangkok and study the factors that influence the average cost in Bangkok and study the resilience of the average cost to the income of tourists and excursions.

Literature Review

Tourists Characteristics

Attempts to segment a particular market by traveler or demographic characteristics have been very popular ([4]). The demographic profiles of the tourists' characteristics consist of gender, age, marital status, education level, occupation, and income. The major of information collected and required for making tourism decision has important issues; there are tourists demographic, time and duration of visit, expenditure, purpose of visit, type of transportation used, and types of accommodation used ([5]) affecting decision and interpretations. The predecision and the decision process is the part that concerned with the flow of events, from tourists stimuli to purchase decision ([6]). This process can be describing the behavior of the tourists in term of tourists' personality, learning, and motivation. Another theory is the grounded theory development is a holistic approach that encompasses the details, complexities and nuances of experiences during travel. Grounded also includes detailed descriptions of behavior processes ([7]).

Purchase Consumption Systems (PCS) is useful for grounded theory construction of tourism behavior ([8]). Some study considered how tourists behavior might evolve in the future in terms of who will be traveling, what tourists will be buying and how they will buy tourism products. The future of tourists' behavior is influenced by a range of 7 factors; they are economic, political, industry marketing, the influence of media, experience, technological and social factors ([9]).

Consumer behavior refers to the process of acquiring and organizing information in the direction of a purchase decision and using and evaluating products and services ([6]). In order to take adequate actions in the area of tourism marketing one must understand how people perceive things such as destination areas, travel distance, air travel and travel advertising; how they learn to consume and travel, how they make travel decisions, and how personality affects tourist decisions ([6]).

[4] Andereck, K., and Caldwell, L.L. (1994). Variable Selection in Tourism Market Segmentation Models. *Journal of Travel Research, 33(2)*, 40-46.
[5] Dickman, S. (1989). Tourism: An Introduction Text. Riverwood: Ligare Pty
[6] Moutinho, L. (2001). Consumer Behavior in Tourism. *European Journal of Marketing 21(10)*, 5-43.
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Micro-economic Analyses of Tourist Expenditure

Understanding tourist expenditure is critically important because "tourism is an expenditure-driven economic activity" and "the consumption of tourism is at the centre of the economic measurement of tourism and the foundation of the economic impacts of tourism" (Mihalic, 2002, p. 88).

Analysis of tourism demand has been predominantly at the macro-economic level that uses aggregated data such as total arrivals and expenditure in a tourist destination by a market (Rosselló-Nadal, Riera-Font, & Capó-Parrilla, 2006). This relates to a high degree of variance in cross-sectional data, which makes modelling an individual's demand for a product more complex and less accurate than modelling the demand for a group of people. Aggregation tends to average out individual idiosyncrasies and consequently, as the level of aggregation increases, both the reliability and accuracy of the model improve. This said, studies using highly aggregated data are less valuable to tourism planning and policy making than those based on data of a lower level of aggregation (Smith, 1995).

Deaton and Muellbauer(1980) commented that existing studies often "treated aggregated data as if they had related to a single consumer. There is…no general reason to suppose that this is valid. Even so, it often appears as though models that ignore aggregation phenomena fit as well as those that explicitly allow for them" (p. 80). Lim's (2006) survey of tourism demand analyses showed that out of the 124 studies reviewed, only 8 used survey data at a micro level. This finding supports the view that there is a need for more micro-econometric studies in this area.

Although macro and micro economic studies serve different purposes, micro-econometric models have three advantages over macro-econometric models (Alegre and Pou, 2004). Firstly, the models do not deviate too far from theoretical economic consumer models. Secondly, they allow for the control of participation bias, which is introduced when the analysis is based on

aggregated data. Thirdly, they acknowledge the diversity and heterogeneity of consumer behaviours that are ignored in studies using highly aggregated data.

The Four Types of Market Segmentation

The four bases of market segmentation are: Demographic segmentation, Psychographic segmentation, Behavioral segmentation and Geographic segmentation

Within each of these types of market segmentation, multiple sub-categories further classify audiences and customers.

