STRATEGIC ECONOMIC ASSESSMENT OF THE TOURISM PROMOTION PROGRAM IN THE EASTERN REGION OF THAILAND

By

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Abstract

The purposes of this study are: 1) to evaluate the recreational value derived by visitors at each tourism province (Single Site) in the Eastern region, 2) to specify the factors that influence the visitors' annual visiting rate in the Eastern region, and 3) to estimate the probability of visitor's reservation on accommodation, transportation, tourism site, and vacation package for multiple sites in the Eastern region through the internet in aspect of the tourism promotion program. This study employs the Individual Travel Cost Method (ITCM) for Single Site Model and the General Logit Model for Multiple Sites Model. Secondary data used in this study are collected by the Department of Tourism, Ministry of Tourism & Sports. The samples size of visitors to the Eastern region in 2009 is 12,352 for Thai visitors and 7,717 for foreign visitors.

The main findings of this study are as follows. The best model to evaluate the visitor's recreational value is the double-logged demand functions. Total travel cost without opportunity cost is the most important factor in the demand functions. The tourism promotion program could only increase the demand of Thai visitors for visits to the Eastern region, but not the demand of foreign visitors. Further, the findings show that Thai visitors would visit three provinces in the Eastern region by car whereas foreign visitors would visit two provinces in the Eastern region with their friends.

The In-depth interview with senior authorities and representatives in the private sector suggests that the government sector should work in close cooperation with the private sector to develop and manage the tourism sites in the Provincial Cluster of the Eastern region. This will strengthen local communities and tourism entrepreneurs, and enhance tourism in the off-peak periods. In particular, tourism in the Eastern region has the potential to grow substantially in the low season (2^{nd} and 3^{rd} quarter of the year) when there are a variety of festivals and events organized by the public and private sectors that attract visitors to the Eastern region.

This study strongly recommends that the tourism promotion program be utilized to increase the number of visits by Thai tourist to the Eastern region. As visitors also consider the accessibility of tourism sites, the government should provide a complete road network to facilitate the travel of visitors to different tourism sites in the Eastern region. More public transportation to different tourism sites is also needed. Further, there should be improvements of safety, hospitality, and cleanliness of local transportation.

Acknowledgements

I would like to express my gratitude to all those who contributed to the completion of this dissertation. My utmost gratitude goes to my principal advisor, Dr. Nopphawan Photphisutthiphong, for her encouragement and continued valuable suggestions during this research. I also express my gratitude to my co-advisor, Assoc. Prof. Dr. Somchai Ratanakomut, who provided continual helpful suggestions. Sincere thanks are extended to dissertation committees, Assoc. Prof. Dr. Buddhagarn Rutchatorn , Dr. Monthip Sriratana Tabucanon, and Asst. Prof. Dr. Panisa Mechinda for their comments and insightful guidance. I would like to thank Assoc. Prof. Dr. Adis Israngkul Na Ayudhaya (Dean of School of Development Economics, NIDA) and Dr. Sittidaj Pongkijvorasin (The Faculty of Economics, Chulalongkorn University) for their helpful suggestions about the Zonal and Individual Travel Cost Model (ZTCM & ITCM). I thank my friends for their time and kind assistance in data analysis, and also my English editor, Andrew J. West for editing my abstract.

Last but not least, I am forever indebted to my parents, husband, and son for their understanding, endless love and moral support throughout the period of my study in the doctoral program.

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CHAPTER 1

INTRODUCTION

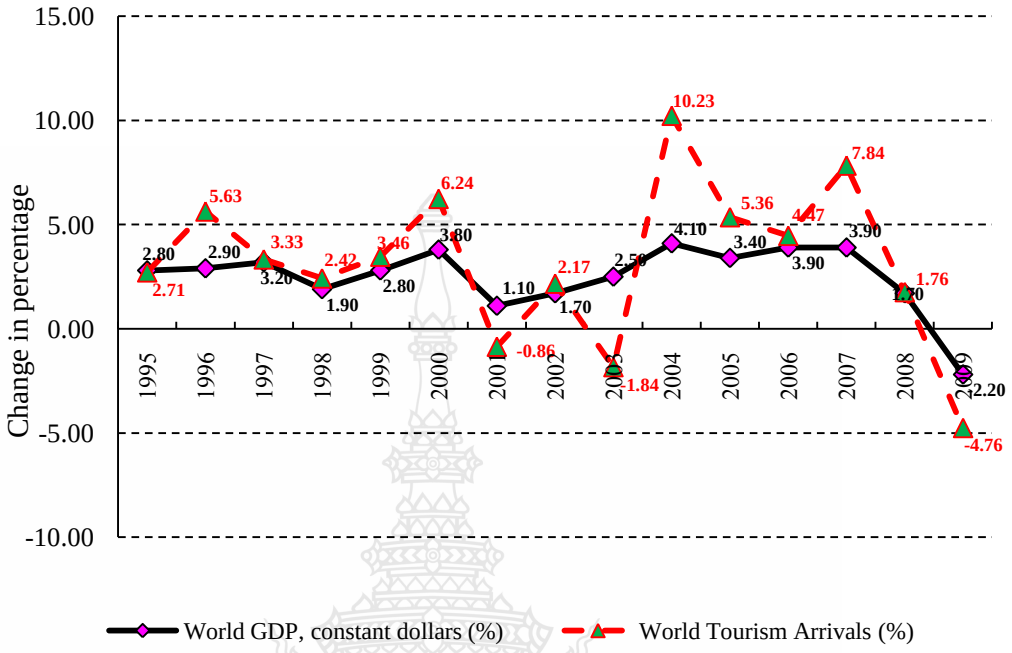
Background and Statement of the Problem

Tourism has become one of the world's largest industries. It contributes to 11 percent of world's gross domestic product (GDP), provides jobs at least 200 million positions and has at least 700 million tourists per year (IIED & Khanya, 2001). For instance, the tourism industry in U.K. is the fifth largest of the world that generates the income of £114 billion per year and employs 2.65 million workers (Tourism Alliance, 2010). In Kenya, the tourism industry contributes to 12.5 percent GDP (Gok, 2002, as cited in Msheng & Owuor, 2009). Hence, tourism industry generates income and employment. As a result, economic growth of many countries, particularly developing countries, is dependent on tourism.

Table 1.1 World tourism arrivals and gross domestic product (constant dollars) in 1995-2009.

Year	World tourism arrivals (millions)	Number of tourists (% Change)	Gross domestic product, constant dollars (%)
1995	568	2.71	2.80
1996	600	5.63	2.90
1997	620	3.33	3.20
1998	635	2.42	1.90
1999	657	3.46	2.80
2000	698	6.24	3.80
2001	692	-0.86	1.10
2002	707	2.17	1.70
2003	694	-1.84	2.50
2004	765	10.23	4.10
2005	806	5.36	3.40
2006	842	4.47	3.90
2007	908	7.84	3.90
2008	924	1.76	1.70
2009	880	-4.76	-2.20

Source: Adapted from World Bank, 2009 & 2010 and World Tourism Organization (WTO), 2010.



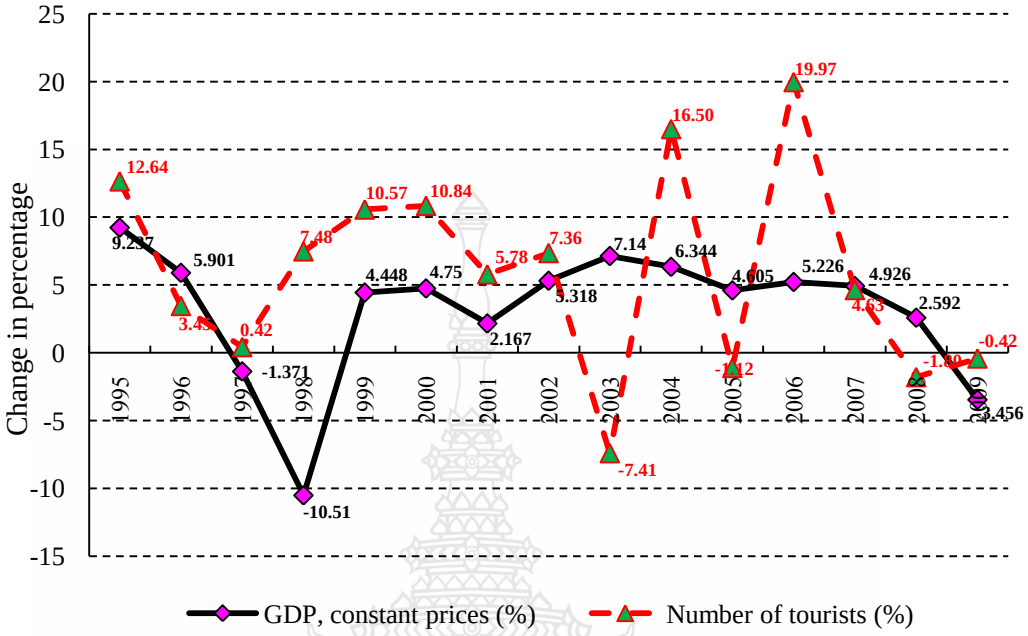
Source: Adapted from World Bank and World Tourism Organization (WTO), 2010.

Figure 1-1 World tourism arrivals and gross domestic product (constant dollars).

From Table 1.1 and Figure 1-1, tourism continued to experience steady growth, at an average of 3.94 percent per year over the period of 1995-2007, showing its status as one of the world's largest growing industry. Between 2006 and 2007, foreign tourist arrivals increased by 7.84 percent or equal to 908 million people. This is the highest increase in tourists since the boom year of 2004, and reflects the spectacular performance of global tourism. However, the global growth in foreign tourist arrivals fell to 1.76 percent in 2008– reflecting an extremely volatile and unfavourable global economy. The global GDP in 2008 was slowdown gradually when compared to that in 2007, and fell down by 2.2 percent in 2009. Due to the slowdown of global GDP and the exacerbating in infection of the H1N1 influenza

virus spreading around the world, tourist arrivals dropped by 4.76 percent in 2009. Nevertheless, the tourist arrivals were expected to increase by 1-3 percent in 2010 when the following policies took effect: waiving the visa fees, tax exemptions, and financial loans to small tourism operators from the government sector's support.

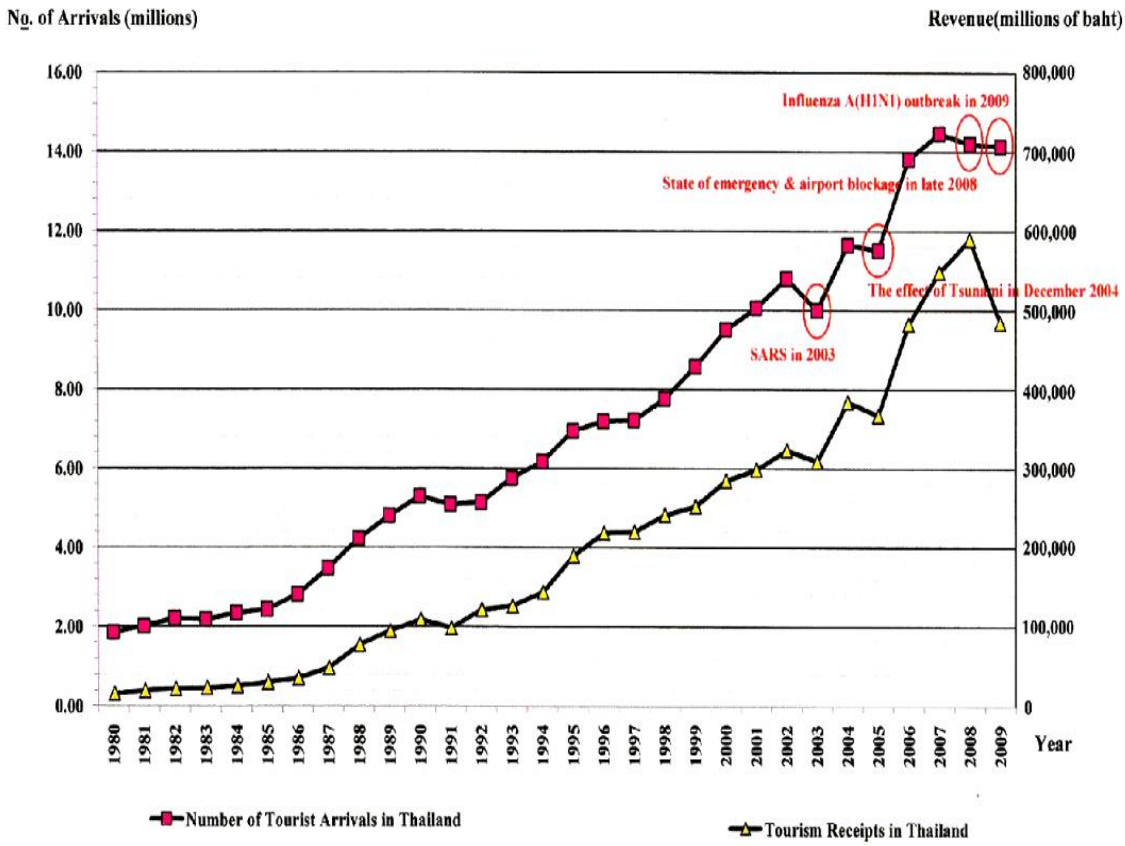
In Thailand, the number of foreign tourists was affected by SARS in early 2003, and by Tsunami in December 2004. Thus, the number of tourist arrivals declined by 7.41 percent in 2003 and 1.12 percent in 2005. Tourism successfully recovered from 2005 onwards, in particular between 2005 and 2007. The revenue from tourism increased from 6.9 to 8.4 percent of GDP, returning to its 2000 level. The economy of Thailand experienced contraction by 2.59 % in 2008 as a consequence of the global financial crisis as shown in Figure 1-2. Thailand experienced real estate bubbles in early 2008 (Jitsuchon & Patanarangsun, 2009). The global economic slowdown influences most of businesses in Thailand including tourism business. Further, there was protest of people against the government at Suvarnabhumi and Don Mueang international airports in late November till early December 2008. This event caused a loss in tourism revenue and adversely effected on tourism-retated businesses.



Source: Adapted from International Monetary Fund (IMF), World Bank and World Tourism Organization (WTO).

Figure 1-2 Number of tourists and real gross domestic product at 1988 prices of Thailand.

The aforementioned events in Thailand have a significant impact on tourism industry in Thailand as both number of foreign tourists and tourism fell dramatically. This is illustrated in Figure 1-3.



Source: Adapted from Tourism Authority of Thailand, 2009.

Figure 1-3 Number of foreign tourists and tourism revenue in Thailand.

In Figure 1-3, Thailand has become a rapidly growing tourism destination since 1980. However, it has a fall in foreign tourist arrivals and tourism revenue in a few periods. The various crises have negative effects on tourist arrivals such as the Asian financial crisis in 1997, Severe Acute Respiratory Syndrome (SARS) epidemic in 2003, Tsunami disaster in December 2004, the global economic and financial crisis in late 2007, disturbance in the three southern provinces, state of emergency and

airport blockage in November - December 2008, and flu pandemic or swine flu of H1N1 influenza virus in 2009.

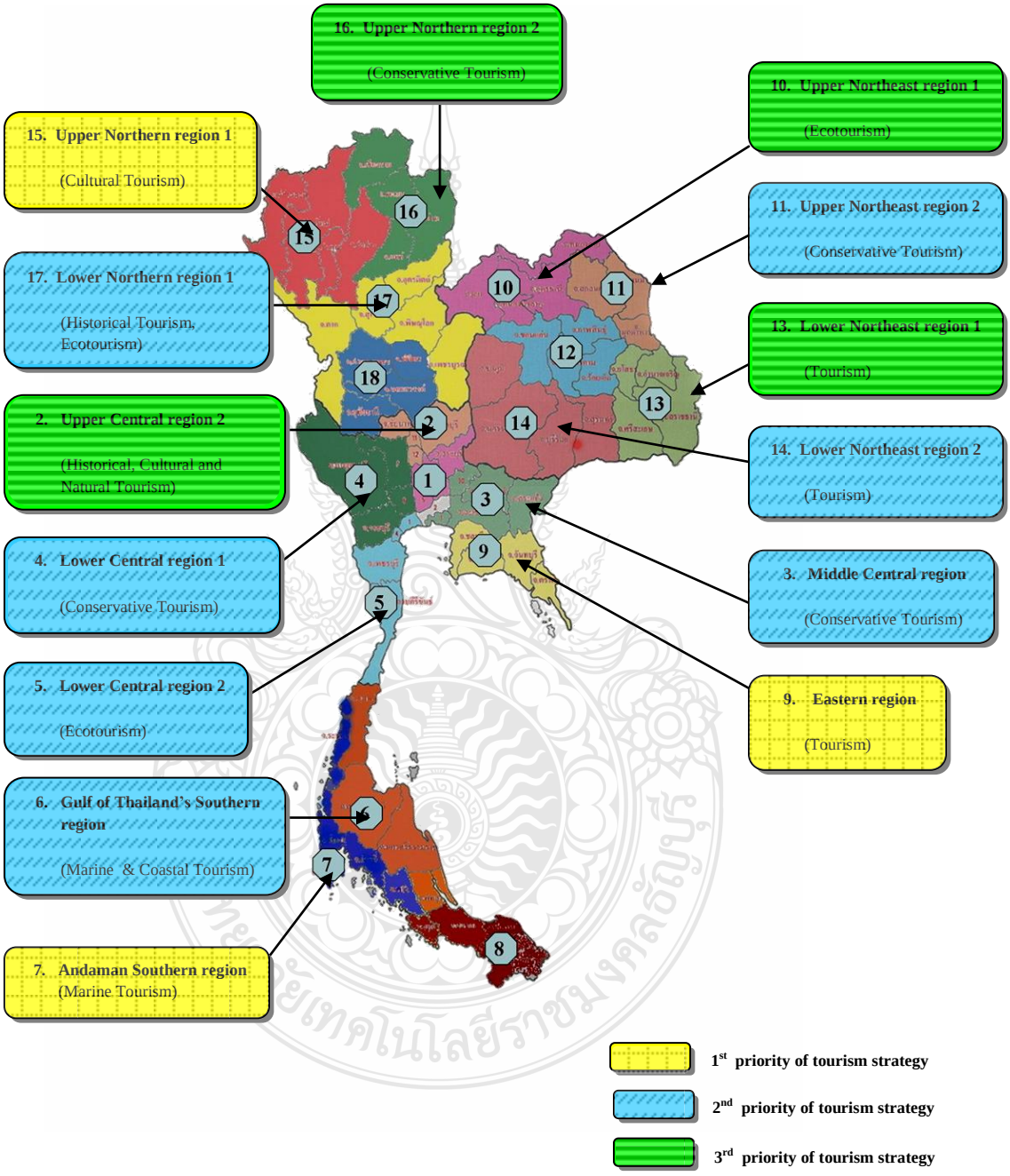
Nevertheless, economic recession in Thailand affects the entire travel and tourism sectors although it is able to recover earnings and employment towards a more sustainable tourism industry. Thailand receive award the excellent tourism site or "The Best Selling Destination" at the international tourism exhibition and fair of Holiday World 2003, held at Prague by Agentura TRIUMF and newspapers TTG (Travel Trade Gazette) of the Czech Republic. Further, Thailand was selected to receive an award for "The most Popular Destination in Asia" organized by the Hotel Club Award 2009. This award was voted by tourists around the world, more than 52,000 people through the website www.hotelclub.com (Ministry of Foreign Affairs, Kingdom of Thailand). These awards enhance more tourists to visit Thailand. As a result, tourism developing plan is one of strategic issues of provinces and provincial cluster in Thailand. Thailand is classified as 19 provincial clusters on July 22 and November 17, 2003 by a cabinet resolution. Then, they are reclassified as 18 provincial clusters on January 15, 2008 as shown in Table 1.2 for facilitating integrated administration of efficient development and collaboration among provinces in the same cluster.

Table 1.2 Classification of 18 provincial clusters.

