ABSTRACT OF THESIS

“The study of tourists was undertaken under the guidance of Dr. Milind T. Phadtare by Ms. Benyada Krajangjaeng under the aegis of The Indian Institute of Cost and Management Studies & Research, University of Pune.”

The paper aimed to create a scale that would evaluate the choice of overseas destinations of Thai tourists. The purpose of the study was to understand tourists as competitive business where one can earn foreign exchange. Though out the world it is recognized that tourist destinations must have appropriate marketing technique and strategies to attract the tourists. This paper look at the various factor of demand and supply and supportive service to draw up a scale that would show pattern of expenditure and pattern of expectation of the Thai tourists. It looks at factors that would make tourism an income generating opportunity capable of creating employment too.

Chapter I begin with the definition of tourists and look at tourism as a totality of relationship between diverse factors, creating a phenomenon for travel and stay of strangers. This chapter studies tourism as a novelty that make the traveler choose new lands in search of religion, Philosophy, sports, etc. These elements influence his choice and do need analysis. The objective of the study was to develop and validate a scale of the choice Thai tourist and rate the factors on a scale. It aims to compare India as a tourist destination in comparison to South Korea and China. The significance of South Korea for the research is that it will enable the agency of tourism to understand Thai tourist choice and create a marketing mix that is not only viable but also exciting and inviting to the Thai tourists. The comparative study would enable the country under study to improve and offer better alternative to their visitors. The scale would by constant monitoring reveal whether a destination is choice of the Thai tourists or not. It can constantly evaluate whether a place is top choice or not.

The paper has 5 chapters

The first chapter looks at motivation objective and significance of research.

The second chapter laid downs the extant and relevant literature studied to get inputs for scale development.
The third chapter details the research methodology highlighting the type of research, sampling technique, sample constitution, sample size and the use of statistical tool for data analysis.

The fourth chapter processes the data collected through secondary and primary source and uses statistical data and tools to analyze the same. This chapter has charts, graphs and table to make the finding of the thesis user friendly and easy to comprehend.

The last chapter includes suggestion, recommendation and conclusion. It also records the contribution of the study to the field of research and gives some direction for future research.

The most important part of the study was the preparation of the scale with began with a questionnaire. This questionnaires studied demography of Thai tourists and placed the sample data in to pie chart the primary data collection was undisguised structured and close ended. The questionnaire was in both English and Thai language to ensure easy comprehension the factor for the scale were a motivation, product, infrastructure, price, facilities, knowledge enhancement, food and beverages and promotion. On application of this factor to test, the factor of price was dropped from the list of factors.

**Hypotheses**

The hypothesized scale works on factor such as product, Infrastructures, other facilities, facility for knowledge enhancements, food, beverages, and motivation.

The instrument of analysis of choice of destination of Thai tourists had 9 factors.

1. Product natural factor will have beauty, nature and beaches, monuments and cultural places, religious, places, weather, importance historical monument, as the attributes.

2. Product man made factor will have power connection, safety, novelty, excitement, clean toilets facilities, fun, good stay accommodation, road, travel packages outdoor facilities, sporty activities, entertainment, casino, clubs and night life, leisure shopping as the attributes.
3. The infrastructure will include attributes such as easy of communication service, easy of net connectivity, easy, easy of visa procedures, easy of currency exchange, road, easy availability of hotel, good accommodation, clean toilets facilities, easy availability of different modes of transport, good frequency of transport, and easy connectivity between places of travel, power connection, low and order.

4. The other facilities would include attributes such as shopping facilities, guide facilities, information facilities, and currency exchange. Electronic communication centers.

5. Facilities for knowledge enhancement include attributes such as increasing knowledge, discovering new culture, enriching self intellectually, exploring new place, and meeting interesting people.

6. Food factor would include attributes such as variety, hygiene, taste, spicy, bland, salty, and sweet.

7. Beverage factor would include alcohol, non-alcohol, hygiene, taste.

8. Motivation factor would include attributes such as education, discovering new culture and lifestyle, enhancing knowledge, ecotourism, exploring a new place, meeting interesting people, visit relatives, rest and recuperation, sports, shopping, curiosity of festivals.

9. Price factor would include attribute such as air fares, road transport fares, rail fares living cost, drink cost, local commuting fare, entry tax, cost of souvenirs, cost of tourist facilities, cost of merchandise and entertainment cost.