Demographic Segmentation

Demographic segmentation is one of the most popular and commonly used types of market segmentation. It refers to statistical data about a group of people.

Demographic Market Segmentation Examples

- Age
- Gender
- Income
- Location
- Family Situation
- Annual Income
- Education
- Ethnicity

Where the above examples are helpful for segmenting B2C audiences, a business might use the following to classify a B2B audience:

- Company size
- Industry
- Job function

Psychographic Segmentation

Psychographic segmentation categorizes audiences and customers by factors that relate to their personalities and characteristics.

Psychographic Market Segmentation Examples

- Personality traits
- Values
- Attitudes
- Interests
- Lifestyles
- Psychological influences
- Subconscious and conscious beliefs
- Motivations
- Priorities

Psychographic segmentation factors are slightly more difficult to identify than demographics because they are subjective. They are not data-focused and require research to uncover and understand. For example, the luxury car brand may choose to focus on customers who value quality and status. While the B2B enterprise marketing platform may target marketing managers who are motivated to increase productivity and show value to their executive team.

Behavioral Segmentation

While demographic and psychographic segmentation focus on who a customer is, behavioral segmentation focuses on how the customer acts.

Behavioral Market Segmentation Examples

- Purchasing habits
- Spending habits

- User status
- Brand interactions

Behavioral segmentation requires you to know about your customer's actions. These activities may relate to how a customer interacts with your brand or to other activities that happen away from your brand. B2C example in this segment may be the luxury car brand choosing to target customers who have purchased a high-end vehicle in the past three years. The B2B marketing platform may focus on leads who have signed up for one of their free webinars.

Geographic Segmentation

Geographic segmentation is the simplest type of market segmentation. It categorizes customers based on geographic borders.

Geographic Market Segmentation Examples
- ZIP code
- City
- Country
- Radius around a certain location
- Climate
- Urban or rural

Geographic segmentation can refer to a defined geographic boundary (such as a city or ZIP code) or type of area (such as the size of city or type of climate). An example of geographic segmentation may be the luxury car company choosing to target customers who live in warm climates where vehicles don't need to be equipped for snowy weather. The marketing platform might focus their marketing efforts around urban, city centers where their target customer is likely to work (Yesbeck, 2020).

Methodology

Population was Chinese tourists traveling in Bangkok in 2018. The sample tourists aged 18 years and over travel to popular tourist destinations from the Tourism Authority of Thailand. In 2018, 5 tourist attractions selected quata sampling and accidental sampling samples from Chinese tourists and sightseers visiting Bangkok during the April – October 2018: 400 cases when the appropriate sample was calculated based on the unknown sample size of the population and then selecting the sample to store. Proportional to popular tourist destinations in Bangkok 5 sources as follows: Department stores, Wat Phra Kaew, Chatuchak Park, Pratunam and Khao San Road (Table 1) roughly proportionate to the weight of the top 5 most visited attractions, with the top two attractions (1-2) divided by 50% of the next 2 samples (34), 30% of the sample count, and the last (5) 20%.

Table 1: Top Five tourist destination

No	Destination	Number of Sampling
1	Department Store	100
2	Wat Phra Kaew	100
3	Chatuchak Park	80
4	Khao San Road	80
5	Pratunam	40
Total		400

Data Collection Tools

This study uses questionnaires to collect data, which consists of two parts:

Part 1: general information of tourists and excursions: gender, age, status, education level, occupation, income, number of holidays in 1 year, number of travel companions and Types of travel groups

Part 2: Tourist and sightseeing habits include vehicle types, average travel time, overnight stay, type of attraction, average cost, relationship, travel frequency. The main purposes of travel or attitudes or opinions on tourism towards Bangkok province of tourists and sightseers include travel periods, suggestions for improving tourism within Bangkok.

Data Collection

Primary data is collected by designing an inquiry, which will be a cross section data from April to October 2018. Use a prefabricated economic program by dividing data analysis into two parts:

1. Descriptive analysis uses percentage, frequency value, etc. It describes the general characteristics and tourism characteristics of tourists and sightseers.