No.	provincial clusters	Provinces in cluster	Center of cluster
1	Upper Central region 1	Nontha Buri, Ayutthaya, Pathum Thani, Sara Buri	Ayudthaya
2	Upper Central region 2	Lop Buri, Sing Buri, Chai Nat, Ang Thong	Lop Buri
3	Middle Central region	Cha Choeng Sao, Samut Prakan, Nakhon Nayok, Sa Kaeo, Prachin Buri	Cha Choeng Sao
4	Lower Central region 1	Ratcha Buri, Suphan Buri, Nakhon Pathom, Kanchana Buri	Nakhon Pathom
5	Lower Central region 2	Phetcha Buri, Prachuap Khiri Khan, Samut Songkhram, Samut Sakhon	Phetcha Buri
6	Gulf of Thailand's Southern region	Surat Thani, Chumpon, Nakhon Sithammarat, Patthalung	Surat Thani
7	Andaman Southern region	Ranong, Phuket, Phang Nga, Krabi, Trang	Phuket
8	Southern border region	Song Khla, Satoon, Pattani, Yala, Narathiwat	Song Khla
9	**Eastern region**	**Chon Buri, Rayong, Chanthaburi, Trat**	**Chon Buri**
10	Upper Northeast region 1	Udon Thani, Nong Bau Lampu, Nong Khai, Loey	Udon Thani
11	Upper Northeast region 2	Muk Dahan, Sakon Nakhon, Nakhon Panom	Sakon Nakhon
12	Middle Northeast region	Khon Kaen, Maha Sarakham, Roy Ed, Kalasin	Khon Kaen
13	Lower Northeast region 1	Ubon Racha Thani, Amnat Charoen, Sisaket, Yasothon	Ubon Racha Thani
14	Lower Northeast region 2	Nakhon Ratchasima, Chai Yaphum, Buri Ram, Surin	Nakhon Ratchasima
15	Upper Northern region 1	Chiang Mai, Lampoon, Lampang, Mae Hong Sorn	Chiang Mai
16	Upper Northern region 2	Chiang Rai, Pa Yao, Prae, Nan	Chiang Rai
17	Lower Northern region 1	Pisanuloke, Tak, Petchaboon, Sukhothai, Utaradit	Pisanuloke
18	Lower Northern region 2	Nakhon Sawan, Uthai Thani, Kampaengpet, Pichit	Nakhon Sawan

Source: Institute for Good Governance Promotion & Office of the Public Sector Development Commission (Thailand).

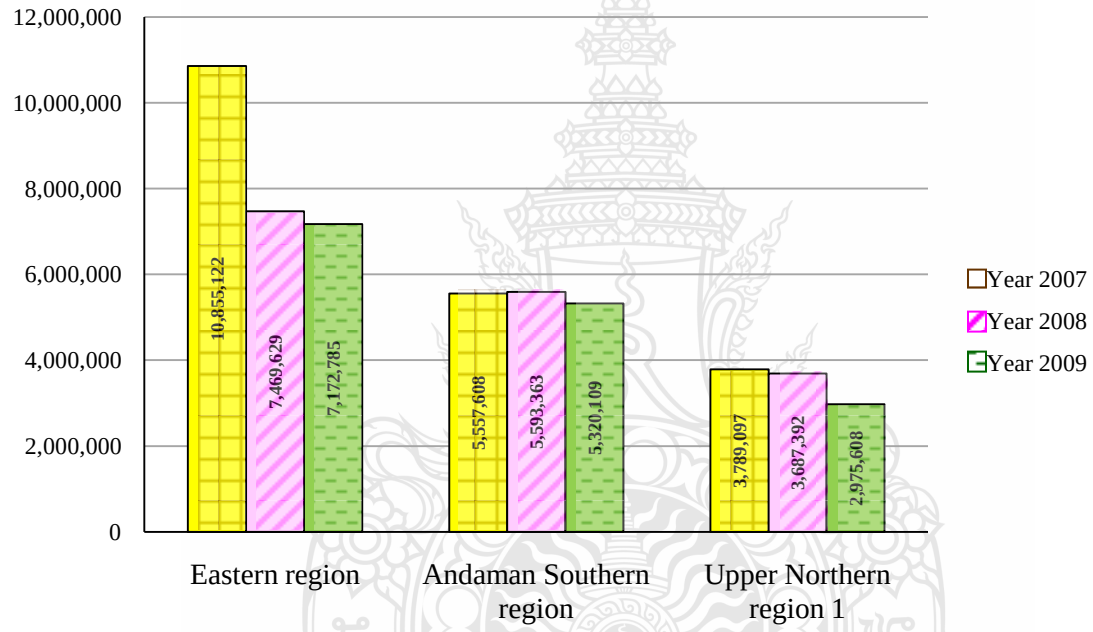
Provincial and Cluster Management Policy Steering Committee determines the priorities of tourism strategy for each provincial cluster as shown in Figure 1-4:



Source: Provincial and Cluster Management Policy Steering Committee, 2010.

Figure 1-4 Strategic issue in tourism plan of provincial cluster.

Strategy of tourism developing plan is divided into three important priorities as the first, second, and third priorities. The provincial clusters have the first important priority of tourism strategy are Upper Northern region 1, Andaman Southern region, and Eastern region. This study emphasizes the Eastern region as the most popular region among the 3 regions of the first priority of tourism strategy that can illustrate with the number of tourists in Figure 1-5.



Note:

Eastern region = Chon Buri, Rayong, Chanthaburi, Trat

Andaman Southern region = Ranong, Phuket, Phang Nga, Krabi, Trang

Upper Northern region 1 = Chiang Mai, Lampoon, Lampang, Mae Hong Sorn

Source: Adapted from Office of Tourism Development.

Figure 1-5 Number of tourists in each provincial cluster for the first priority of tourism strategy in tourism plan.

In Figure 1-5, the number of tourists in the Eastern region during 2007 – 2009 is the hightest among the three provincial clusters. Moreover, there are tourists who come and visit the tourism site in the Eastern region all year round. It implies that visitors have the willingness to pay (WTP) for gaining recreation benefits from each tourism site of the Eastern region as economic direct-use and can be valuated in term of money by using Travel Cost Method (TCM). The TCM method allows this study to specify the factors influencing tourists' annual visiting rate including the target group of tourism sites in the Eastern region. Thus, this study will provide an evidence to support the collaboration between the government authorities and the tourism private sectors for a continuous Tourism Promotion program in order to maintain a sustainable tourism.

Statement of problem

It is of interest to find out whether the government spending on tourism promotion programme in Thailand is worthwhile. Since the number of tourists in the Eastern region is highest in the first priority of tourism strategy in tourism plan during 2007-2009, this study will evaluate the recreation value of visitors at tourism provinces in the Eastern region. Also, this study will estimate the probability of reservation on accommodation, transportation, tourism site, and / or Vacation package for multiple sites in the Eastern region through internet in the tourism promotion program.

Purpose of the Study

(1) To evaluate the recreational value derived by visitors at each tourism province (Single Site) in the Eastern region.

(2) To specify the factors that influence visitors' annual visiting rate in the Eastern region.

(3) To estimate the probability of visitor's reservation on accommodation, transportation, tourism site, and vacation package for multiple sites in the Eastern region through the internet in aspect of the tourism promotion program.

Theoretical Perspective

This study employs the Individual Travel Cost Model in order to estimate the frequency of individual's visits to each tourism province in the Eastern region (Dependent variable: Y) that shows visitors' recreation demand of each tourism province in the Eastern region. The dependent variable depends on the various factors (Independent variables: X_i) such as visitors' residences, travel costs per trip, mode of transport, visitors' main objectives in tourism site, attributes of accommodation and tourism sites, demographic data, and attraction of visiting. Tourism promotion program is one of the visiting attraction encouraged by co-operation of public and tourism private sectors. The influence of these independent variables is upon the annual visiting rate to tourism site in order to implement the plan of sustainable tourism in each tourism site of the Eastern region. The

correlations between the annual visiting rate to each tourism province in the Eastern region and its determinants can be illustrated in Figure 1-6.

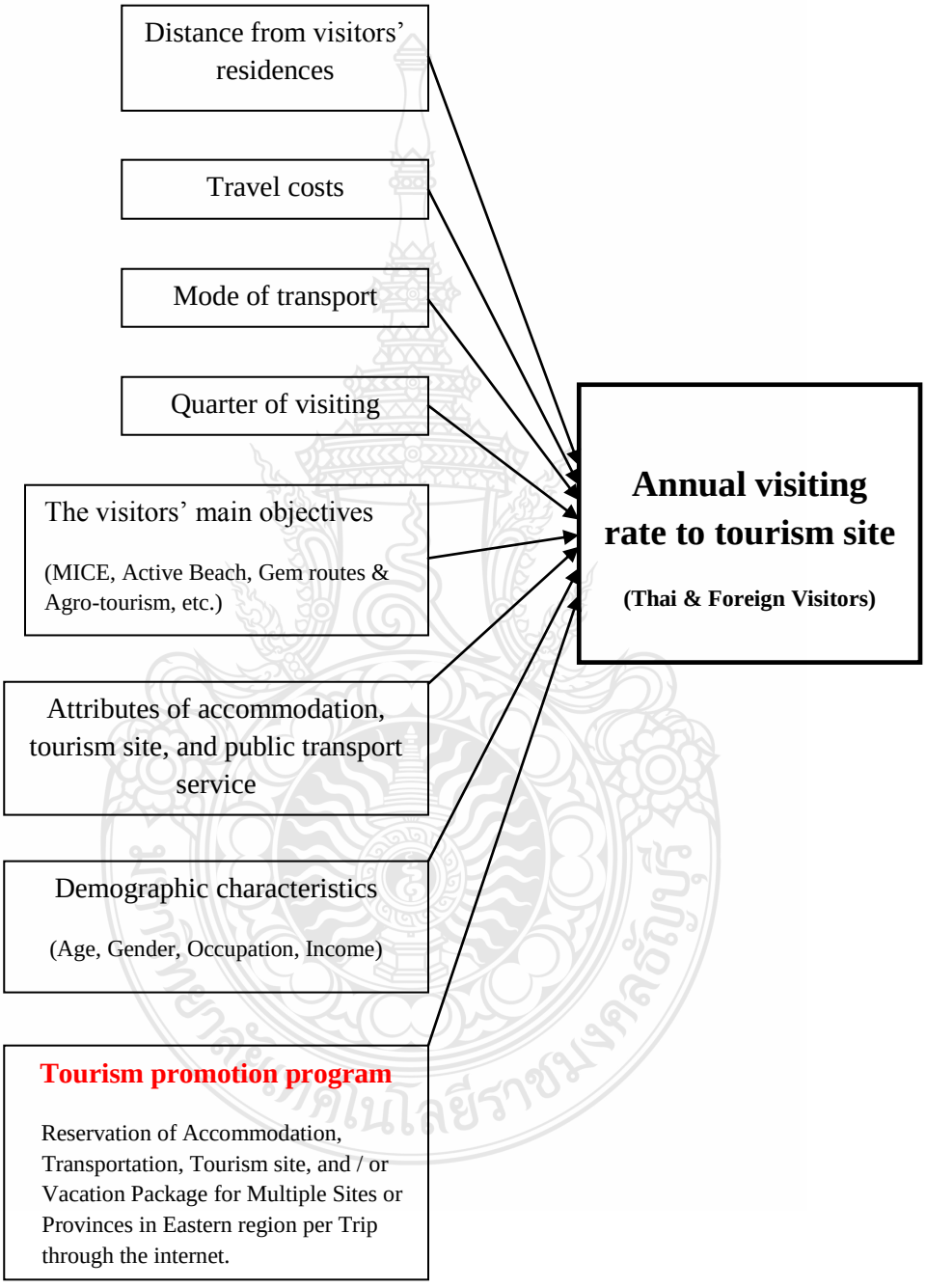


Figure 1-6 Annual visiting rate to tourism site VS. Its determinants.

Definition of Terms

The number of visiting days per trip or annual visiting rate to each tourism province of Eastern region becomes sustainable tourism depended on the following factors:

The distance from visitors' residences to tourism site will reflect upon the frequency of visiting to each province of provincial cluster in the Eastern region and sustainable tourism.

Travel costs consist of (1) On-site costs e.g. expenditures of accommodation, food and beverage, service fee at tourism site, entry fee, guide, amusement, trip costs inside tourism site, native products and souvenirs, recreational activities, etc. (2) Travel cost for visiting to tourism site will be higher for farther distance. (3) The visitors' opportunity costs of travel time and on-site time. These show how much money and time the visitors spend.

There are many modes of transport for visiting to each province in the Eastern region e.g., private car, tour bus, public bus, and train. The type of transportation will specify the convenience and saving of time and money for travel. It implies how many trips and how long the visitors will have in the Eastern region.

Quarter of visiting to tourism site affects the individual's annual visiting rate because duration of stay (Days per trip) at tourism site depends on visitors' weekend, holiday, and vacation in each quarter of year.

The visitors' main objectives in tourism site are composed of Meeting, Incentive, Convention, and Exhibition (MICE), Active Beach for trip / relaxation, Gem routes & Agro-tourism, etc., that attract the visitors to provincial cluster in the Eastern region. These objectives will attract the visitors' attentions to the tourism site for long-term future.

Attributes of accommodation are for quality of services, cleanness of the place(s) and hygienic food. Attributes of tourism site are for dishonest service, security & safety, cleanness, accessibility, pollution, facilities & infrastructures. Moreover, attributes of public transport service inside tourism site are for quality in service, security & safety, and cleanliness. All of good attributes will impress visitors and attract them to tourism site frequently and continuously.

Demographic characteristics of visitors comprise age, gender, domicile, occupation, and income that express the consumers' behavior towards the number of visits to each province in provincial cluster of the Eastern region for sustainable tourism. Moreover, Size of group for visiting to tourism site influences on individual's annual visiting rate because it is possible that family, relatives, friends or companions will advise individual on the interesting tourism site and visit there together.

Attraction of visiting to each province in the Eastern region is composed of tourism site, security & safety, delicious food, accessible site, festival, cheap products, distance, travel time, and tourism promotion program. Internal tourism is encouraged by media such as advertising and public relations through the co-

operation between public and tourism private sectors for various campaigns of tourism promotion. This tourism promotion will help to increase the visitors' demand for visiting to tourism site continuously. The aspects and campaigns of tourism promotion are shown in Table 1.3.

Table 1.3 Aspects and programs of Tourism Promotion.

Aspects	Examples of Tourism Promotion programs
1) Accommodation	Services for room reservation at accommodation:- 1.1) Enjoy a comfortable stay in first-class. 1.2) Every stay earns the frequent flier miles. 1.3) All prices are inclusive of applicable government taxes and service charge, plus: - Daily breakfast. - Free Wi-Fi internet access. 1.4) All prices are for booking of 2 consecutive nights and inclusive of applicable government taxes and service charge, plus: - Round-trip transfer to / from airport - Daily breakfast. - Free Wi-Fi internet access. 1.5) Discount 10% off applicable room rate if booking made 30 Days Prior to Check-in, free Wi-Fi Internet 5 Hour per Day.

Aspects	Examples of Tourism Promotion programs
2) Transportation	The privileges of booking or buying vehicle tickets:- 2.1) VISA Premium privileges. Buy 2 round-trip tickets of flight at the price of 1 for Visa Platinum, Visa Signature and Visa Infinite cardholders. 2.2) VISA Premium privileges. Buy 2 round-trip business class tickets of flight and receive 2 complimentary round-trip domestic economy class tickets.
3) Tourism site	Services for reservation at tourism site:- 3.1) Visit to Thailand's most important and impressive historical and cultural landmarks / temples. 3.2) Cruise along the rivers / canals including lunch and accompanied by a support car. Duration 1 day for Full-day Trip and a traditional welcome drink will be served. 3.3) The adventure tour of cycling to the rafting point. Then enjoy rafting on an inflatable raft downriver to traditional Thai village, followed by a short transfer to the Elephant Camp for a scenic picnic lunch and enjoy the elephant riding through the beautiful mountainous jungle down to the river.

Aspects	Examples of Tourism Promotion programs
4) Vacation Package	Services for reservation at vacation package:- 4.1) Multiple Sites (Provinces) per Trip including - Enjoying a 3 / 5-night stay in spacious accommodation, complete with full amenities, plus five-star services. - Celebrating at Deluxe room in Honeymoon setting, 90 minutes traditional Thai massage, Italian Set and dinner together with a bottle of wine.

Source: Adapted from Tourism Authority of Thailand, 2010.

Scope of the Study

The scope of this study is provincial cluster in the Eastern region that includes Chon Buri, Rayong, Chanthaburi, and Trat provinces. The Eastern region is only 2 - 3 hours drive from Bangkok, so this region is a popular place for weekend, holiday, and vacation. The provincial cluster in the Eastern region is divided into 36 districts, 264 subdistrict, 2,116 villages, 4 provincial administrative organizations, 1 city municipality, 12 town municipalities, 67 subdistrict municipality, 211 subdistrict administrative organizations, and total area size of 17,072 square kilometers as shown in Table 1.4.

Table 1.4 Administrative areas of provincial cluster in Eastern region.

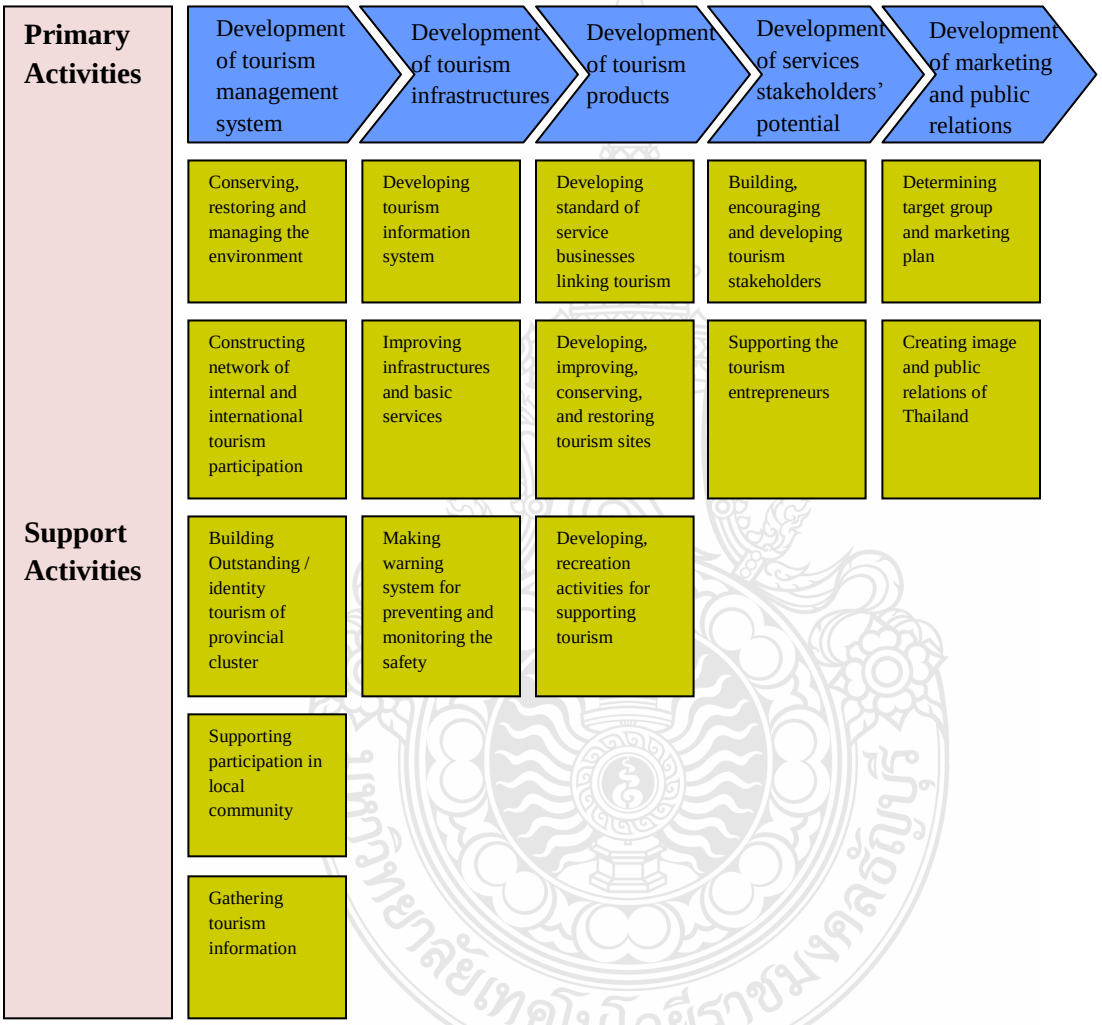
Province	District	Subdistrict	Village	PAO	City Municipality	Town Municipality	Subdistrict Municipality	SAO	Special Administration
Chon Buri (4,363 km.^{2})	11	92	687	1	-	8	31	58	Pattaya City
Rayong (3,552 km.^{2})	8	58	437	1	1	1	14	54	
Chanthaburi (6,338 km.^{2})	10	76	731	1	-	2	14	65	
Trat (2,819 km.^{2})	7	38	261	1	-	1	8	34	
Total	**36**	**264**	**2,116**	**4**	**1**	**12**	**67**	**211**	**1**

Note: PAO = Provincial Administrative Organization
SAO = Subdistrict Administrative Organization

Source: The Eastern Province Cluster Office of Strategy Management, 2010.