These hypotheses were constructed to be consistent with the objective of the study to develop and test a measurement model which would measure the choice of destination of Thai tourists and show the difference in factors between India, China and South Korea. Each of the hypotheses was drawn from theoretical, practical and methodological consideration.

The instrument of analysis of choice of destination of Thai tourists had 8 factors with their attributes as shown in the model.

This is also hypothesized scale of overseas destination of Thai tourists. The hypothesis was there is difference between India and China regarding the various
factor or there is no difference between India and China and by method of null hypothesis one or the other factor was found to be true.

**Statistical tools**

Two different statistical tools were used:

1. Statistical tool for scale development:

The statistical tool used for the analysis is called Confirmatory Factor Analysis (CFA). Using this method helps to establish a model with which the instrument will measure the constructs designed to measure the choice of destination of Thai tourist.

The Confirmatory Factor Analysis (CFA) was used to prepare the scale of choice of oversea destination of Thai tourists. It is more suited than other analysis when factors are already available in the extant literature and only scale is to be developed. (Dowlatshahi and Cao, 2006) The Value of KMO in excess of 0.5 suggested that the process of factor analysis is advisable. In the present study it was greater than 0.5 and hence the same was considered as advisable. AMOS 7 package was used for this purpose.

In any scale which measures a process the variables are assigned values. So reliability and validity are dimensions of this process.

Reliability: Checks how close the initial estimated value is to the subsequent processed value reliability ensures that assignment of values is consistent and reproducible. Reliability is very critical in research. The concept of reliability has great relevance for psychometric and socio-behavioral research because the constructs are abstract. (De Vellis, 2003).

“Internal Consistency Reliability” is important for developing a scale. It shows that the results of the instrument has high internal consistency and is reliable. (De Vellis, 2006).

A very high correlation between each of the items shows they are interrelated and measure the same variable, then the Alpha coefficient is high and the scale is uni-dimensional and measures the same core subject. (Greenwood, 2004)

The reliability analysis gives hypothetical information of the potential alpha if unsatisfactory variables are removed from the scale.
Validity: The concept of convergent and discriminant validity is based on the principle that if an instrument is valid it will have strong correlation with measure that is similar and strong disassociation with measure that are dissimilar. (De Vellis, 2003). The convergent and discriminant validity was checked using SPSS 17.0 package.

2. Chi square test was used to find out the association between demographic alternatives of respondents and factors of the scale of choice of overseas destination of Thai tourists.

3. T-test was used to compare the attractiveness of China with India and South Korea with India.

The rationale of the study was to explore factor that make a destination favorable to the Thai tourists. The necessary data was pooled to arrive at a conclusion that would correlate factor to make a destination a viable marketing product. Several factors were considered to be viable and to evaluate the needs of the research. There were many practical difficulties in creating a standardize scale.

The CFA or confirmatory factor analysis helps the user to extract a number of variables for the original set to create latent factors which account for co-variation in a group of observed variables.

Limitations of the study: A major limitation on the scale is the absence of a factor called price. This could be accounted by explaining that the respondents had already overcome the barrier of price constraints and had decided to travel. Also other factor included cost and price attributes so, this worked to make a separate factor for price less necessary in the eyes of the Thai tourists. Thai tourists accorded the second rank to “cost” which were inclusive of all prices. However, future research in the same manner may retain price as an important factor. The factors have been ranged on the basis of tourist perception they can be factorized from the point of view of service providers, government authorities. Future research could focus on the mode of travel and the behavior of Thai tourists in such settings. The data collection can be staggered over longer period to cover peak and low season travel. The future research can also survey the choice of travel agents and demands of tourists for comparative analysis.

**Conclusion** The spectrum of activities involved in tourism is rather diffused and complex. It includes individuals, Institutions and agencies. They have capabilities and aspirations to meet the demand and supply of the tourist activities but many corresponding factor work to bring in planning and coordination. These factors need
to be explored and analyzed to bring a responsible outcome in a situation that can become an area of conflict. In a world without boundaries, analysis and planning will help the tourists to find a home away from home and have experiences that are indelible and knowledge enhancing. The tourists have to be made to believe that their choice was the master choice that can be recommended over and over again. For ‘travelling makes the full man’ they say.