2. Analysis using economic methods: The consumption of a particular product depends on the main 2 factors. These factors are the price of that product and the consumer's income. Tourism consumption also depends on two factors: the average cost of tourism and consumer income, and there may be other factors, for example, a travel pattern. Travel purposes include personal features of tourists and excursions such as gender, age, occupation.

3. Analysis of the resilience of average costs per income

This study wanted to see how flexible the average travel cost was. The resilience studied is the flexibility of the average cost per income.

Result

The results showed that tourist and sightseers' tourism habits were not 100%. The average spending habit per person per day of tourists and excursions is mostly spending 5,501-10,500 baht, mainly for travel and leisure purposes. Most travel frequencies travel 2-3 times a year. The main types of attractions are mainly shopping.

Table 2: Factors Influencing The Average Cost of a Excursion with Multiple Regression Analysis

Variable	Coefficients	Std.Error	Probability
Income	.014	.002	.000
Vehicle			
Air transport	562.135	104.454	.020
Road Transport	2150.234	842.335	.086
Number of Holiday within 1 year	280.224	157.213	.065
Type of attraction	750.662	305.125	.075

The regression analysis found that independent variables that positively influenced the average cost of a sightseer statistically significantly at < 0.1 were monthly income (Inc), vehicle (Veh) model (Veh) was buses and planes, the average number of holidays in a year, the type of attraction (Sec), the shopping attraction (Sec1) by being able to explain the variation in the average cost of the coefficient at 49.

Table 3 Factors influencing the average cost of tourists with multi-plural regression analysis

Variable	Coefficients	Std. Error	Probability
Income	0.035	0.003	.000
Age	-442.111	89.523	.000
Status	-985.446	200.120	.000
Type of attraction Shopping	685.102	253.103	.011
Location: Hotel	389.484	189.572	.033
Vehicle: Air Transport	4010.250	399.471	.000
Member in one trip	-330.110	201.210	.033
Number of Holiday within 1 year	-389.423	250.685	.085

The regression analysis found that independent variables had a negative influence on the average cost of Statistically significant tourists at < 0.1 are Age and Sta, while monthly income (Inc), attractions (Sec), shopping type. Hotel-type overnight accommodation (Lo) and vehicle (veh) aircraft models have a positive influence on average costs, with such independent variables able to explain the variation in the average cost of the decision-making coefficient by 52%.

The results of the analysis of the resilience of the average cost to the income of tourists and excursions have a positive resilience value. As the revenue increases, consumers will consume more, and the average cost-to-income flexibility of tourists and sightseers has a high resilience of 6.313 and 6.534, which is more than one, which means that tourism is an expensive item that exceeds the need for life. This means that if revenue increases by 1%, the average cost will increase. 6.313 % and 6.534%, respectively.

Summary and discussion of the findings

The samples in this study were like a group of consumers behaving in tourism. Theoretical concepts can be used to explain the behavior of tourism. In other cases, how much tourism or other goods are consumed depends on their budget (based on consumer behavior). Some people may choose a single trip, but others may choose to travel frequently, depending on their individual's satisfaction and budget.

Factors influencing the average daily cost of Chinese tourists traveling in Bangkok include monthly income, which can be explained by the theory that consumption depends on income, aged, accommodation influences average costs in a positive direction. Factors that influencing the average cost per person/ per day of Chinese sightseers traveling in Bangkok include: Monthly income meets the theory, which shows that consumption depends on income.

The high-income tourists and excursions are more average expenditure than low-income tourists and excursions.

This study has shown that the flexibility of average costs per income is highly flexible. This means that lower tourism prices will increase tourist and sightseers' tourism revenues. Therefore, the operator or the relevant authorities should realize the price strategy can be adopted as a way to increase tourism revenues.

Suggestion

1. Encourage more high-spending tourists to visit Bangkok, including tourists with monthly incomes of 25,001-50,000 and more than 50,000 baht, which will cost the average per person per day more than tourists with monthly incomes not exceeding 10,000 baht.

2. Female tourists are encouraged to spend more on average than males, and married tourists cost more on average than single and divorced tourists.

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