Significance of the Study

The Office of Public Sector Development Commission in Thailand (OPDC) outlined the value chain of tourism push-strategy for provincial cluster in Thailand as in Figure 1-7.



Source: Adapted from Office of Public Sector Development Commission in Thailand (OPDC), 2010.

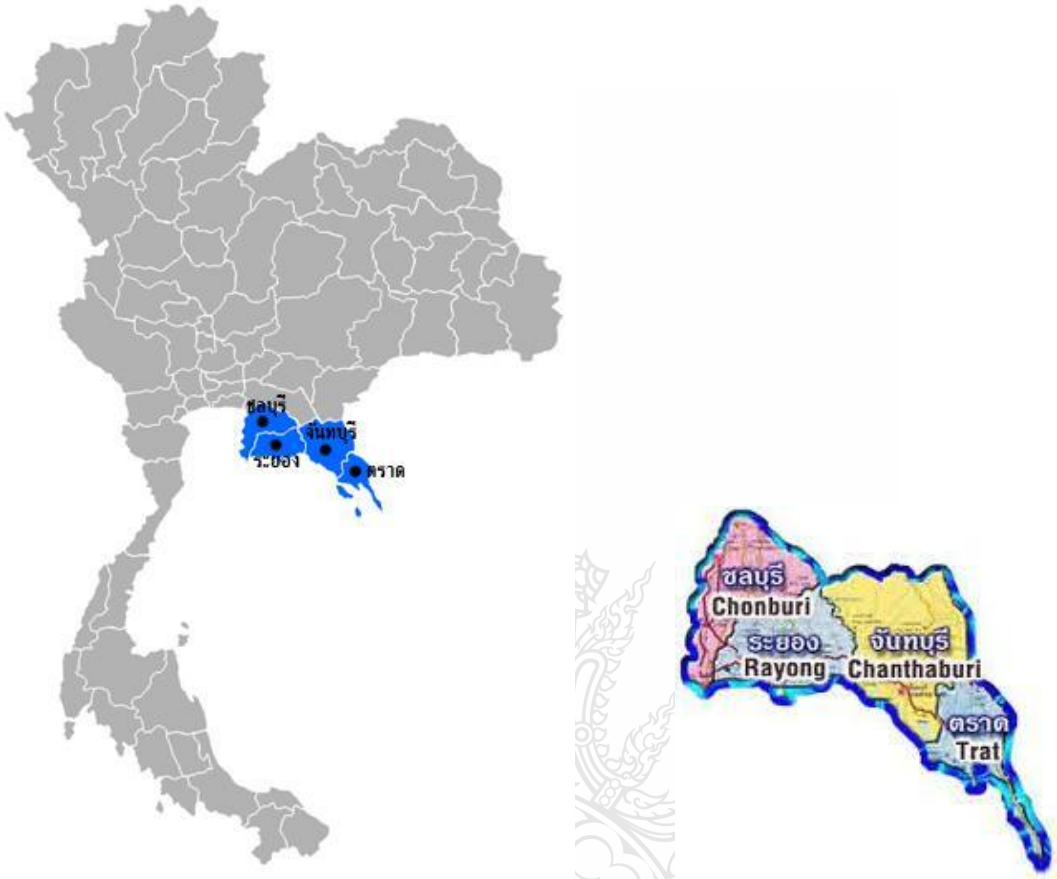
Figure 1-7 Value Chain of push-strategy in tourism.

The value chain analysis of push-strategy in tourism management is a chain of value-generating activities for provincial cluster operating in Eastern region. This value chain consists of primary activities and support activities in accordance with tourism promotion in strategy of tourism development. The goal of these activities is to offer visitors a level of value that exceeds the cost of the activities, thereby resulting in a center of international tourism in universal standard and becoming the sustainable tourism.

Office of the Permanent Secretary, Ministry of Tourism and Sports classifies 14 Tourism Clusters of 76 provinces in Thailand for developing tourism in 2009 – 2012. Consequently, Chonburi, Rayong, Chanthaburi, and Trat provinces of Eastern region are in Tourism Cluster of Gem routes and Agro-tourism, and Active Beach as in Figure 1-8.

Gem routes and Agro-tourism

Active Beach



Source: Office of the Permanent Secretary, TOURISM & SPORTS, 2010.

Figure 1-8 Tourism Cluster Development of Eastern region in 2009 – 2012.

Furthermore, Eastern Province Cluster Office of Strategy Management (OSM), and Ministry of Tourism and Sports determine the strategic issues, tactics and tourism promotion programs of tourism development plan for provincial cluster and each province in Eastern region (Chonburi, Rayong, Chanthaburi, and Trat provinces) in 2010 - 2013 as in Table 1.5.

Table 1.5 Strategy of tourism development for provincial cluster of Eastern region in 2010 – 2013.

Tourism sites	Strategic issues	Tactics	Tourism promotion programs
Provincial cluster	The sustainable tourism development and link among provincial cluster.	1) To develop and introduce products, and tourism activities to universal standard. 2) To develop tourism infrastructures and facilities. 3) To develop efficiently persons and standard of tourism services. 4) To enhance tourism marketing and public relations potentials.	(1) Database + Website and Tourism centers. (2) Development of tourism stakeholders. (3) Development and increase of tourism site potentials. (4) Image promotion "Colors of the East" festival via advertising media.

Source: Adapted from The Eastern Province Cluster Office of Strategy Management, Ministry of Tourism & Sports.

Table 1.5 Strategy of tourism development for provincial cluster of Eastern region in 2010 – 2013 (Cont.).

Tourism sites	Strategic issues	Tactics	Tourism promotion programs
Provincial cluster in Eastern region	The sustainable tourism development and link among provincial cluster.	5) To protect and save tourists' lives and properties.	(5) MICE (Meeting Incentive Convention Exhibition) and link with tourism sites of provincial cluster. (6) International marketing promotion "The East Coast Trade Fair (ECTF)". (7) "Road Show" co-operation of provincial cluster for Russian and European target groups.

Source: Adapted from The Eastern Province Cluster Office of Strategy Management, Ministry of Tourism & Sports.

Table 1.5 Strategy of tourism development for provincial cluster of Eastern region in 2010 – 2013 (Cont.).

Tourism sites	Strategic issues	Tactics	Tourism promotion programs
Chonburi	The balanceable supporting and development of tourism potentials	1) To support tourism services, marketing, and public relations in domestic sites and foreign countries. 2) To develop, restore culture and tourism sites in quality standard and conserve sustainable circumstances.	
Rayong	The sustainable tourism development and restoration.	1) To develop tourism management. 2) To develop the old tourism sites (Koh Samet, Hat Mae Ramphueng, Ban Pae) 3) To develop the new tourism sites	

Source: Adapted from The Eastern Province Cluster Office of Strategy Management, Ministry of Tourism & Sports.

Table 1.5 Strategy of tourism development for provincial cluster of Eastern region in 2010 – 2013 (Cont.).

Tourism sites	Strategic issues	Tactics	Tourism promotion programs
Rayong	The sustainable tourism development and restoration.	4) To develop tourism activities.	
Chanthaburi "Chanthaburi City of Gems"	Building the competitive potentials.	1) To develop competence in tourism competition.	(1) Restoration and development of tourism sites, e.g. "Charity Tourism", Agro-tourism, etc.
Trat "Paradise of all season tourism"	Supporting the international ecotourism, MICE, and linked gateway with other regions.	1) To improve, restore and develop tourism sites in quality and standard. 2) To advertise the tourism identity and symbol of Trat province. 3) To develop management system and build the network of tourism co-operation. 4) To protect and save tourists' safety.	(1) FRUIT TOURISM F : Food, Fruit & OTOP R : Regional Tourism Center U : Unseen Black Sand Sea I : International Seminar and Convention & Island Tourism

Source: Adapted from The Eastern Province Cluster Office of Strategy Management, Ministry of Tourism & Sports.

Table 1.5 Strategy of tourism development for provincial cluster of Eastern region in 2010 – 2013 (Cont.).

Tourism sites	Strategic issues	Tactics	Tourism promotion programs
Trat "Paradise of all season tourism"	Supporting the international ecotourism, MICE, and linked gateway with other regions.	5) To support tourism activities all year round.	T : Thailand Eco-Island and Healthy Center (2) Development and Restoration of tourism sites. (3) Promotion of community tourism. (4) Public relations of "White elephant guides Trat"

Source: Adapted from The Eastern Province Cluster Office of Strategy Management, Ministry of Tourism & Sports.

From the above table, if the indicators of strategic goal, e.g. tourism receipts, number of visitors, visitors' average expenditures and length of stays are more than last year, it will imply that the visitors increase willingness to pay for recreation in that tourism site and also the increase of consumer surplus. It means that Tourism Development Strategy succeeds in Eastern region's strategic goals. Additionally, the

budget of government tourism activities depends on each project under tourism development strategy for provincial cluster of Eastern region in each fiscal year as shown in Table 1.6 and 1.7.

Table 1.6 Strategic goal and Indicators of Tourism Development Strategy for provincial cluster of Eastern region in 2010 – 2013.

Tourism sites	Strategic goal	Indicators
Provincial cluster in Eastern region	1) To increase in tourism revenues (฿ / person / day).	1) The increase in tourism revenues (↑ 12%).
	2) To increase in the number of visitors (persons).	2) The increase in the number of visitors (↑ 40%).
	3) To distribute income equally among provincial cluster.	3) The increase in proportion of income among provincial cluster (↑ 40%).

Source: Adapted from The Eastern Province Cluster Office of Strategy Management (OSM).

Table 1.7 Projects of Tourism Development Strategy for provincial cluster of Eastern region in Fiscal year 2011.

Projects	Budgets (฿)	Authorities
1) Gems and jewels management center.	49,454,200	Chanthaburi Commercial Office.
2) Database + Website and Tourism centers.	8,000,000	Chonburi Provincial Office of Tourism and Sports.
3) Development and increase of tourism site potentials.	20,000,000	Trat Provincial Office of Tourism and Sports.
4) MICE (Meeting Incentive Convention Exhibition) and link with tourism sites of provincial cluster.	9,000,000	Chonburi Provincial Office of Tourism and Sports.
5) Image promotion "Colors of the East" festival via advertising media.	45,000,000	Chonburi Provincial Office of Tourism and Sports.
6) "Road Show" co-operation of provincial cluster and exhibition of tourism activities for domestic sales promotion.	15,000,000	Office of Rayong.
7) Development of tourism stakeholders in Eastern region.	5,000,000	Chonburi Provincial Office of Tourism and Sports.
8) Administrative management and protection against invasion and deforestation marine & coastal resources, and reserved area of coral for enhancing the King's prestige.	13,080,000	Center of Marine & Coastal resources.
9) Expenditures on evolutional administration of provincial cluster.	5,000,000	The Eastern Province Cluster. Office of Strategy Management (OSM).
Total	**169,534,200**	

Source: Adapted from The Eastern Province Cluster Office of Strategy Management (OSM).

CHAPTER 2

REVIEW OF THE LITERATURE

Introduction

Tourism is a service industry that provides relatively more employments than other industries. Tourism is labor-intensive industry, e.g. tourism industry in Kenya employs approximately 219,000 people (http://esnet.oneworld.net/sections/geography-notes-2/). Tourism contributes both government's revenues, e.g. (1) license fees, (2) customs and exercise duty, (3) value added taxes (VAT) on tourism services, (4) landing fees, (5) traveler service charge, and (6) entry fees to amusement parks, as well as (7) income taxes of tourism employees and private's revenues, e.g. (i) accommodations, (ii) food and beverages, (iii) shopping, (iv) entertainment and (v) local transportation by air, cruiser etc. Tourism amends indirectly local cultural awareness of inhabitants and foreign visitors including contribution of Gross National Product (GNP) will aid domestic tourism in sustainable tourism development (Bukenya, 2002).

Development of sustainable tourism has many advantages of locally cultural and traditional conservations, being in employment of local people, friendly utilization of natural environment, revival of historical heritage, and bounding zone of protected areas (Baimai, 2009). From previous studies, Wearing & Larsen (1996) find the socio-cultural advantages of tourism: 1) tourism working, 2) re-creation of regional artistry, handicraft, tradition and culture, 3) preservation of indigenous style

of living, 4) having on chance of local people's learning about natural resources and environment, 5) management in friendly and participatory community, and 6) building workingwomen in tourism business, e.g. cooking and cleaning in accommodations.

The disadvantages of tourism are: (a) monetary leakage from foreign proprietors and staffs of tourism enterprises, (b) converting native values, tradition and behavior foreign manners, (c) only seasonal employment of nature-based tourism, (d) insufficiency of labors because workers move from agricultural sector to tourism industry, (e) increasing illegal activities, (f) the higher cost of living is the consequence of tourism, (g) area development is solely serviceable to foreign tourists, and (h) local community has no leisure as tourism site will be crowded with visitors on weekend or vacation. Local people are imitators for demeanor, taste, and dressing in foreign visitors' styles that lead to more imported goods or extravagant / luxurious expenditure. Foreign tourists bring western culture to host country, and then they acculturate each other. The crowded tourists cause the rise in price of goods and services, thus tourism becomes commercial services of tourism activities and facilities. Furthermore, wildlife will be threatened due to flux of tourists exceeding the carrying capacity of tourism site. Additionally, local people in community will be out of work because of the scramble of immigrants for tourism jobs. As tourism has both advantages and disadvantages, it stimulates learning to conserve and attempt to exploit the natural resources (Taylor et al., 2003).

Sustainable performance of tourism activities should appropriate for all purposes of visitors, e.g. seminar, trade, relaxation, health, adventure or ecotourism (Dabour, 2003). Tourism development contributes the economic benefits to public and private sectors through the provision of basic amenities and infrastructures such as road network, supply of electricity and water for facilities of alternative ecotourism (Chase et al., 1998).

There are five classifications of tourism in Thailand: Agro-tourism, Cultural tourism, Health tourism, Business tourism (Meeting, Incentive, Convention, Exhibition: MICE), and Ecotourism. This study focuses on Ecotourism.

Ecotourism is a new alternative approach for the benefit of people in community, equality of income distribution to local community and conservation of natural resources, native customs and living style simultaneously. Ecological tourism or ecotourism is responsible travel and awareness for environment, indigenous culture and tradition in order to become tourism site of fresh air and peaceful site. Sustainable management of environment is based on participation of local community in learning and having chance of conservation and defense forests and natural resources from deforestation. The visitors' objectives are the education and appreciation of the natural scenery in tourism site, attractive society, culture and style of living in rural community (Israngkura, 1996).

Sustainable management of ecotourism is for knowledge of allocation friendly natural resources to local people exploiting but they still conserve or preserve environment and culture. Ecotourism can contribute to Gross National Happiness

(GNH) besides Gross National Product (GDP) from equalizing distribution of local people's income emphasizing on well-being of community. GNH is the happiness from having natural environment and native culture rather than richness in treasure or property. Policy of tourism development is related to GNH through participation of local community in balancing tourism on society, economy and ecological system, accepting local culture for sustainable tourism management (Gurung & Seeland, 2008). Ecotourism can contribute to gaining income of local people from employment, guidance, accommodation, entertainment (Che, 2003). Ecotourism industry fast expands on population of workers, tourists, immigrants and businessmen tourism (Taylor et al., 2003).

The sustainable environment derives from the balance between ecotourism and conservation of natural resources (Obua, 1997). Conservation of environment generates trade-off of tourism activities and earnings (Wunder, 2000). The tour operating process makes direct sales such as telephone and website and indirect sales through travel agents (Succurro, 2006). Local proprietors run ecotourism businesses of accommodation, food and beverage, and facilities. Ecotourism activities consist of trekking, hiking, cycling, fishing, kayak/ canoeing and rafting that contribute benefits to local economy and society, and conserve environment at the same time (McDill et al., 1999).

Ecotourism is concerned with nature, learning, environment and cooperation of community (Israngkura, 1996). The details of four components of Ecotourism are the following.

(1) Ecotourism is nature-based travel of metropolitans in urban city for recreation among natural environment where has beautiful scenery, facilities, local accommodations, various species of wildlife and cultural and historical heritages. These are reserved and conserved, so hunting is prohibited in protected area (Hodgson & Schroeder, 2002). Ecotourists are willing to pay with bird / wildlife watching, nature photography, nature education (Che, 2003). Ranch resort is a tourism site that attracts much attention of domestic and foreign tourists to facilities provided by government and private sector such as library, convenience store, food court, fitting rooms (Aniah et al., 2009). Tourists get amenity while communities are gaining incomes from spending a lot of money on natural tourism sites, accommodations, souvenirs. Therefore, number of tourists increase, then tourism income will also be increased. Consequently, tourism income is complementary. Development of natural tourism will be sustainable because both of tourists and communities have the benefit from tourism. Tourism development will not be saturated, if it is expanded under carrying capacity of tourism site (Wunder, 2000).

(2) Learning by tourists' experience about species of wildlife, natural environment and recreational activities through informant, i.e. guide. Tourists can be fully aware of environmental conservation and protection (Tsaur et al., 2006).

(3) Utilization of friendly environment is a method of management in eco-recreational activities, tourism infrastructure, community products and local facilities for sustainable development subsidized by donation (Ferraro & Simpson, 2002). Metropolitans should live in healthy surroundings with green area for relaxation and

recreational activities. Ecotourism accommodations consist of hostel, resort, lodge, bungalow and public infrastructures in order to support passive activities such as tent camping, hiking / trekking, bird watching, sightseeing, etc. (Yaakup, 2006). Limitation to ecotourism territory and maximum population of tourists are in accordance with carrying capacity on site. These regulations utilize friendly environment for ecotourism activities (Gossling, 1999). Accordingly, environmental resources are not degraded and deforested in the existence of wildlife and forest, and bequest for future generations of host community and visitors (McDill et al., 1999). Park management and determination for services charges such as entry fees, taxes and duties, commercial permits are techniques in environmental protection from being overcrowded (Israngkura, 1996). High service charges will contribute to protection and conservation of national park's natural resources exploited by visitors. Parking fees for tourism service are at different rates across different sites. Tourists will visit a tourism site where has more carrying capacity and lower fee or well-organized park's management (Chase et al., 1998). On the contrary, high entry fee is appropriate for visitors who have higher level of income. The small group of higher level of income has low impact on environment, culture and local community (Gurung & Seeland, 2008). Baral et al. (2008) find that advantages of higher-class visitors are: (i) willingness to pay more service charges for guide, (ii) group of familiar fellows, and (iii) satisfaction in tourism.

(4) Cooperation of community is a characteristic of ecotourism because it aims at: (i) communities' benefit from local environment, (ii) equitable distribution of income to local people by the chief of community who manages community's

benefits, natural resources, and culture by strategy (McAlpin, 2008). The chief of community is responsible for natural resources management in (a) allotment of knowledge to community's members for participating project, (b) advice on the project cycle, (c) good decision for project design and operation, (d) introduction of project action (Wearing & Larsen, 1996). Participation and empowerment to community will support sustainable development of ecotourism through planning, management, protection and conservation of natural environment. Empowerment in ecotourism development to community is divided into the different aspects of local community, e.g. (i) the economic benefit, (ii) psychological viewpoint, (iii) competence in management of social impact, (iv) decentralized political management (Garrod, 2002).

Tourism Authority of Thailand (TAT) gives the definition of Ecotourism as folloews: (1) awareness of stakeholders in conservation and reformation of the natural environment and culture as to sustain indigenous community, (2) pleasure to visitors, (3) simultaneously, participatory community in tourism development and equitable distribution of income (Israngkura, 1996).

Tourism authorities should control the quality of accommodations, food courts, tour agents, and communications, and ensure the fair service charges (Habibi & Rahim, 2009). Travel by air causes destruction of the atmosphere generating greenhouse effect (Gossling, 1999). Cultivation, farming and livestock always affect the existence of wildlife and natural environment (Chase et al., 1998). Exploiters from natural resources should acknowledge regulations of forest, e.g. (i) reduction in

greenhouse effect, (ii) utilization of water supply for consumption, agriculture, and recreational activities, (iii) conservation of wildlife and environment, and (iv) providing visitors with beautiful scenery on ecotourism site (Sierra, 2006).

Ecotourism and natural tourism without regulations and guidelines will contribute short-run profits to ecotourism proprietors. It is not sustainable ecotourism because there is no conservation of protected areas in existence and bequest for future (Espinosa & Monteros, 2002).

Tourism encouragement depends on the quality of facilities in community and visitors' travel costs (Loomis, 1995). Environmental management in bounding properly protected areas for ecotourism activities that will preserve and conserve species of plants or wildlife. Consequently, preservation of ecosystem will become main principle of ecotourism management (Obua, 1997).

The fascinating tourism site for visitors are namely fresh air, clear water, plenty of forest and wildlife (Loomis, 1995). Efficient planning, designing, administration and monitoring of tourism in protected areas must combine social and economic development to conserve wildlife and protect unlawful activities of local people (Gossling, 1999). Building carrying capacity for tourists by development of facilities and control of recreational program are park management (Gurung & Seeland, 2008). Construction of facilities and management in tourism contribute to employment of local people for guides, cultural performance, and handicrafts (Tsaur et al., 2006).

Obstacles to tourism development are: (i) pessimistic tourism image, (ii) insufficiency of foreign investment for tourism development, (iii) deficiency of professional staffs for tourism, (iv) vague plan in tourism frameworks, (v) powerless administration and government (Bukenya, 2002). Therefore, sustainable ecotourism development of environment should equitably divide unite political, socio-economic, cultural and ecological benefits to local community (Lai & Nepal, 2006).

The advantage of ecotourism development depends on tactics to build carrying capacity of tourists, to increase knowledge of ecotourism, and to administer ecotourism site (Gossling, 1999). Sustainable development of ecotourism in zone of forest reserve that will aid bio-diversity (Lee & Mjelde et al., 2007), e.g. the various species of wildlife can make good their escapes from volcanoes and geysers (Ellingson & Seidl et al., 2007).

Good management makes service charges conserve natural environment. Price discrimination of optimum service charges will be enough for the regular expenses of recreation site (Alpizar, 2006). National park's ameliorators endeavor to offer attractive recreation site to tourists who are willing to pay anticipated service charges for finding pleasure in visiting to environmental site. Setting rate of service charge should consider both pleasure and demographic data of tourists.

As previous studies reveal that each of literature is emphasized the importance of tourism site, objective, approach or model, and its result. It is summarized in Table 2.1.

Table 2.1 Summary of Literature Review.

Authors	Tourism sites	Approaches	Objectives
1. Alberini & Longo, 2006	Cultural heritage sites, The Republic of Armenia	Travel Cost and Contingent Behavior Methods	- to estimate domestic visitors' use values for cultural heritage sites in Armenia.
2. Alpizar, 2006	Costa Rica	The pricing of protected areas in nature-based tourism	- to provide an estimation of optimal entrance fees and revenues for the Costa Rican system of protected areas.
3. Aniah et al., 2009	Cross River State, Nigeria	Patronage of Ecotourism Potentials	- to examine the level of domestic and international patronage of Obudu Ranch Resort between 2001-2008, tourist preference of the resort, major attraction and facilities in the resort, population threshold of the enclave communities within the study area and the purpose of tourists visit to the Ranch Resort.
4. Baimai et al., 2009	Emerging markets	Stepwise regression analysis	- to develop a useful framework for estimating demand for tourism in emerging markets.
5. Baral et al., 2008	Annapurna conservation area	Contingent Valuation (CV) surveys	- to determine willingness to pay (WTP) for candidate entry fees.
6. Bell & Strand, 2003	Barbados beach sites, Barbados	Nested Logit Random Utility Model	- to investigate whether models of recreational site and route choices can be reconciled.
7. Bukenya, 2002	Uganda's national parks	Geographical Information System (GIS) and Multi-Criterion Decision-Making framework	- to solve a spatial multi-objective problem of ranking and prioritizing Uganda's national parks for ecotourism development.
8. Chakraborty & Keith, 2000	Moab, Utah, U.S.A.	Standard and Truncated Count Data Travel Cost Demand Models	- to estimate demand for and the economic value to participants in mountain biking in the Moab, Utah area.

Table 2.1 Summary of Literature Review (Cont.).

Authors	Tourism sites	Approaches	Objectives
9. Chancharat et al., 2009	Thailand	A multivariate model	- to investigates the co-movements and the causal relationships among real GDP, tourism development and the real exchange rate.
10. Chase et al., 1998	Costa Rica	A contingent behavior(CB) methodology	- to generate experimental data and assess the effects of differential pricing of user fees on park visitation demand.
11. Che, 2003	The Rural Alleghenies	Action Planning Process	- to examine the USFS's changing rural development policies have shifted from emphasizing top-down, federally established timber harvests to encouraging local, amenity-based economic diversification and business creation in forest-dependent communities.
12. Chen et al., 2004	Xiamen Island, China	Travel cost method	- to evaluate the recreational benefits of a beach along the eastern coast of Xiamen Island.
13. Chen et al., 2009	Tiantai County, Zhejiang; Province of southest China	A GIS-based approach	- to spatially estimate direct use value of ecosystem services. - to map results for a case study at county scale.
14. Ellingson & Seidl, 2007	Eduardo Avaroa Reserve, Bolivia	Contingent Valuation Method (CVM) and Contingent Behavior (CB)	- to estimate the willingness to pay (WTP) for entrance to the Eduardo Avaroa Reserve. - to compare results from the contingent valuation method (CVM) and the contingent behavior (CB) estimates of willingness to pay.
15. Espino et al., 2006	Grand Canary, Spain	A mixed Revealed Preference / Stated Preference Model	- to analyse travellers' mode choice behavior for suburban trips under various model specifications using a mixed RP /SP data bank.
16. Ferraro & Simpson, 2002	Madagascar	The direct-incentive (payment) approach	- to compare the costs of direct and indirect interventions in order to achieve ecosystem conservarion objectives in low-income nations.

Table 2.1 Summary of Literature Review (Cont.).

Authors	Tourism sites	Approaches	Objectives
17. Fix et al., 2000	Moab, Utah, U.S.A.	Poisson Travel Cost Model	- to examine the possible over-estimation of consumer surplus due to endogenously chosen travel costs.
18. Fleischer & Tsur, 2000	Hula and Jezreel valleys, Israel	Travel Cost and Contingent Valuation methods	- to measure the recreational use value of agricultural landscape for two regions in Israel.
19. Font, 2000	Natural areas in Mollorca	A Travel Cost Approach	- to measure the value of recreational services offered by a park.
20. Garrod, 2002	EU Atlantic Area	A revised model approach	- to facilitate local participation in the planning and management of ecotourism.
21. Gossling, 1999	Developing countries (DCs)	Cost Benefit Analysis (CBA)	- to assess nature conservation economically.
22. Habibi & Rahim, 2009	Malaysia	A bound test approach to cointegration	- to identify and estimate the income, tourism price, tourism substitute price and travel cost of the tourism demand to Malaysia both in the short run and long run.
23. Hodgson & Schroeder, 2002	Tanzania	The community mapping exercise	- to include indentifying current or likely future areas where the greatest conflict between humans and wildlife can occur, and providing local communities with an opportunity to highlight problems connected with the park.
24. Kuosmanen et al., 2004	Bellenden Ker National Park, Australia	Zonal Travel Cost Model	- to demonstrate that treating multidestination trips (MDT) as single-destination trips does not involve any systematic upward or downward bias in consumer surplus (CS) estimates.
25. Lansdell & Gangadharan, 2003	Albert Park and Maroondah Reservoir, Victoria, Australia	Travel Cost Models	- to estimate and compare the recreational value of Maroondah and Albert Parks in Victoria, Australia.

Table 2.1 Summary of Literature Review (Cont.).

Authors	Tourism sites	Approaches	Objectives
26. Lee & Mjelde, 2007	Korean Demilitarized Zone (DMZ)	Contingent Valuation Method (CVM)	- to obtain estimates of the preservation value of the Korean DMZ and Civil Control Zone (CCZ) - to examine the potential for hypothetic bias in respondents' answers in a CVM framework.
27. Loomis, 1995	California, U.S.A.	Four models for determining environmental quality effects	- to quantify the initial effects on a local economy arising from a change in site characteristics, resource attributes or trip cost to a site.
28. Obua, 1997	Kibale National Park, Uganda	The Multi-criteria models; Simple Additive Weighting Method	- to assess the recreation and ecotourism potential of Kibale National Park as a means of justifying the need to maintain a balance between conservation and ecotourism. - to assess the impact of campsite development on the woody species diversity and composition in the recreation zone in order to highlight the danger that such developments can have on the ecology of protected areas.
29. Parsons et al., 2000	The five fishing lakes, China Lakes Region of Maine, U.S.A.	A Nested Logit Random Utility Travel Cost Model	- to measure the welfare effects associated with the loss of five fishing lakes located in the China Lakes Region of Maine.
30. Poor & Breece, 2006	Chesapeake Bay, Maryland, U.S.A.	A Contingent Behavior Model, A truncated Poisson Count Model	- to estimate welfare measures for charter fishing participants with regard to a hypothetical improvement in water quality.
31. Shrestha et al., 2001	The United States	A benefit transfer approach	- to value the outdoor recreational resources at a new site.
32. Sierra et al., 2006	Osa Peninsula, Costa Rica	The efficiency of environmental service payments	- to examined the efficiency of programs supporting the conservation of forest resources and services through direct payments to land owners; or payments for environmental services(PES).

Table 2.1 Summary of Literature Review (Cont.).

Authors	Tourism sites	Approaches	Objectives
33. Succurro, 2006	Itaty	Real contracts:- (1) Independent agents and the linear piece rate contract (2) Contracts offered to agents belonging to a network (2.1) The franchising contract (2.2) Ownership networks: The association in participation contract	- to evaluate the efficiency of the contractual agreements signed between tour operators and travel agents by taking into account risk-sharing, incentives and flexibility of each real contractual alternative.
34. Taylor et al., 2003	A Galapagos Islands	Local economy-wide modeling approach	- to estimate the impact of tourists on the economy and demographics of the Galapagos Islands for designing ecotourism policies.
35. Thomas & Stratis, 2002	Southwest Florida, U.S.A.	A Nested Logit Random Utility Travel Cost Model	- to assess the response of recreational boaters to imposition of the speed zones in Lee County, Florida.
36. Tisdell et al., 2008	Brisbane, Australia	Contingent Valuation (CV)	- to elicit individuals' willingness to pay (WTP) for retaining or increasing the quality or quantity of an environmental good, or their willingness to accept (WTA) compensation for its loss.
37. Togridou et al., 2006	Zakynthos, Greece	Determinants of visitors' willingness to pay	- to examine the influence of visitors' profile, information source, environmental dispositions, and visit evaluation on visitors' willingness to pay (WTP) for the National Marine Park of Zakynthos.
38. Trousdale et al., 2004	British Columbia Parks	- The principles of decision analysis - A public protected areas strategy (PAS)	- to design and implement a property evaluation and decision support tool for acquisition of private lands as part of the provincial Protected Area Strategy.

Table 2.1 Summary of Literature Review (Cont.).

Authors	Tourism sites	Approaches	Objectives
39. Tsaur et al., 2006	Taiwan Alishan	The Sustainable Ecotourism Indicators System (SEIS)	- to evaluate the sustainability of an ecotourism site.
40. Yaakup et al., 2006	Sungai Pulai Wetland	A GIS Approach	- to preserve and monitor green and open spaces in an urban area.
41. Yeh et al., 2006	Lake Erie Beach Sites, New York, U.S.A.	Random Utility Model (RUM)	- to develop a Random Utility Model by exploring how visitors choose alternative sites and trip durations for multiple-objective trips.
42. Zendehdel et al., 2008	Lar rangeland, Iran	Qualitative valuation of environmental criteria	- to elicit stakeholders' intensities of preferences for a complex environmental issue and multiple social groups.

From Table 2.1, details of the approach and findings in previous studies are as follows:

1. Anna Alberini, and Alberto Longo (2006) incorporated the single-site travel cost method and contingent behavior questions in order to evaluate the value of conservative sites in the republic of Armenia. The results concluded that the actual and hypothetical responses are valid because factors influence on visiting as visitors' travel cost, distance, hypothetical scenario, and demographic data.

2. Francisco Alpizar (2006) suggested optimum pricing model of recreational use in protected areas is service charge for foreign visitors more than domestic ones as known third degree price discrimination in order to cover fixed cost for adjusting to balance the budget. The results provided an estimation of optimal entrance fees and revenues for the protected areas. A limitation of the theoretical analysis assumes

that the park agency treats all parks as a single commodity, or a large country or area with only one park.

3. Aniah, E. J., Eja, E. I., Out, J. E., and Ushie M. A. (2009) applied Chi-square for testing the stated hypothesis (H_0: There is no significant difference between the number of tourists visiting Obudu Ranch Resort and the distance between Obudu and the tourist home.) as concerned with the amount of money expended by the tourist as travel cost to the ranch. The paper focused on patronage of ecotourism resort for sustainable tourism development in Cross River State using Obudu Ranch Resort as a case study. Data were collected in the field using Participatory Research Method (PRM), questionnaires, interview, field observation and library materials. The results concluded that the sustainability (future used) of the Ranch Resort depends on private individual, the government and the local people concerning with economic benefit from the environment in order to avoid unemployment, poverty, or theft.

4. Chaiwat Baimai, and Jose Luis Daniel (2009) estimated demand function of tourism in emerging markets from visitors' expenses are determined by independent variables related to amenities from attraction of protected area authorities. The results explained that the obstacle of sustainable development in tourism sites as the intercultural contact between urban or foreign tourists and faraway communities.

5. Nabin Baral, Marc J. Stern, and Ranju Bhattarai (2008) used Contingent Valuation (CV) technique for evaluation of the entrance fees that visitors are willing

to pay for satisfaction. This amount is in order to conserve and manage in wildlife and environment inside protected area. The results recommended that the entry fee increases as USD 50. In the optimistic scenario, this higher entry fee generates a budget surplus. In the pessimistic scenario, it becomes budget deficits.

6. Kathleen P. Bell, and Ivar E. Strand (2003) employed the usual nested multinomial logit model for estimating Site Choice and Geographical Information System (GIS) model for specifying the properly recreational route from visitors' residences to Barbados beach sites by spending the minimum time and costs. The results found that if travel time and distance from tourists' residences to tourism site affect a great deal of travel cost, tourists will not visit to that tourism site. Hence, the greatest differences in the routes will be discounted in the expectation calculation.

7. James Obadiah Bukenya (2002) proposed Geographical Information System (GIS) and a Multi-Criterion Decision-Making framework (MCDM) of four national parks in Uganda by using the ranking model that depends on potential of wildlife and environmental management, ecosystem, protection against the deforestation and degradation of environment, and national park's income and criteria. The results showed that the arrangement and ranking of national parks in Uganda into three subgroups, and the western region's national parks are higher rank than the others.

8. Kalyan Chakraborty, and John E. Keith (2000) used count data travel cost models for measuring visitors' willingness to pay or total use value of mountain biking in Moab site. The results suggested that value of the recreational activity is

more than the others in tourism site. Therefore, public land managers should allocate to mountain biking.

9. Surachai Chancharat, and Nongnit Chancharat (2009) examined the long-run relationships between tourism management and Gross National Product (GDP), using annual data during 1979 till 2007 by employing two different tourism variables as number of foreign visitors' arrivals and receipts. The results found that it has no cointegration between tourism development and economic growth (real GDP).

10. Lisa C. Chase, David R. Lee, William D. Schulze, and Deborah J. Anderson (1998) applied random effects probit and tobit models in calculation for elasticities of visitors' demand derived from different entry fees. These models are useful to improve the strategies of park management and limit the carrying capacity of visitors. The results suggested that the increased entrance fees at Manuel Antonio or the decreased entrance fees at the others solves at overcrowded Manuel Antonio National Park.

11. Deborah Che (2003) concluded that development of local community is separated from production of goods because nature-based community will attract visitors to natural environment for relaxation and recreation. The results concluded that USFS rural development policies separate from resource production by limiting the migration for amenity and businesses to rural areas.

12. Weiqi CHEN, Huasheng HONG, Yan LIU, and Luoping ZHANG (2004) utilized travel cost method for evaluation of economic benefits or consumer surplus

from recreation demand along the beach of Xiamen Island. The results of this study indicated that the beach is a nonmarket good, economic value and visitors' recreational benefits.

13. Nengwang Chen, Huancheng Li, and Lihong Wang (2009) designed Geographical Information System (GIS) for evaluation of farm and wood products, and tourism services in local community that are directly used by tourists. Although this study only mapped the selected direct use values of ecosystem services, the results implied that ecosystem services analysis can use farm, wood products and tourism services as tourists' direct use-value.

14. Lindsey Ellingson, and Andrew Seidl (2007) evaluated use of national park or reserve in order to gauge visitors' willingness to pay by application of Contingent Valuation Method (CVM) is to calculate economic benefits on recreation site when consumers make some changes in different entrance fees and Contingent Behavior method (CB) is to calculate changes in consumers' behavior of different services, e.g. spending time on site for new service charge or entrance fee. The optimum pricing should be set by combination of CVM and CB in order to compare the advantages and disadvantages of both methods. The results indicated that CVM and CB are non-market valuation methods as appropriate to be combined for using in protected area of developing countries.

15. Raquel Espino, Concepcion Roman, and Juan de Dios (2006) employed two alternative mixed revealed preference (RP) / stated preference (SP) model specifications for estimation of suburban trip demand including latent variable (e.g.

Comfort) and interacting with interaction effect (e.g. Travel Time). The results concluded that demand is more sensitive to high parking costs than low fare. Therefore, policy of increasing the parking cost is effective and affects preference for public transport in a wealthy and crowded island.

16. Paul J. Ferraro and R. David Simpson (2002) compared direct and indirect subsidies are paid to protect natural environment. The direct subsidy is for conservation of natural environment in eco-friendly activities. The indirect subsidy is more than direct subsidy because it will contribute to exploiting natural resources for production. The results suggested that conservation payment is much more cost-effective than indirect approaches.

17. Peter Fix, John Loomis, and Rick Eichhorn (2000) analyzed the individual per trip consumer surplus by using a standard Poisson travel cost model for comparing to adjusted seemingly unrelated regression. The results explained that the estimation of a benefit cost analysis for site improvement projects such as access, and facilities for decreasing overcrowding in tourism site and increasing users' economic benefits of the Slickrock trail.

18. Aliza Fleischer and Yacov Tsur (2000) evaluated the recreational value of agricultural landscape for Hula and Jezreel valleys in Israel by joining travel cost methods from visitors' actual trip data and contingent valuation methods from visitors' decisions. The results concluded that the consumer surplus from recreation in the agricultural landscape, e.g. farmland is calculated and then precisely allocated considering negative externalities such as soil and groundwater contamination.

19. Antoni Riera Font (2000) described that tourists would find satisfaction of recreational activities. Travel cost method is made use of estimation for economic benefits of foreign tourists in Mallorca. The results found that no difference between the second stage of tourists' making decision in duration of stay and local visitors' decisions making during days off in a given period.

20. Brian Garrod (2002) summarized that the revised model is applied in various ecotourism projects including ecotourism planning and management in participatory community. The results indicated that revised model approach is generally applicable to different types of ecotourism project.

21. Stefan Gossling (1999) used Cost-Benefit Analysis (CBA) consists of use and non-use benefits of natural resources, and costs that derive from opportunity cost of conservation, cost of protection of natural areas, and pollution cost caused by tourists traveling by air. The results showed that it is necessary for sensitive areas to limit the visiting rate by adapting education, management, and control measures to achieve the increased tourism revenues.

22. Fateh Habibi and Khalid Abdul Rahim (2009) attempted to use Augmented Dickey-Fuller (ADF) and Error Correction Model (ECM) for testing and calculating recreation demand of international tourists from top ten countries to Malaysia. The results were factors influence on tourists' demand in Malaysia such as travel cost, alternative sites, and the outbreak of SAR, 2003.

23. Dorothy L. Hodgson and Richard A. Schroeder (2002) explained that the community mapping is concerned with efforts of conservation, locally political involvement, combination of legal and political strategies, and relation between donators of conservation and development / interest of public mission and private business. The results showed that 'community-level' political dilemmas are in mapping efforts of conservation and development.

24. Timo Kuosmanen, Eleonora Nillesen, and Justus Wesseler (2004) estimated consumer surplus of visitors at the Bellenden Ker National Park in Australia by using parametric and non-parametric estimation techniques of the zonal travel cost model for assuming multidestination trips (MDT) as single-destination trips (SDT). The results showed that if observations exclude MDT observations from the data, the Consumer Surplus (CS) will be low because of the direct effect. If we assume MDT as SDT, CS will be overestimated the economic value from tourism site as a result the indirect effect.

25. Nicola Lansdell, and Lata Gangadharan (2003) calculated the recreational value of Albert Park and Maroondah Reservoir in Victoria, Australia by using various Travel Cost Models and Functional Forms. The consumer surplus is estimated by zonal travel cost model of concentric ring zone is better than postcode zone. The results indicated that Albert Park is fascinating for many visitors known as 'proximity power' and Maroondah Reservoir is popular with the faraway visitors as called 'pulling power'.

26. Choong-Ki Lee, and James W. Mjelde (2007) recognized that evaluation of environmental preservation in ecosystem of Demilitarized Zone (DMZ) and Civilian Control Zone(CCZ) by using Contingent Valuation Method (CVM) is for estimating visitors' economic benefit from use and non-use of natural wildlife and environment. Additionally, CVM will be useful to sustainable development and management in conservation of natural resources, and contributions from tourists simultaneously. The results of the study explained that visitors have the willingness to pay donations as more hypothetical than the real setting.

27. John B. Loomis (1995) described the prediction of people's participation rate in recreational activities at tourism sites as the independent variables are changing by using logit and probit technique. A selecting decision for the best attractive site was calculated by a conditional or multinomial logit model (MNL). Annually, the number of trips for each tourist at overall sites decided by using Travel Cost Model (TCM) while there are changes in quality of infrastructure, facilities, environment, and abundance of natural resources. The duration of overnight stays depend on visitors' attitudes and demographic data, and quality of recreational site. The results described that the final demand is input into Input-Output models by using recreation demand models for calculating community benefits from recreation use and ecotourism.

28. Joseph Obua (1997) developed Simple Additive Weighting Method in multi-criteria model for evaluating natural sites by determining weight for each given criterion based on degree of criterion's importance. Total weights of criteria are

value of recreation or ecotourism site. The results recommended that the potential valuation of natural areas and campsite development should consider and monitor the biological diversity in protected areas where are developed for recreation and ecotourism.

29. George R. Parsons, Andrew J. Plantinga, and Kevin J. Boyle (2000) measured the welfare effects or loss of five fishing lakes in China Lakes Region of Maine by using 5 models of a nested logit model i.e., Baseline, Regional Aggregate, Popular Sites, One Dummy, and China Lakes Region Only. The results found that travel cost coefficient across the different models for estimation of welfare are rather sensitive to narrowing choice sets.

30. P. Joan Poor, and Matthew Breece (2006) explained the estimation of welfare for water quality in the Chesapeake Bay by using a contingent behavior model and the correction of endogenous stratification by using a truncated Poisson count model in term of the individual consumer surplus per trip and the average individual consumer surplus values for an improvement in water quality. The results suggested that Chesapeake Bay water quality improvements and non-market value of stakeholders' benefits will be able to solve sustainable policy problem.

31. Ram K. Shrestha, and John B. Loomis (2001) used benefit transfer function in meta-regression model for evaluating recreational activities and calculating consumers' surplus (CS) or willingness to pay (WTP). The results revealed that the benefit transfer applications in meta-regression model can evaluate CS in recreational activities as acceptable to 28%.

32. Rodrigo Sierra, and Eric Russman (2006) used analysis of variance (ANOVA) for learning how to protect and restore natural resources, and environment on private lands by Payments for Environmental Services (PES). The results suggested that the optimal price for PES should be suitable for visitors and entrepreneur of environmental services considering conservation of a given habitat.

33. Marianna Succurro (2006) gathered empirical data about a compensating scheme and advantage in commercial agreements of tour operators and travel agents proposed by Italian Tour Operators Association. The results found that an optimal contract of tour operators and travel agents should consider society together with the economic circumstance.

34. J. Edward Taylor, George A. Dyer, and Micki Stewart (2003) proposed Galapagos Micro Computable General Equilibrium (CGE) model is for analyzing survey data of household, firm and farmer's economic activities connected with tourism. The results showed that it is too difficult for food producers, e.g. farmers, ranchers, and fishermen to implement new policies without conflicting with conservation of protected zones and increase in food prices as derived from production costs.

35. Michael Thomas, and Nicholas Stratis (2002) developed a nested logit random utility travel cost model in order to evaluate compensating variation for recreational boating in southwest Florida. The results concluded that model is applied in the proposed Florida's rule and policy in order to indicate costs of recreational boating.

36. Clem Tisdell, Clevo Wilson, and Hemanath Swarna Nantha (2008) measured dynamic behavior by using Willingness to pay (WTP) evaluated environmental good and conservation of the wildlife species in natural site. The results revealed that the accurate information should be conveyed to individuals for eliciting the true or relevant preferences from individuals in order to use a standardized system of economic valuation.

37. Anatoli Togridou, Tasos Hovardas, and John D. Pantis (2006) inspected factors of tourists and tourism site's distinction that affect tourists' Willingness to pay (WTP) for satisfaction at Zakynthos' National Marine Park. The results suggested that Park managers should organize environmental education programs in order to decrease visitors' consensus estimation error.

38. William Trousdale, and Robin Gregory (2004) presented principles of decision analysis is for conservation and protection of wildlife species in British Columbia Parks (BC Parks) by participating in stakeholders' agreement on main objectives. The results advised that a property evaluation approach is a decision makers' support tool and made in a multiple objective context by emphasizing the distinction between technical and value-based information.

39. Sheng-Hshiung Tsaur, Yu-Chiang Lin, and Jo-Hui Lin (2006) examined interrelation among awareness of local community, visitors and environmental management by using Sustainable Ecotourism Indicators System (SEIS) for socio-economic and environmental data. Then, each of indicators will be weighted with Delphi technique. The results suggested that the fine interaction among resources,

community, tourism, and stakeholders is sustainable administration for attracting visitors' demand to tourism site.

40. Ahris Yaakup, Noordini Che' Man, Nafisa Hosni, Haiza Wahida Haron, and Susilawati Sulaiman (2006) integrated intrinsic natural resources with suitable location into Geographical Information System (GIS) spatial analysis approach that is for identifying the ecotourism potential area based on infrastructure and supporting eco-tourism management and development of facilities. The results showed that all the selection criteria of analysis will generate alternative scenarios of eco-tourism activities management.

41. Chia-Yu Yeh, Timothy C. Haab, and Brent L. Sohngen (2006) estimated and compared single-day trips with multiple-day trips at Lake Erie beach in New York by using alternative trip cost methods of nested multinomial logit models. The results suggested that the travel cost is combined with random utility models to estimate the structural utility parameters but it may be biased measures of welfare in a multiple-objective trip setting for single- and multiple-day users.

42. Kamran Zendehdel, Michael Rademaker, Bernard De Baets, and Guido Van Huylenbroeck (2008) formed environmental criteria in Impact Matrix (IM) that stakeholders will rank their preferences in term of qualitative scale as Alternative Impacts (AIs). The results showed that there is a conflict of community's preferences in the Lar rangeland (Iran) services that has impact on environmental criteria.

From reviewing the above literatures, we know about the advantages and disadvantages of Contingent Valuation Method (CVM), Contingent Behavior Method (CB),

Travel Cost Method (TCM) and Cointegration Technique (Autoregressive Distributed Lag: ARDL) as in Table 2.2.

Table 2.2 Advantages and Disadvantages of Approaches in previous literatures.

Approaches	Advantages	Disadvantages
Contingent Valuation Method (CVM)	1. CVM is used to measure total preservation value including both use and non-use values.	1. The hypothetical setting in CVM may result in overestimating the respondents' Willingness to pay (WTP). 2. Hypothetical valuation is for generating values of goods that cannot be priced directly through a market. 3. It is not possible for CVM to collect data necessary to estimate an unrestricted system of demand equations that can be used in designing effective pricing policies.
Contingent Behavior (CB)	1. CB approach can generate experimental data to assess the effects of differential pricing of entrance fees to national parks.	1. CB method is viewed as controversial due to its intrinsically hypothetical nature.
Travel Cost Method (TCM)	1. TCM approach assumes that various factors influencing visit, e.g. direct costs and the opportunity costs of visitors' time, the length and frequency of visit to tourism site.	1. TCM approach has limitations, particularly in applications to multiple destination trips.

Table 2.2 Advantages and Disadvantages of Approaches in previous literatures (Cont.).

Approaches	Advantages	Disadvantages
Cointegration Technique (Autoregressive Distributed Lag: ARDL)	1. The ARDL model is able to detect long run relationships and solve the small sample size problem. 2. The ARDL approach can be applied irrespective of whether the underlying regressors are purely first order integrated, I(1), purely zero order integrated, I(0), or a mixture of both. 3. ARDL can include dummy variable in the cointegration test process.	1. The ARDL bound test approach to cointegration is carried out for quarterly time series data.

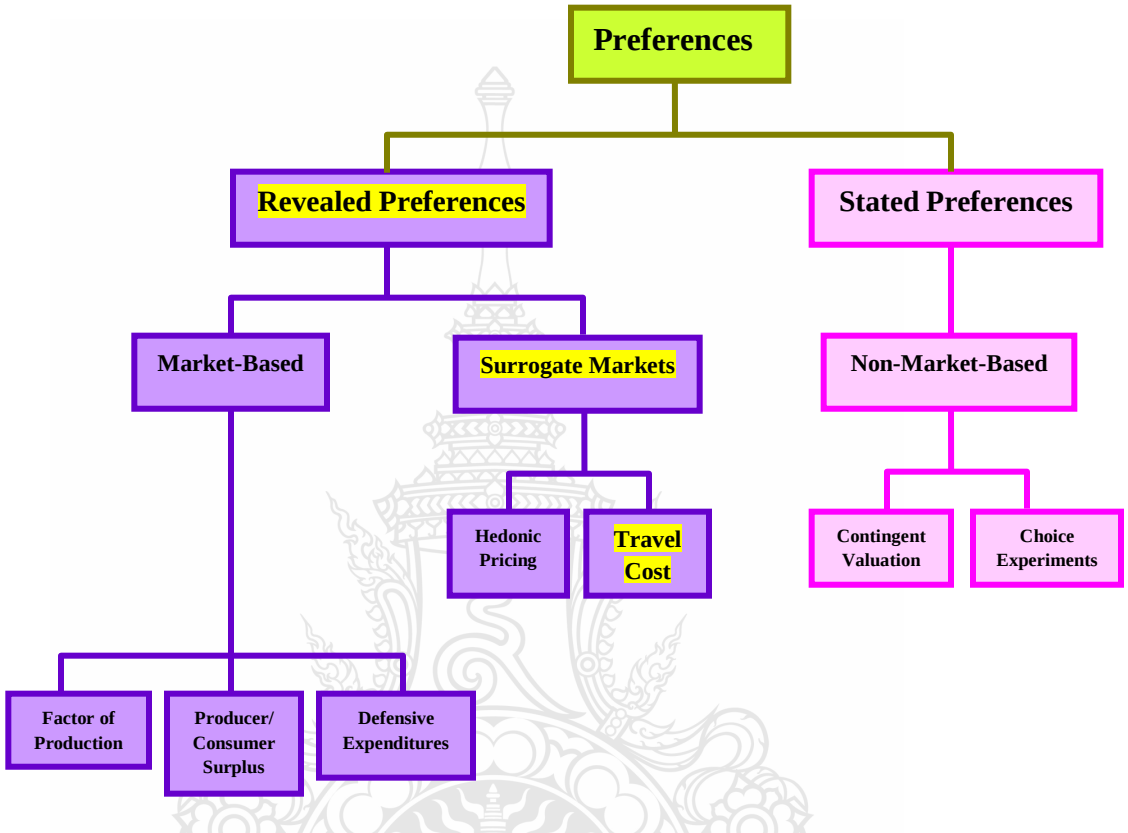
Consequently, this study will use Travel Cost Method (TCM) for the excursionists and tourists' economic evaluation from tourism site in each province of Eastern region.

Tourists are of willingness to pay for recreation is involved in use and non-use of natural resources. Furthermore, the objectives of non-used natural resources may be option, bequest and in existence for future use (Togridou et al., 2006). Use values, Non-use values, and Option Values are under Total economic value (TEV) that can be summarized in Figure 2-1.

Source: Adapted from The encyclopedia of earth, German Advisory Council on Global Change, The Convention on Biological Diversity (CBD).

Figure 2-1 Total Economic Value (TEV).

The economic value derives from individual preference for good and service. The components of preference are illustrated in Figure 2-2.



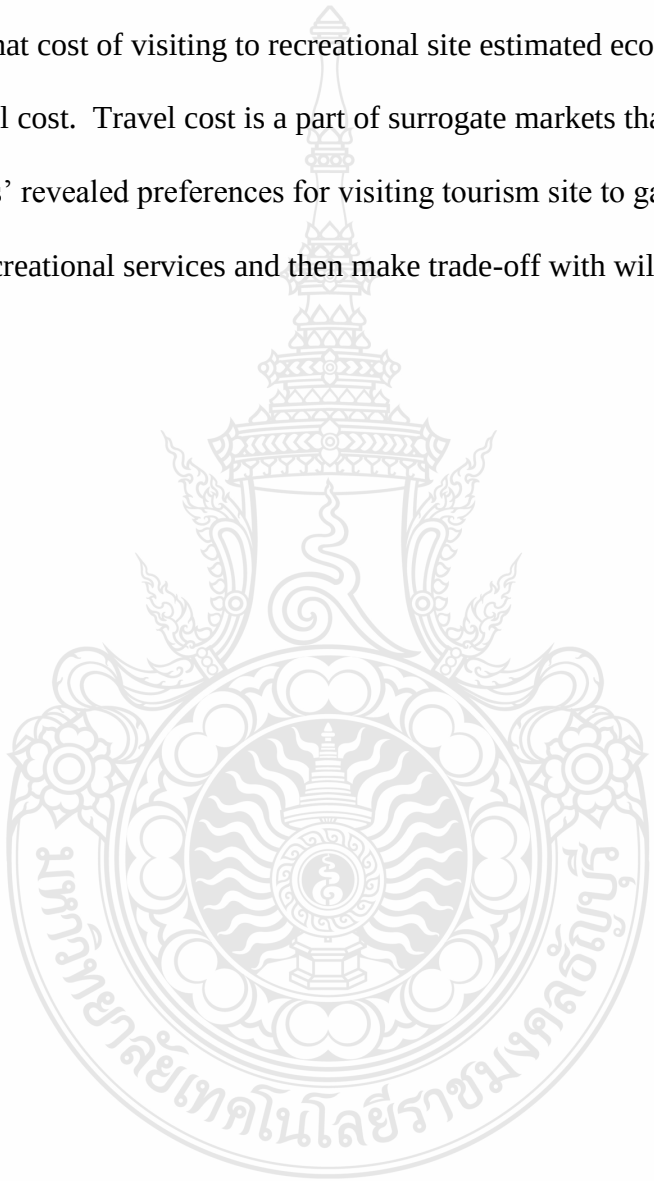
Source: Coastal Services Center, National Oceanic and Atmospheric Administration (NOAA), USA.

Figure 2-2 Environmental Valuation Methods.

In literatures, there are a few approaches to estimate the consumer demand. This study employs the Direct Use approach. This because it is a part of use values of goods and services and transformed from natural resources into food and beverage, handiwork and carving, and tourism and recreational activities (Chen et al., 2009). The evaluation of visitors' recreation demand from tourism site is indirect valuation

as Surrogate Market Value of Revealed Preference Approach by using Travel Cost Method.

The idea for the Travel Cost Method (TCM) is attributed to Harold Hotelling in 1947 who proposed that cost of visiting to recreational site estimated economic value, particularly, travel cost. Travel cost is a part of surrogate markets that expresses the consumers' revealed preferences for visiting tourism site to gain economic benefits or recreational services and then make trade-off with willingness to pay.



CHAPTER 3

RESEARCH METHODOLOGY

Model/ Theoretical Framework

This study employs the Travel Cost Model which is grounded on microeconomic theory. It is based on the theory of utility maximization for tourists' visiting at tourism site subject to the budget and time constraints.

In this model, consumers' preference is identical. A consumer's utility function (U) depends upon the consumption of goods (x) and leisure (v). Leisure is represented by the visits of tourism sites. A consumer works T_w hours a day and earns r_w baht per hour. So, the total income is INC_w. Time allocation for an individual consumer is T_t which is for working and leisure. Each consumer maximizes his utility subject to the budget constraint and time constraint as follows.

Objective function: $Max_{x,v} U(x, v)$

Constraint functions:

(1) Budget constraint: $$INC_w = r_w T_w = \overline{P}_x x + P_{visit}(v)$$

(2) Time constraint: $$T_t = T_w + (TT + OST)v$$

However, the two constraints can be combined and rewritten as follows:

$$INC_T = r_w T_t = \overline{P}_x x + TC(v) \; ; \quad TC = P_{visit} + r_w(TT + OST)$$

Where:

X = The consumed quantities of goods in marketing system.

$\overline{P}_x$ = Prices of commodity goods. It is assumed that the prices of goods are constant.

V = The number of visits to a site per year.

INC_w = Income from working.

r_w = Wage rate.

T_w = Hours worked.

P_{visit} = Actual payment for visiting a tourism site.

T_t = Time allocation of a consumer

TT = Travel time.

OST = On-site time.

INC_T = Total income.

TC = Total travel cost.

The previous studies as in (Lansdell & Gangadharan, 2003) estimate an individual demand's function as following.

$$Q_i = f\left((TC_i + P_{fee}), X_1, \ldots, X_n\right) \; ; \quad P_{fee} = Entry\ fee$$
$$X_1, \ldots, X_n = Socio\text{-}Economic Variables$$

This study analyzes the relation between visiting rate (days / trip / year: Q_i) of individual, i, to each tourism province in Eastern region and various factors by using the Individual Travel Cost Model (ITCM) as following Trip Frequency One Site Model (Single Site Model):

The estimation of visitor's demand function is found in various forms: linear demand function, linear-log demand function, log-linear demand function, double-log demand function and reciprocal demand function.

ITCM;

$$Q_i = V_i = f(DIST_i, TC_{i\_DAY}, TRANS_i, Quarter_i, OBJ_i, ATTRI_i, SOECO_i, ATTRACT_i)$$

Linear Demand Function:

$$Q_i = \beta_0 + \beta_1 DIST_i + \beta_2 TC_{mi\_DAY} + \beta_3 TRANS_i + \beta_4 Quarter_i + \beta_5 OBJ_i + \beta_6 ATTRI_i + \beta_7 SOECO_i + \beta_8 ATTRACT_i$$

Linear-log Demand Function:

$$Q_i = \beta_0 + \beta_1 DIST_i + \beta_2 \ln TC_{mi\_DAY} + \beta_3 TRANS_i + \beta_4 Quarter_i + \beta_5 OBJ_i + \beta_6 ATTRI_i + \beta_7 SOECO_i + \beta_8 ATTRACT_i$$

Log-linear Demand Function:

$$\ln Q_i = \beta_0 + \beta_1 DIST_i + \beta_2 TC_{mi\_DAY} + \beta_3 TRANS_i + \beta_4 Quarter_i + \beta_5 OBJ_i + \beta_6 ATTRI_i + \beta_7 SOECO_i + \beta_8 ATTRACT_i$$

Double Log Demand Function:

$$\ln Q_i = \beta_0 + \beta_1 DIST_i + \beta_2 \ln TC_{mi\_DAY} + \beta_3 TRANS_i + \beta_4 Quarter_i + \beta_5 OBJ_i + \beta_6 ATTRI_i + \beta_7 SOECO_i + \beta_8 ATTRACT_i$$

Reciprocal Demand Function:

$$Q_i = \beta_0 + \beta_1 DIST_i + \beta_2 (1/TC_{mi\_DAY}) + \beta_3 TRANS_i + \beta_4 Quarter_i + \beta_5 OBJ_i + \beta_6 ATTRI_i + \beta_7 SOECO_i + \beta_8 ATTRACT_i$$

Where:

Q_i = Visiting rate of individual, i, to a site per year in each tourism province of provincial cluster in Eastern region (days / trip / year).

i = each individual visitor (i = 1, 2, 3, …, n) in each tourism province of provincial cluster in Eastern region.

$DIST_i$ = Distance from individual's residence.

TC_{i-DAY} = Total Travel Cost per day (฿ / day / trip / person).

TC_i = Total Travel Cost of visitor sample, i, for round trip to each province of provincial cluster in Eastern region (฿ / trip / person).

= [Explicit Costs] + [Implicit Costs]

= [Monetary costs of a visit] + [Opportunity Cost$_i$]

= [On-site costs + (Travel costs per kilometer × Distances of a round-trip)] + [Opportunity cost of travel time + Opportunity cost of on-site time]

$$= \left[C_{On-site} + \left(C_{Travel} \times D_{round-trip}\right)\right] + \left[Opp_{TT} + Opp_{OST}\right]$$

m = Types of Opportunity Cost ($m = 1, 2, 3$)

$\therefore\ TC_{1i}$ =

$$\left[C_{On-site} + \left(C_{Travel} \times D_{round-trip}\right)\right] + \left[0 + 0\right];\quad No\ Opportunity\ Cost$$

$\therefore\ TC_{2i}$ =

$$\left[C_{On-site} + \left(C_{Travel} \times D_{round-trip}\right)\right] + \left[1\left(INC_i/20\right)\left(TT_i\right) + 1\left(INC_i/20\right)\left(OST_i\right)\right]$$

$\therefore\ TC_{3i}$ =

$$\left[C_{On-site} + \left(C_{Travel} \times D_{round-trip}\right)\right] + \left[1/3\left(INC_i/20\right)\left(TT_i\right) + 1/3\left(INC_i/20\right)\left(OST_i\right)\right]$$

Where:

$Opportunity\ Cost_i$ = The travel or /and on-site time opportunity cost (฿ / trip) of each individual visitor in each tourism province of provincial cluster in Eastern region.

INC_i = Average income of each individual visitor in each tourism province of provincial cluster in Eastern region (฿ / month).

TT_i or OST_i = The travel or on-site time (days) of each individual visitor in each tourism province of provincial cluster in Eastern region.

Note:

(1) On-site costs, e.g., Food & Beverage expenditure, Accommodation expenditure, Entrance fees, and Miscellaneous expenditure.

(2) Travel costs: Transportation
By bus / train or car for rent; e.g., Bus ticket cost, Rent charge.
By private vehicles (car); e.g, Petrol, Depreciation, Maintenance.

(3) Distances of a round trip = 2 × Distance (Unit: kilometer)

(4) The valuation of the opportunity cost of travel time within the cost of the trip and its effects on estimated consumer surplus. The fraction of hourly earnings that corresponds to the opportunity cost of travel time is endogenously estimated as a function of visitor characteristics, rather than fixed exogenously. The opportunity costs of time associated with a particular aspect of recreation than the wage rate which measures the trade-off between work and leisure generally. The preceding literature noted the following, "Cesario (1976) used 0.43 as the relevant fraction, Zawacki et al. (2000) and Bowker et al. (1996) use 0, 0.25, and 0.5 as wage multipliers. Liston-Heyes and Heyes (1999) and Hagerty and Moeltner (2005) use 1/3 of the wage. Sohngen et al. (2000) and Sarker and Surry (1998) use 0.3" (as cited in Espineira & Tuffour, 2005, p.12). This study divides Opportunity Cost (TC_m) into 3 types ($m = 1, 2, 3$) as 1. Total Travel Cost without opportunity cost, 2. Total Travel Cost with opportunity cost using full wage rate, and 3. Total Travel Cost with opportunity cost using 1/3 of the wage rate that this Total Travel Costs include a term which is the time spent in travel and on-site multiplied by

one-third of the wage rate (฿ / day) for 20 workdays per month to measure the opportunity cost of time.

$TRANS_i$ = Mode of transport (car, bus, train) to each tourism province in Eastern region.

$Quarter_i$ = Quarter of visiting to tourism site.

OBJ_i = The visitors' main objectives (e.g., Meeting, Incentive, Convention, and Exhibition (MICE), Active Beach for trip / relaxation, Gem routes & Agro-tourism, etc.) in each tourism province of provincial cluster in Eastern region.

$ATTRI_i$ = Attributes of tourism site, e.g. dishonesty, safety, hygiene, accessibility, pollution, and facilities for visitors.

$SOECO_i$ = Socio-Economic or Demographic characteristics of visitor sample, i, including age, gender, domicile, occupation, average income, companions on the trip, size of tour group, and sources of information about this trip.

$ATTRACT_i$ = Attraction of visiting:
Reasons of visiting to site, e.g. Tourism site, security & safety, delicious food, accessible site, festival, cheap price of native products(OTOP), distance, travel time, and tourism promotion program from reservation at Accommodation, Transportation, Tourism site, and / or Vacation Package(Multiple Sites or Provinces) per Trip through the internet.

The estimation of the demand function represents the Marshall's consumer demand that shows the gain in utility from consuming goods or services. Marshallian Demand Curve is downward sloping due to the law of diminishing marginal utility. The area under Marshallian Demand Curve or Recreation Demand shows the consumer's willingness to pay (WTP) for consumption of goods or services. The difference between total willingness to pay and amount of actual payment is visitors' total economic benefits or consumer surplus. The visitors gain consumer surplus or

recreation benefit from trade-off of goods or services produced by allocating resources. The individual consumer surplus is plotted the linear curve of recreation demand by setting axis X of the number of visiting (days / trip / year) and axis Y of travel costs (baht / day / trip) as shown in Figure 3-1.

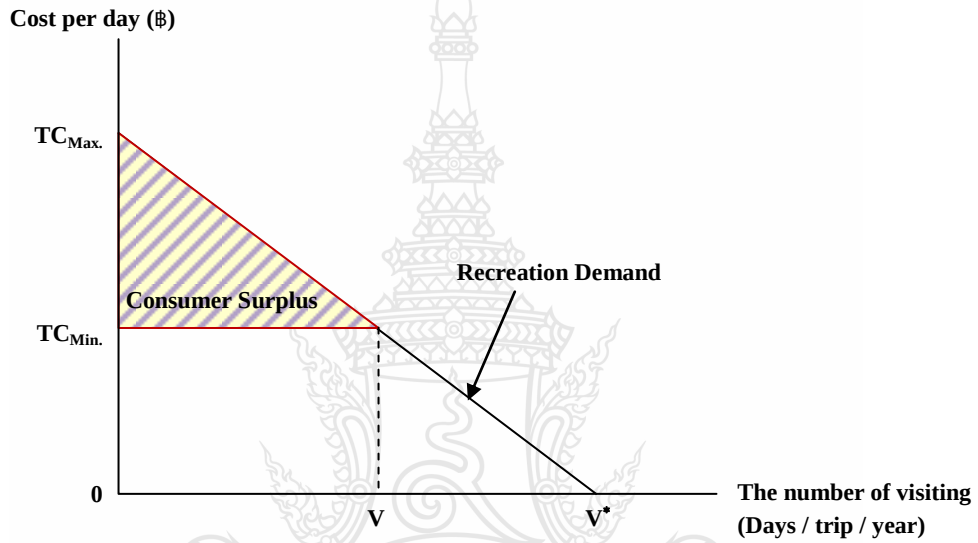


Figure 3-1 The Demand Curve and Consumer Surplus.

$$Q_i = V_i = e^{\beta_0} \times TC\_DAY_{mi}^{\beta_2}$$

$$\therefore TC\_DAY_{mi} = \left[\frac{Q_i}{e^{\beta_0}} \right]^{\frac{1}{\beta_2}}$$

Consumer Surplus (CS_i):

$$CS_i = \int_{TC\_DAY_{Min.}}^{TC\_DAY_{Max.}} Q_i \; d\,TC_{mi}\_DAY$$

or $CS_i = \left[\int_{Q_{Min.}}^{Q_{Max.}} TC\_DAY \; dQ\right] - \left[TC\_DAY_{Max.} \times \left(Q_{Max.} - Q_{Min.}\right)\right]$

Where:

CS_i = Consumer Surplus (CS) of individual visitor's sample, i, (baht: ฿)

The number of visitors varies slightly across different quality of recreation sites. In this study, the number of visiting days / trip per year (V or Q) will increase when travel costs per day ($TC\_DAY_{Min.}$) decrease but decrease when travel costs per day increase till maximum travel cost per day ($TC\_DAY_{Max.}$), known as Choke Price (the price at which visitors choose not to visit the site at all). Consumer Surplus (CS_i) of individual visitor's sample, i, can be calculated as Average Consumer Surplus / day per trip ($ACST$) of individual visitor's samples (฿ / visitor / day / trip) on tourism site from the various types of Trip Frequency One Site Model (Single Site Model), e.g. Double Log Demand Function as specified in the following equation.

Example of Recreation Demand Function:

$\ln Q_i =$

$\beta_0 + \beta_1 DIST_i + \beta_2 \ln TC\_DAY_{mi} + \beta_3 TRANS_i + \beta_4 Quarter_i + \beta_5 OBJ_i + \beta_6 ATTRI_i + \beta_7 SOECO_i + \beta_8 ATTRACT_i$

$ACST$ = Average Consumer Surplus / day per trip (ACST) of individual visitor's samples on tourism site (฿ / visitor / day / trip).

$RV_t = ACST \times POP_{Visit.}$

RV_t = Recreational use value of tourism site in studying year (2009), Unit: baht (฿). Assumption: Recreational use value is equal in every year.

$POP_{Visit.}$ = Total visitors to tourism site in studying year (Visitors / year).

Table 3.1 Number of Thai and Foreign Tourists and Excursionists in each tourism province of Eastern region in 2009.

Years	Nationality	Types of visitor	Provinces of provincial cluster in Eastern region				Total
			Chon Buri	Rayong	Chanthaburi	Trat	
2009	Thai	Tourist	1,733,026	1,666,522	834,830	523,956	**7,398,786**
		Excursionist	1,142,198	1,072,329	386,340	39,585	
	Subtotal		**2,875,224**	**2,738,851**	**1,221,170**	**563,541**	
	Foreigner	Tourist	2,693,079	582,221	35,652	176,796	**3,686,339**
		Excursionist	81,592	96,124	12,062	8,813	
	Subtotal		**2,774,671**	**678,345**	**47,714**	**185,609**	
	Total		**5,649,895**	**3,417,196**	**1,268,884**	**749,150**	**11,085,125**

Source: Adapted from Office of Tourism Development for preliminary data in 2009.

The Recreation Value (RV) is calculated from the secondary data in year 2009, and then adapted for Recreation Value in year 2011 as following formula:

$$RV_{2011} = \left[\frac{RV_{2009}}{CPI_{2009}}\right] \times CPI_{2011}$$

RV_{2011} = Present Value of Recreation Value on tourism site in 2011.

RV_{2009} = Recreational use value of tourism site in 2009 (baht: ฿).

CPI_{2009} = Consumer Price Index in 2009 is 104.5 (Base year 2007).

CPI_{2011} = Consumer Price Index in 2011 (Quarter1) is 114.1.

The data in this study are primary data and secondary data. The details of data collection are the following.

1. Primary data

The primary data are collected from the In-depth interview from three sectors: (1) Government sector, e.g. The Eastern Province Cluster Office of Strategy Management (OSM), and Office of Policy and Strategy, Office of the Permanent Secretary, Ministry of Tourism & Sports; (2) State Enterprise sector, e.g. Thailand Convention & Exhibition Bureau (TCEB); (3) Private sector, e.g. Association of Thai Travel Agents (ATTA), and Federation of Thai Tourism Association (FETTA) for policy, strategy, and plans / projects on co-operation between public and tourism private sectors for various campaigns of tourism promotion via media such as advertising and public relations in order to stimulate the visitors' demand for visiting to each tourism province of Eastern region continuously. These data from five groups will contribute to analyzing Tourism Policy Implication and estimating the visitors' recreation demand in provinces of Eastern region accurately.

2. Secondary data

The documents of previous or relevant report of researches for tourism, sustainable tourism, and managing plan of provincial cluster in the Eastern region are mainly from university libraries and The Eastern Province Cluster Office of Strategy Management (OSM). The data of tourism statistics of provincial cluster in Eastern region are obtained from the Tourism Authority of Thailand Central Office: Region 3, 4, 5 and Department of Tourism, Ministry of Tourism & Sports. Particularly, Department of Tourism aids with Terms of Reference (TOR), Example of

questionnaire, and database of 12,352 Thai visitors and 7,717 foreign visitors in Eastern region (Visitors consist of excursionists and tourists) from questionnaires in 2009 for estimating the Recreation Demand Curve, Consumer Surplus and forecasting Probability of Event (Attraction of visiting: Reasons of visiting to site, e.g. Tourism site, security & safety, delicious food, accessible site, festival, cheap products(OTOP), distance, travel time, and tourism promotion program from reservation at Accommodation, Transportation, Tourism site, and / or Vacation Package for Multiple Sites or Provinces per trip through the internet as affected by a set of the proper independent variables.

Note: Tourists = These who visit to province on their own any seasons excepting work, education and these who are not the person living or education in the province must stay at least one night.

Excursionists = Travelers who spend less than 24 hours in tourism site.

Data Processing and Analysis

This study employs the Individual Travel Cost Approach. The data in this study are Thai visitors in each province of provincial cluster in the Eastern region from different distances of each individual in 2009. Thai visitors' travel and time costs will change in distance at different prices at tourism site. Recreational services generate the consumer surplus or economic benefits from the demand function by using Individual Travel Cost Method (ITCM) under assumptions of this study as follows.

Assumptions:

1) This sample size from the secondary data is the number of respondents in this study as representative to overall visitors in each tourism province of the Eastern region.

2) The economic benefit or consumer surplus of individual visitor in each tourism province of Eastern region is equitable. Hence, difference of visitors' consumer surplus is only travel cost.

3) The value of money is stable in the period of study.

4) The External Factors remain unchanged.

This study employs the individual travel cost method in two cases.

1. To examine the factors determine the annual visiting rate to each tourism province of the Eastern region. These factors include Visitors' residences; Travel costs per trip or average cost of round trip (฿ / Trip); Demographic characteristics (age, occupation and income, etc.); Mode of transport; Size of group for visiting; Visitors' main objectives; Attributes of accommodation, tourism site, and public transport service; and Attraction of visiting. Then there is the estimation of multiple regression function or Trip Generation Function (TGF) and analysis of the relations between dependent and independent variables with the coefficient of determination (R^2), test hypothesis with t-statistic (t-test), and F-statistic (F-test) for analyzing correlation of independent variables in significance of 95% from Least Squares Method. TCM comprises Individual Travel Cost Method (ITCM) and Zonal Travel

Cost Method (ZTCM). The Individual Travel Cost Method is assumed that the value of tourism site or the recreational activities in term of travel and time costs will reflect in how much people are willing to pay to get there. It is referred to as a "revealed preference" method, because it uses actual spending behavior to infer values. Zonal Travel Cost Method is the behavioral patterns in the aggregate demand models and more unsuitable for the case of multiple sites because of the difficulty of obtaining the estimation of site-specific travel cost. Therefore, ITCM is used in this study for describing how many visits an individual, i, makes to each tourism province of Eastern region (V_i). Additionally, statistics are used to test in this study of Single Site Model including their criteria summarized as in Table 3.2.

Table 3.2 Statistical Test and Criteria in <u>Single Site Model</u>.

Statistics	Tests	Criteria
R^2		$0 \le R^2 \le 1;\ R^2 = 1 \Rightarrow perfect\ score$
$\overline{R^2}\ (Adjusted R^2)$		$\overline{R^2}$ *is a more accurate goodness-of-fit measure than* R^2
$F-statistic$	The selection of the best model	$H_0 : \beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = \beta_6 = \beta_7 = 0$ $H_1 : \beta_i \ne 0$ *at least one variable,* $i = 1, 2, ..., 7$ $Prob.(F-statistic) < \alpha \Rightarrow H_1$
$VIF\ (Variance Inflation Factors)$	Multicollinearity $\lfloor Corr.(X_i, X_j) \ne 0 \rfloor$	$VIF > 5 \Rightarrow Multicollinearity\ is\ high$
$Tolerance$		$0 \le Tolerance \le 1$ $Tolerance = 0 \Rightarrow Multicollinearity$ $Tolerance = 1 \Rightarrow Non-multicollinearity$

Source: Adapted from Vanichbancha, 2006, 2007 & 2008 and Unthong, 2007.

2. To evaluate the visitors' economic benefits or consumer surplus by using individual travel cost method, and analyze the change of consumer surplus (ΔCS) after the tourism promotion programs take effect. This tourism program promotes accommodation, transportation, tourism site, and / or vacation package for multiple sites or provinces per trip through the internet that must be promoted together with the other activities of attractions of visiting to provinces in the Eastern region. The recreation demand may be increased and shifted to the right as shown in Figure 3-2.

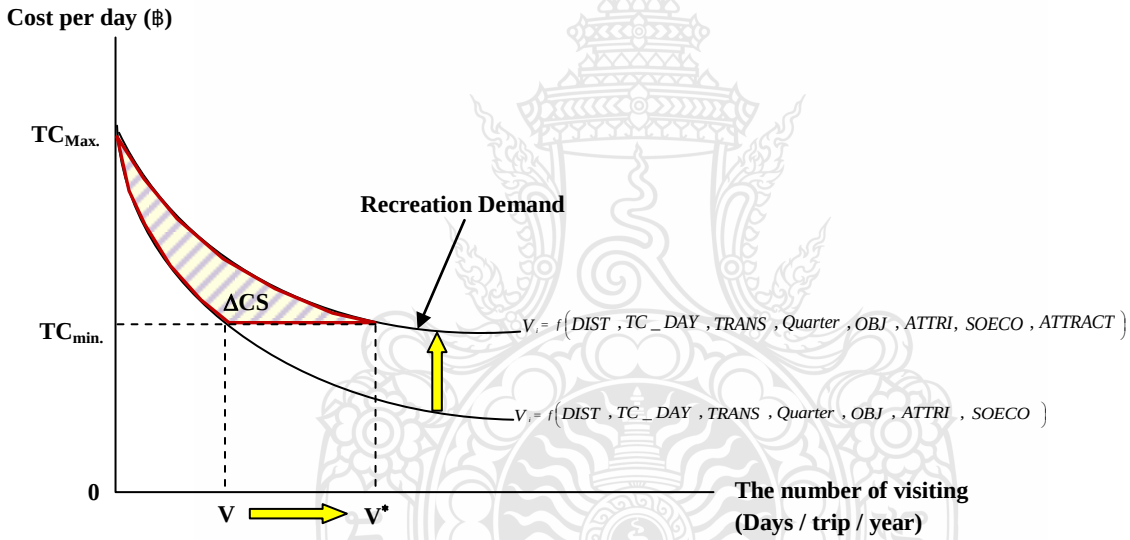


Figure 3-2 The Recreation Demand Curve and the change of Consumer Surplus after having Tourism Promotion Program.

As Travel Cost Approach has limitation in applying to multiple destination trips, the reservation at accommodation, transportation, tourism site, and / or vacation package for multiple sites or provinces in the Eastern region per trip in Tourism Promotion Program will be estimated. This study will estimate the probability of an

individual visitor to choose each alternative of Multiple Sites (e.g. 4, 3, or 2 provinces or destinations in Eastern region) by using the General Logit Model. The General Logit Model consists of McFadden (1974)'s Conditional Logit Model and Multinomial Logit Model that Conditional Logit Model allows the independent variables depend on place / market attributes and Multinomial Logit Model allows the independent variables depend on individual characteristics. The property of the General Logit Model is Independence of Irrelevant Alternatives (IIA) that the ratio of the choice probability for an individual unaffected by the systematic utilities of the alternatives represented and assumes the disturbances as Independent and Identically Distributed with extreme value distribution ($\varepsilon_{ij} \sim$ i.i.d.). The probability for an individual i to choose the alternative j is given by Dragos & Veres (2007):

The Conditional Logit Model:

$$P_{ij} = P(y_i = j) = \frac{\exp(x_{ij} b)}{\sum_{k=1}^{m} \exp(x_{ik} b)} \qquad j, k = 1, 2, \ldots, m$$

The Log-likelihood of Maximum Likelihood Estimations (MLE) for parameters:

$$\log L = \sum_{i=1}^{N} \sum_{j=1}^{m} y_{ij} \log \left[\frac{\exp(x_{ij} b)}{\sum_{k=1}^{m} \exp(x_{ik} b)} \right]$$

The ratio of the probabilities (Odd Ratio) is:

$$\frac{P(y_i = j)}{P(y_i = l)} = \frac{\exp(x_{ij} b)}{\exp(x_{il} b)} \qquad \forall\, j, l = 1, 2, \ldots, m$$

The marginal effect is estimated variation of the probability of an individual i to choose the place or market j, when the independent variable k associated to a place or market varies as follows:

$$\frac{\partial p_{ij}}{\partial x_{ilk}} \quad \begin{cases} b_k \, p_{ij}\left(1 - p_{ij}\right) & if \;\; j = l \\ - b_k \, p_{ij}\left(1 - p_{il}\right) & if \;\; j \neq l \end{cases}$$

The Multinomial Logit Model:

$$P_{ij} \;\; = P\left(y_i = j\right) \;\; = \;\; \frac{\exp\left(x_i \, b_j\right)}{\sum_{j=0}^{m} \exp\left(x_i \, b_j\right)} \qquad j = 0, 1, 2, ..., \; m$$

The Log-likelihood of Maximum Likelihood Estimations (MLE) for parameters (b_j):

$$\log L \;\; = \sum_{i=1}^{N} \sum_{j=1}^{m} y_{ij} \log \left[\frac{\exp\left(x_i \, b_j\right)}{\sum_{j=0}^{m} \exp\left(x_i \, b_j\right)} \right]$$

The ratio of the probabilities (Odd Ratio) is:

$$\frac{P\left(y_i = j\right)}{P\left(y_i = l\right)} \;\; = \;\; \frac{\exp\left(x_i \, b_l\right)}{\exp\left(x_i \, b_l\right)} \qquad \forall \, j, l \; = 0, 1, 2, ..., \; m$$

The marginal effect of individual characteristics on probability is:

$$\frac{\partial p_{ij}}{\partial x_i} \;\; = \;\; p_{ij} \left[b_j - \bar{b} \right]$$

The General Logit Model:

$$P_{ij} \;\; = P\left(y_i = j\right) \;\; = \;\; \frac{\exp\left(x_{ij} b + x_i \, b_j\right)}{\sum_{k=1}^{m} \exp\left(x_{ik} b + x_i \, b_k\right)} \qquad j, \, k \;\; = 0, 1, 2, ..., \; m$$

$$P\left(g_j\right) \;\; = \;\; \frac{\exp\left(g_j\right)}{\sum_{k=1}^{m} \exp\left(g_k\right)}$$

Where:

y_{ij} = The qualitative dependent variable for an individual i to choose the j alternatives of choice.

$j = 1 \Rightarrow$ A visit to 4 destinations (provinces) in Eastern region.

$j = 2 \Rightarrow$ A visit to 3 destinations (provinces) in Eastern region.

$j = 3 \Rightarrow$ A visit to 2 destinations (provinces) in Eastern region.

$j = 4 \Rightarrow$ A visit to 1 destination (province) in Eastern region.
= Baseline Category

x_{ik} = The independent variable for an individual i of the k site / product / market attributes, e.g.

$Quarter$ $= Quarter\ of\ visiting\ to\ tourism\ site.$

$D\_Out\_\mathrm{Pr}ovin$ $= Dummy\ of\ visiting\ to\ province\ of\ Eastern\ region(0)\ and\ the\ others(1).$

TC_{1i} $= Total\ Travel\ Costs\ of\ visitor\ sample, i,\ without\ opportunity\ \mathrm{cos}t.$

$ATTRACT$ $= Attraction\ of\ visiting.$

$TRANS$ $= Mode\ of\ transport\ (car, bus, train)\ to\ each\ tourism\ province\ in\ Eastern\ region.$

The statistics are used to test in this study of Multiple Sites Model including their criteria summarized as in Table 3.3.

Table 3.3 Statistics, Tests, and Criteria in this study of <u>Multiple Sites Model</u>.

Statistics	Tests	Criteria
Pseudo R−Square : (1) *Cox & Snell* $-R^2$ (2) *Negel* ker *ke* $-R^2$ (3) *McFadden* R^2	Goodness of fit	$0 \le Pseudo R^2 \le 1$ $Pseudo R^2 = 1 \Rightarrow perfect score$
Goodness − of _ Fit : *Pearson Chi − Square* $-2LL\ Chi\_Square\left(Deviance\ f^{\frac{n}{2}}\right)$	model	H_0 : *Model is fit.* H_1 : *Model is not fit.* $Prob.(Chi-square) > \alpha \Rightarrow H_0$
Classification Table		*High predicted overall percentage of correction* $\Rightarrow$ *Fit model*
Likelihood Ratio Tests	Parameter Estimates in model	$H_0 : \beta_1 = \beta_2 = \beta_3 = \beta_4 = ... = \beta_m = 0$ $H_1 : \beta_i \neq 0$ *at least one variable*; $i = 1, 2, ..., m$ $Prob.(Chi-square) < \alpha \Rightarrow H_1$
Walds Statistic		$Prob.(Wald) < \alpha \Rightarrow H_1$

Source: Adapted from Vanichbancha, 2008.

CHAPTER 4

RESEARCH RESULT

This chapter provides the findings as well as discussions of findings. It is divided into three parts. Part 1 is the characteristics of visitors to provinces in the Eastern region. Part 2 is the evaluation of the visitors' recreation value and its comparison with the project budget of tourism development strategy in fiscal year of 2011. Part 3 is the probability of making a reservation through internet in the tourism promotion program.

Part 1 Characteristics of visitors to provinces in the Eastern region

The majority of Thai visitors at provinces (Chonburi, Rayong, Chanthaburi, and Trat) in the Eastern region was 30 years old on average, had an income of 10,001 – 15,000 baht per month, work as employees and their domiciles in the Eastern region but live in Bangkok. They would like to visit only one province in the Eastern region by car for two days per trip, one trip per year with self arrangement for five persons in tour group at attractive site in the fourth quarter of year on holiday / vacation. They did not like to search for tourism information through internet but ask it from their friends. The most popular site in the Eastern region was Bangsaen, Chonburi province. The appraisal for accommodations, tourism sites, and local transportation was: (1) quality, cleanliness, and food in accommodations at good level, (2) dishonesty, safety, hygiene, accessibility, pollution, and facilities in tourism sites at

critical level, (3) quality of service, safety, and cleanliness of local transportation at critical level.

The majority of foreign visitors at provinces (Chonburi, Rayong, Chanthaburi, and Trat) in the Eastern region was 30 years old on average, had an income of USD 20,000 – 39,999 per year or 57,143 – 114,283.14 baht per month (exchange rate ฿ 34.2858 / $), and was self employed/ professional/ administrative occupation. Their resident country is in the U.S.A. but their nationality is British. Most foreign visitors came from Europe region. They would like to visit 3 tourism provinces including 1 province in Eastern region by boat / ship for 1 day per trip, 1 trip per year with self arrangement with their 4 friends in tour group at attractive site in 4^{th} quarter of year on holiday / vacation. They would like to search for tourism information through internet. The most popular site in Eastern region was Pattaya, Chonburi province. The appraisal for accommodations, tourism sites, and local transportation was: (1) quality, cleanliness, and food in accommodations at good level, (2) dishonesty, safety, hygiene, accessibility, pollution, and facilities in tourism sites at warning level, (3) quality of service, safety, and cleanliness of local transportation at critical level. These frequencies variables of Thai and foreign visitors are summarized in Table 4.1.

Table 4.1 Characteristics of Thai and foreign visitors to provinces in Eastern region.

Characteristics	Thai visitors	Foreign visitors
1. Age	30 years old	30 years old
2. Income	฿ 10,001 – 15,000 per month	US$ 20,000 – 39,999 per year
3. Occupation	Employee	Self employed/ Professional/ Administrative
4. Domicile, Region	Eastern region	Europe
5. Stay province, resident country	Bangkok	U.S.A.
6. Citizen	-	British
7. Visited provinces in Eastern region	1 province	1 province
8. Mode of Transportation	Car	Boat / Ship
9. Tour days / Trip	2 days	1 day
10. Trips / year	1 trip	1 trip
11. Trip arrangement	Self arrangement	Self arrangement
12. Companion	-	Friends
13. Tour group	5 persons	4 persons
14. Reason of visiting	Attractive site	Attractive site
15. Quarter of year	4	4
16. Main purpose of visiting	Holiday / Vacation	Holiday / Vacation
17. Tourism information	Friends	Internet
18. The most popular site in Eastern region	Bangsaen, Chonburi	Pattaya, Chonburi
19. The second popular site	Chanthaburi	Bangkok
20. The visited province in 2010	Provinces in Eastern region	Krabi
21. The visited province in 2011	Krabi	Krabi
22. The visited province in 2012	-	Suratthani
23. Quality, Cleanliness, Food in accommodation	Good	Good
24. Dishonesty, safety, hygiene, accessibility, pollution, and facilities in tourism sites	Critical level	Warning level
25. Quality of service, safety, and cleanliness of local transportation	Critical level	Critical level

Note: 1. The appraisal of accommodation is divided into 3 levels as (1) Poor, (2) Fair, and (3) Good levels.

2. The appraisal of tourism sites and local transportation is divided into 4 levels as (1) Critical, (2) Problem, (3) Warning, and (4) Normal / Standard levels.

Part 2 Evaluation of the visitors' recreation value and its comparison with the project budget of tourism development strategy in fiscal year of 2011

This study evaluates the visitors' economic benefits or recreation value in the Eastern region by using Thai visitors' characteristics and Total Travel Costs per day are involved in Opportunity Cost (TC_DAY_m) of spending the time in travel and on-site dividing into 3 types ($m = 1, 2, 3$) as (1) Total Travel Cost per day without opportunity cost, (2) Total Travel Cost per day with opportunity cost using full wage rate, and (3) Total Travel Cost per day with opportunity cost using 1/3 of the wage rate (฿ / day) for 20 workdays per month. These independent variables are analyzed in Multiple Regression Models for 15 models in 5 functions as 1) Linear Demand Function, 2) Linear-Log Demand Function, 3) Log-Linear Demand Function, 4) Double Log Demand Function, and 5) Reciprocal Demand Function. The evaluation of the foreign visitors' recreation value in the Eastern region will use foreign visitors' characteristics and Total Travel Cost per day without opportunity cost only, so foreign visitors' Multiple Regression Models have 5 models in 5 functions. The results of Thai and foreign visitors' Multiple Regression Models are shown in Table 4.2 and 4.3.

Table 4.2 Thai visitors' Multiple Regression models.

Model	Equation (Linear Demand Function)	R^2	Adjusted R^2	Std. Error of the Estimate	F	Sig. F
1	Tour_Day = 1.77 + 1.57D_Out_Provin + 0.438Wxp_On_Way - 0.757reason8 + 0.273Exp_Before + 1.714D_OCCU4 - 0.697D_Bus - 0.752reason1 + 3.422D_Air + 0.793reason9 - 0.437D_Car - 0.357Infor_Internet - 0.016SIZE - 0.022age + 0.23D_Friend + 0.668Cleanl_Lv - 0.475Infor_Others + 0.1income + 0.641reason10 + 0.321reason3 - 0.29reason2 + 2.345D_OBJ8 + 0.336D_OBJ1 + 0.159Quality	0.317	0.311	2.176	57.136	0.000
2	Tour_Day = 1.879 + 1.548D_Out_Provin + 0.435Exp_On_Way - 0.756reason8 + 0.275Exp_Before + 0.275income + 1.761D_OCCU4 + 3.527D_Air + 0.817reason9 - 0.715reason1 - 0.695D_Bus - 0.444D_Car - 0.355Infor_Internet - 0.023age - 0.016SIZE + 0.232D_Friend + 0.664Cleanl_Lv - 0.487Infor_Others + 0.334reason3 - 0.28reason2 +0.633reason10 + 0.311D_OBJ1 + 2.304D_OBJ8	0.318	0.313	2.174	59.747	0.000
3	Tour_Day = 2.084 + 1.564D_Out_Provin + 0.431Exp_On_Way - 0.749reason8 + 0.274Exp_Before + 1.732D_OCCU4 - 0.708D_Bus - 0.713reason1 - 0.446D_Car + 3.474D_Air + 0.807reason9 - 0.016SIZE - 0.354Infor_Internet + 0.234D_Friend + 0.661Cleanl_Lv + 0.326reason3 - 0.488Infor_Others + 0.157income - 0.022age - 0.288reason2 + 0.639reason10 + 0.317D_OBJ1 + 2.317D_OBJ8	0.317	0.312	2.176	59.418	0.000

Table 4.2 Thai visitors' Multiple Regression models (Cont.).

Model	Equation (Linear-Log Demand Function)	R^2	Adjusted R^2	Std. Error of the Estimate	F	Sig. F
4	Tour_Day = 18.419 + 1.19D_Out_Provin - 2.489lnTC1_DAY + 0.554Exp_On_Way + 0.44Exp_Before - 0.51reason8 + 1.701D_OCCU4 - 0.474D_Bus - 0.652D_Package + 0.354Food - 0.018SIZE + 0.748reason9 - 0.466reason1 + 0.719Cleanl_Lv + 0.393D_OBJ1 + 0.549reason10 + 0.21D_Friend + 2.297D_Air - 0.255reason2 + 0.128income - 0.014age + 0.33D_Arrange - 0.512Infor_News + 0.487reason4 + 0.164Infor_Friend	0.403	0.398	2.034	86.479	0.000
5	Tour_Day = 23.166 + 1.281D_Out_Provin - 3.087lnTC2_DAY + 0.569Exp_On_Way + 0.5income + 0.426Exp_Before - 0.636reason8 + 1.64D_OCCU4 - 0.505D_Package - 0.455D_Bus + 0.805reason9 - 0.019SIZE + 0.321Food + 0.838Cleanl_Lv - 0.444reason1 + 0.219D_Friend + 2.246D_Air - 0.607D_OBJ5 - 0.01age + 0.449reason10 - 0.211D_OCCU2	0.399	0.395	2.039	101.441	0.000
6	Tour_Day = 20.884 + 1.210D_Out_Provin - 2.763lnTC3_DAY + 0.572Exp_On_Way + 0.442Exp_Before + 0.268income - 0.582reason8 + 1.688D_OCCU4 - 0.519D_Package - 0.469D_Bus + 0.36Food + 0.764reason9 - 0.019SIZE + 0.676Cleanl_Lv - 0.471reason1 + 0.219D_Friend - 0.012age + 2.22D_Air - 0.663D_OBJ5 + 0.506reason10 - 0.232reason2 + 0.486reason4 - 0.231D_OCCU2 - 0.52D_OBJ3	0.401	0.397	2.037	89.413	0.000

Table 4.2 Thai visitors' Multiple Regression models (Cont.).

Model	Equation (Log-Linear Demand Function)	R^2	Adjusted R^2	Std. Error of the Estimate	F	Sig. F
7	ln Tour_Day = 0.512 + 0.311D_Out_Provin - 6.12E -05TC1_DAY + 0.099Exp_On_Way - 0.148reason8 + 0.054Exp_Before - 0.174D_Car - 0.171D_Bus + 0.03quarter + 0.074Inter_Accom + 3.13E-05Vehicle - 5.00E-02Infor_Internet + 0.052Quality + 0.117reason4 - 0.003SIZE - 0.065Infor_TV + 0.008N_Trip - 0.065Domicile7 - 0.073Infor_Others - 0.033access_Lv - 0.05reason2 + 0.05reason3 + 0.376D_OBJ8 + 0.03D_Friend + 0.315D_Air + 0.093Safe_Lv + 0.033income - 0.003age + 0.133D_OCCU4 + 0.072D_OCCU8 + 0.062D_OCCU5 - 0.085D_OBJ3	0.565	0.560	0.29168210	125.674	0.000
8	ln Tour_Day = 0.418 + 0.308D_Out_Provin - 6.23E -05TC2_DAY + 0.101Exp_On_Way + 0.074income - 0.148reason8 + 0.055Exp_Before - 0.17D_Car - 0.166D_Bus + 0.029quarter - 0.05Infor_Internet + 7.40E-02Inter_Accom + 3.14E-05Vehicle + 0.116reason4 + 0.051Quality - 0.003age - 0.003SIZE + 0.079D_OCCU8 + 0.09D_OCCU5 + 0.149D_OCCU4 - 0.061Infor_TV - 0.064Domicile7 - 0.033access_Lv + 0.099Cleanl_Lv + 0.03D_Friend - 0.073Infor_Others - 0.049reason2 + 0.05reason3 + 0.371D_OBJ8 + 0.329D_Air + 0.008N_Trip - 0.081D_OBJ3 - 8.41E-06Food_Bever	0.571	0.567	0.28962139	128.851	0.000
9	ln Tour_Day = 0.481 + 0.31D_Out_Provin - 6.16E-05TC3_DAY + 0.1Exp_On_Way - 0.148reason8 + 0.055Exp_Before - 0.173D_Car - 0.169D_Bus + 0.029quarter + 0.046income - 0.05Infor_Internet + 0.052Quality + 3.13E-05Vehicle + 0.074Inter_Accom + 0.117reason4 - 0.003age - 0.003SIZE - 0.064Infor_TV + 0.074D_OCCU8 + 0.138D_OCCU4 + 0.03D_Friend + 0.071D_OCCU5 - 0.064Domicile7 - 0.033access_Lv + 0.095Safe_Lv - 0.05reason2 - 0.073Infor_Others + 0.05reason3 + 0.375D_OBJ8 + 0.008N_Trip + 0.32D_Air - 0.084D_OBJ3 - 8.60E-06Food_Bever	0.567	0.563	0.29096094	126.778	0.000

Table 4.2 Thai visitors' Multiple Regression models (Cont.).

Model	Equation (Double Log Demand Function)	R^2	Adjusted R^2	Std. Error of the Estimate	F	Sig. F
10	lnTour_Day = 3.612 + 0.244D_Out_Provin - 0.449lnTC1_DAY + 0.108Exp_On_Way + 0.076Exp_Before + 0.027quarter - 0.141D_Bus - 0.136D_Car - 0.1reason8 + 0.043Quality - 0.003SIZE + 3.21E-05Vehicle - 0.092D_Package + 0.042reason3 + 0.025income - 0.047reason2 + 0.027D_Friend + 0.097reason4 + 0.055D_OBJ1 + 0.037Infor_Friend + 0.007N_Trip - 0.028safety_Lv + 0.096Cleanl_Lv - 0.043Infor_TV + 0.049Inter_Accom - 0.049Domicile7 + 0.044Food - 0.025D_OCCU2 + 0.059D_Arrange - 0.047Infor_Agent - 0.039Domicile5 + 0.095D_OCCU4 - 0.002age	0.635	0.631	0.26729322	168.123	0.000
11	lnTour_Day = 4.301 + 0.252D_Out_Provin - 0.549lnTC2_DAY + 0.109Exp_On_Way + 0.091income + 0.073Exp_Before + 0.027quarter - 0.145D_Bus - 0.142D_Car - 0.114reason8 + 0.068Quality - 0.069D_Package + 3.64E-05Vehicle - 0.003SIZE + 0.112Cleanl_Lv + 0.041Infor_Friend + 0.029D_Friend + 0.09reason4 - 0.045reason2 + 0.05Inter_Accom + 0.076D_OBJ1 - 0.024access_Lv + 0.041reason3 - 0.051Domicile7 + 0.007N_Trip - 0.031D_OCCU2 - 0.037Infor_TV - 0.043Domicile5 + 0.07D_OBJ2 + 0.269D_OBJ8 + 0.071D_OCCU4	0.630	0.626	0.26892825	175.486	0.000
12	ln Tour_Day = 3.943 + 0.245D_Out_Provin - 0.499lnTC3_DAY + 0.111Exp_On_Way + 0.077Exp_Before + 0.053income + 0.029quarter - 0.141D_Bus - 0.136D_Car - 0.106reason8 + 0.042Quality - 0.091D_Package + 3.520E-5Vehicle - 0.003SIZE + 0.093reason4 + 0.039Infor_Friend - 0.044reason2 + 0.027D_Friend + 0.076D_OBJ1 + 0.098Cleanl_Lv + 0.048Inter_Accom + 0.042reason3 - 0.024access_Lv - 0.039Infor_TV + 0.007N_Trip - 0.05Domicile7 - 0.025D_OCCU2 + 0.04Food + 0.056D_Arrange - 0.043Infor_Agent - 0.042Domicile5 + 0.098D_OCCU4 - 0.002age + 0.064D_OBJ2 + 0.258D_OBJ8	0.636	0.632	0.26672979	159.629	0.000

Table 4.2 Thai visitors' Multiple Regression models (Cont.).

Model	Equation (Reciprocal Demand Function)	R^2	Adjusted R^2	Std. Error of the Estimate	F	Sig. F
13	Tour_Day = -2.261 + 5051.513ReciTC1_DAY + 0.404Exp_On_Way + 1.182D_Out_Provin + 0.299Exp_Before + 1.352D_OCCU4 - 0.019SIZE - 0.638D_Bus - 0.686D_Package - 0.444D_Car - 0.415reason8 + 0.649reason9 + 0.279Food + 0.308reason3 + 0.71reason10 + 0.368D_OBJ1 - 0.16hygiene_Lv + 0.216D_Friend + 0.182Inter_no + 0.321D_Arrange + 0.462Cleanl_Lv - 0.196N_Prov_in_Group	0.473	0.469	1.910	136.896	0.000
14	Tour_Day = -4.382 + 8620.834ReciTC2_DAY + 1.261D_Out_Provin + 0.395Exp_On_Way + 0.397income + 0.261Exp_Before - 0.027SIZE + 1.138D_OCCU4 + 0.478Food + 0.798Cleanl_Lv - 0.449reason8 + 0.001DISTANCE + 0.581reason9 - 0.555D_Bus - 0.592D_Package - 0.396D_Car + 0.214D_Friend + 0.648reason10 + 0.505D_OBJ1 + 0.241Infor_Friend + 0.37D_Arrange + 0.573D_OBJ2 - 0.259Clean - 0.182Inter_Infor + 0.254reason3 - 0.445D_OCCU5 - 0.013age	0.511	0.507	1.840	128.871	0.000
15	Tour_Day = -4.127 + 6956.851ReciTC3_DAY + 0.419Exp_On_Way + 1.201D_Out_Provin + 0.292Exp_Before + 0.231income + 1.312D_OCCU4 - 0.024SIZE + 0.492Food + 0.645reason9 - 0.388reason8 - 0.672D_Package - 0.564D_Bus - 0.377D_Car + 0.284reason3 + 0.681reason10 + 0.657Cleanl_Lv + 0.55D_OBJ1 + 0.222D_Friend - 0.174Inter_Infor + 0.519D_OBJ2 + 0.343D_Arrange + 0.176Infor_Friend - 0.206N_Prov_in_Group - 0.222Clean	0.494	0.490	1.872	130.309	0.000

Table 4.3 Foreign visitors' Multiple Regression models.

Model	Equation (Linear Demand Function)	R^2	Adjusted R^2	Std. Error of the Estimate	F	Sig. F
1	Tour_Day = 10.305 + 3.346q6 - 2.058Quarter + 5.968D_OCCU5 - 7.383D_Train - 5.22D_Car + 1.821N_Trip - 1.714D_Asia + 1.54D_Arrange + 1.251Inter_Accom + 1.232reason1 + 0.793Infor_Friend - 2.836Infor_Others - 0.143Exp_On_Way + 3.999D_OBJ5 - 1.34D_OCCU4 + 0.206SIZE + 0.717reason7	0.158	0.155	12.335	55.399	0.000

Model	Equation (Linear-Log Demand Function)	R^2	Adjusted R^2	Std. Error of the Estimate	F	Sig. F
2	Tour_Day = 55.334 - 4.641lnTC1_DAY - 3.084Quarter - 7.909D_Train + 1.891q6 - 4.859D_Car + 6.017D_OCCU5 + 2.158N_Trip - 1.967D_Asia + 0.311SIZE + 0.421income - 0.243Exp_On_Way - 1.251N_Prov_in_Group - 1.078reason2 + 0.882reason7 + 1.399reason1 - 1.107Infor_Agent - 1.56D_OBJ1 + 0.73Inter_Accom - 2.105Infor_Others	0.206	0.203	11.982	72.360	0.000

Table 4.3 Foreign visitors' Multiple Regression models (Cont.).

Model	Equation (Log-Linear Demand Function)	R^2	Adjusted R^2	Std. Error of the Estimate	F	Sig. F
3		0.687	0.685	0.45429025	276.496	0.000
	ln Tour_Day = 1.754 - 2.88E-05TC1_DAY + 0.294q6 - 0.483D_Train - 0.146Inter_Reserve - 0.295D_Car - 0.243Infor_Others + 0.089Inter_Accom - 0.101Family + 0.09reason4 - 3.74E-05Entrance_Fee + 0.068N_Trip - 0.111reason9 - 0.087D_Asia + 0.04Quarter + 2.90E-05Cost_Trans + 0.03D_OCCU3 - 0.047Quality + 1.79E-05Clothes + 0.024income + 0.194D_OCCU5 - 0.177Cleanl_Lv - 1.37E-05Shopping + 0.041Infor_Friend + 3.42E-06Accomod + 0.069Inter_Trans - 0.093D_OCCU4 + 0.1pollut_Lv - 0.079hygiene_Lv + 0.011SIZE - 0.06D_OCCU6 + 0.038reason7 + 0.053reason5 + 0.064Relatives - 0.46D_Air + 0.259D_OBJ7 + 0.078Inter_Pack - 0.06N_Prov_in_Group - 0.04Friends - 0.038D_America + 0.035Infor_Internet + 0.083Inter_no + 0.05Inter_Infor					

Table 4.3 Foreign visitors' Multiple Regression models (Cont.).

Model	Equation (Double Log Demand Function)	R^2	Adjusted R^2	Std. Error of the Estimate	F	Sig. F
4	ln Tour_Day = 5.647 - 0.447lnTC1_DAY - 0.612D_Train + 0.184q6 - 0.154Inter_Reserve - 0.27D_Car - 0.153reason2 + 0.044income - 0.12Infor_Agent - 0.118Family + 0.088N_Trip - 0.109D_Asia - 0.211Infor_Others + 0.055Inter_Accom + 0.064reason7 + 0.02SIZE - 5.005E-5Entrance_Fee + 2.83E-5Cost_Trans - 0.074reason9 + 0.07reason4 + 0.466D_OBJ7 + 0.055Inter_Trans + 0.143D_OBJ3 - 0.081D_OCCU2 + 4.02E-6Accomod - 0.147Cleanl_Lv - 1.39E-5Shopping + 0.106D_OCCU5 + 0.067reason5 - 0.11hygiene_Lv + 0.095pollut_Lv - 0.045D_America + 0.043Infor_TV - 0.027Quarter - 0.182reason10 + 0.043D_OCCU1 - 0.046N_Prov_in_Group - 0.037Friends + 6.259E-6Food_Bever - 0.025D_SEX	0.725	0.723	0.42592339	357.323	0.000

Model	Equation (Reciprocal Demand Function)	R^2	Adjusted R^2	Std. Error of the Estimate	F	Sig. F
5	Tour_Day = 11.943 + 6180.626ReciTC1_DAY + 2.525q6 - 8.653D_Train - 5.701D_Car - 2.037Quarter + 5.229D_OCCU5 + 1.881reason7 + 2.117N_Trip + 0.407SIZE + 1.465Inter_Accom - 1.635D_Asia + 1.367reason4 - 3.856Cleanl_Lv - 1.314reason2 - 0.99Family - 3.177Infor_Others + 1.435reason1 - 1.49Infor_Agent + 0.333income - 2.3D_OBJ1 - 2.899D_OBJ2	0.199	0.196	12.038	62.622	0.000

From Table 4.2, Thai visitors' Multiple Regression Model is best explained by the Double Log Demand Function which consists of Thai visitors' annual visiting rate or days per trip at tourism provinces in the Eastern region and the independent variables including 35 factors influence on Thai visitors' days per trip at tourism provinces in the Eastern region. These factors can be ranked importance to dependent variable under Beta (ignore sign) as shown in Appendix G.4 and from Thai visitors' Double Log Demand Function as shown in Appendix G.3. The example of factors affecting the Days per trip of Thai visitors in Eastern region is shown in Table 4.4.

Table 4.4 The example of factors affecting the Days per trip of Thai visitors in the Eastern region.

Factors	Meanings
lnTC3_DAY	Total Travel Cost per day with opportunity cost using 1/3 of the wage rate
D_Out_Provin	Tour outside provinces of Eastern region
D_Bus	Visit to provinces in Eastern region by bus
D_Car	Visit to provinces in Eastern region by car
reason8	Reason of visit to provinces in Eastern region was accessibility.
D_Package	Visitors' the purchase of packaged tour
D_OBJ1	The main purpose of visiting was holiday / vacation.
Inter_Accom	Reservation of accommodation through internet.
Domicile7	**Visitors' domiciles were in Northeastern region.**
Domicile5	**Visitors' domiciles were in Northern region.**

Note: The full table is in Appendix G (Table G.4).

From Table 4.4, the first factor influences on Thai visitors' Days per trip in the Eastern region is Total Travel Cost per day with opportunity cost using 1/3 of the wage rate. Thai visitors would like to visit other provinces too. They travelled by

train or car. Most Thai visitors came from Northeastern and Northern regions. The reasons of their travel were accessibility of provinces in Eastern region. The packaged tour is popular for Thai visitors. Their main objective of visiting was for relaxation. Thai visitors would reserve accommodation in the Eastern region through internet.

From Table 4.3, foreign visitors' Multiple Regression Model is best explained by the Double Log Demand Function. There are 39 factors influence on foreign visitors' days per trip at tourism provinces in Eastern region. These factors can be ranked importance to dependent variable under Beta (ignore sign) as shown in Appendix G.6 and from foreign visitors' Double Log Demand Function as shown in Appendix G.5. The example of factors influences on Days per trip of foreign visitors in Eastern region is illustrated in Table 4.5.

Table 4.5 The example of factors influences on Days per trip of foreign visitors in the Eastern region.

Factors	Meanings
lnTC1_DAY	Total Travel Cost per day without opportunity cost
D_Train	Visit to provinces in Eastern region by train
D_Car	Visit to provinces in Eastern region by car
Inter_Reserve	Reservation of tourism site through internet
reason2	Reason of visit to provinces in Eastern region was the security / safety.
D_Asia	**Visitors lived in Asia region.**
reason4	Reason of visit to provinces in Eastern region was the accessibility.
Inter_Accom	Reservation of accommodation through internet
Inter_Trans	Reservation of transportation through internet
D_America	**Visitors lived in America region.**

Note: The full table is in Appendix G (Table G.6).

Table 4.5 indicates that the first factor influences on foreign visitors' Days per trip in Eastern region is Total Travel Cost per day without opportunity cost. Foreign visitors travelled by train or car. Most foreign visitors came from Asia and America regions. The reasons of their travel are accessibility and security / safety of provinces in the Eastern region. They would reserve tourism site, accommodation, and transportation through internet.

From the above Mean of frequencies variables and Double Log Demand Functions of Thai and foreign visitors can be evaluated the consumer surplus or recreation value of visitors at tourism provinces in Eastern region as follows:

Double Log Demand Function of Thai visitors in Eastern region:-

$$
\begin{aligned}
\ln Tour\_Day \;=\; & \underset{(40.761)}{3.943} + \underset{(19.377)}{0.245} D\_Out\_Provin - \underset{(-41.11)}{0.499} \ln\_TC3\_DAY \\
& + \underset{(24.389)}{0.111} Exp\_On\_Way + \underset{(18.366)}{0.077} Exp\_Before + \underset{(11.951)}{0.053} income \\
& + \underset{(4.790)}{0.029} quarter - \underset{(-9.856)}{0.141} D\_Bus - \underset{(-9.444)}{0.136} D\_Car - \underset{(-7.736)}{0.106} reason8 \\
& + \underset{(2.605)}{0.042} Quality - \underset{(-5.652)}{0.091} D\_Package + \underset{(6.005)}{3.52E-05} Vehicle \\
& + \underset{(6.750)}{0.00E+00} DISTANCE - \underset{(-5.857)}{3.00E-03} SIZE + \underset{(2.931)}{9.30E-02} reason4 \\
& + \underset{(3.434)}{0.039} Infor\_Friend - \underset{(-3.420)}{0.044} reason2 + \underset{(2.836)}{0.027} D\_Friend + \underset{(3.968)}{0.076} D\_OBJ1 \\
& + \underset{(3.271)}{0.098} Cleanl\_lv + \underset{(3.010)}{0.048} Inter\_Accom + \underset{(2.728)}{0.042} reason3 - \underset{(-3.030)}{0.024} access\_Lv \\
& - \underset{(-2.629)}{0.039} Infor\_TV + \underset{(2.611)}{0.007} N\_Trip - \underset{(-2.824)}{0.050} Domicile7 - \underset{(-1.797)}{0.025} D\_OCCU2 \\
& + \underset{(2.478)}{0.040} Food + \underset{(2.751)}{0.056} D\_Arrange - \underset{(-2.196)}{0.043} Infor\_Agent - \underset{(-2.300)}{0.042} Domicile5 \\
& + \underset{(2.865)}{0.098} D\_OCCU4 - \underset{(-2.496)}{0.002} age + \underset{(2.200)}{0.064} D\_OBJ2 + \underset{(2.109)}{0.258} D\_OBJ8
\end{aligned}
$$

$R^2 = 0.636$ $\quad$ $Adjusted\ R^2 = 0.632$ $\quad$ $F = 159.629$ $\quad$ $Sig.F = 0.000$

Note : *Number in parenthesis is t – value.*

Theorem : The coefficients of Double Log Demand Function are the demand elasticity.

$$\text{Proof: } \textit{Double-Log Demand Function:}$$

$$\ln Y = \ln a - b \ln X \quad \Leftarrow \quad Y = a - bX$$

$$\varepsilon_X = \frac{dY}{dX} \times \frac{X}{Y}; \quad \textit{where} \quad \frac{d \ln X}{dX} = \frac{1}{X}$$

$$= \frac{dY}{dX} \times \left[\frac{dX}{d \ln X} \Big/ \frac{dY}{d \ln Y} \right]$$

$$\therefore \varepsilon_X = \frac{d \ln Y}{d \ln X}$$

$$= -b$$

The coefficients of Thai visitors' Double Log Demand Function are the demand elasticity. Elasticity is a measure of how responsive the day per trip is when the associated factor is changed. The change in factors has a positive / negative effect on Days per trip demanded. A positive effect means a rise in the factor leads to an increase in the demand for Days per trip. A negative effect means a rise in the factor causes a decrease in the demand for Days per trip. Top five factors affecting Demand Elasticity (Days per trip) of Thai visitors in the Eastern region can be illustrated in Table 4.6.

Table 4.6 Top five factors affecting Demand Elasticity (Days per trip) of Thai visitors in the Eastern region.

No.	The positive effect (+)		The negative effect (-)	
	Elasticity of Demand	Factors	Elasticity of Demand	Factors
1	0.258	The main purpose of visiting was religious purpose.	0.499	Total Travel Cost per day with opportunity cost using 1/3 of the wage rate
2	0.245	Tour outside provinces of Eastern region	0.141	Visit to provinces in Eastern region by bus
3	0.111	Expenditure on way to provinces in Eastern region	0.136	Visit to provinces in Eastern region by car
4	0.098	Evaluation of local transportation in aspect of cleanliness	0.106	Reason of visit to provinces in Eastern region was accessibility.
5	0.098	Visitors' occupation was unemployed.	0.091	Visitors' the purchase of packaged tour

Note: The full table is shown in Appendix G (Table G.7).

A positive effect: Thai visitors' demand for Days per trip will increase by 0.26%, 0.25%, 0.11%, 0.10%, and 0.10%, respectively, if the following factors increase by 1%; i.e. 1) Main purpose of visiting was religious purpose. 2) Tour outside provinces of Eastern region, 3) Expenditure on way to provinces in Eastern region, 4) Evaluation of local transportation in aspect of cleanliness, and 5) Visitors' occupation was unemployed.

A negative effect: Thai visitors' demand for Days per trip will decrease by 0.5%, 0.14%, 0.14%, 0.11%, and 0.10%, respectively, if the following factors increase by 1%; i.e. 1) Total Travel Cost per day with opportunity cost using 1/3 of the wage rate, 2) Visit to provinces in Eastern region by bus, 3) Visit to provinces in

Eastern region by car, 4) Reason of visit to provinces in Eastern region was accessibility, and 5) Visitors' the purchase of packaged tour.

Thai visitors' Double Log Demand Function can write the Recreation Demand Equation and make Curve by denoting the factors excepting Total Travel Cost per day with opportunity cost using 1/3 of the wage rate as follows:

ln Tour_Day = 3.943 + 0.245(0) - 0.499lnTC3_DAY + 0.111(2.74)
+ 0.077(2.72) + 0.053(3.05) + 0.029(2.88) - 0.141(0) - 0.136(1)
- 0.106(0) + 0.042(2.59) - 0.091(0) + 3.520E-5(637.93)
- 0.003(6.01) + 0.093(0) + 0.039(1) - 0.044(0)
+ 0.027(1) + 0.076(1) + 0.098(1.04) + 0.048(0)
+ 0.042(0) - 0.024(1.32) - 0.039(0) + 0.007(1.76) - 0.05(0)
- 0.025(0) + 0.04(2.58) + 0.056(0) - 0.043(0) - 0.042(0)
+ 0.098(0) - 0.002(31.19) + 0.064(0) + 0.258(0)

ln Tour_Day = 4.944335 - 0.499lnTC3_DAY

This equation can make the Recreation Demand Curve and the Consumer Surplus of Thai visitors as shown in Figure 4-1.

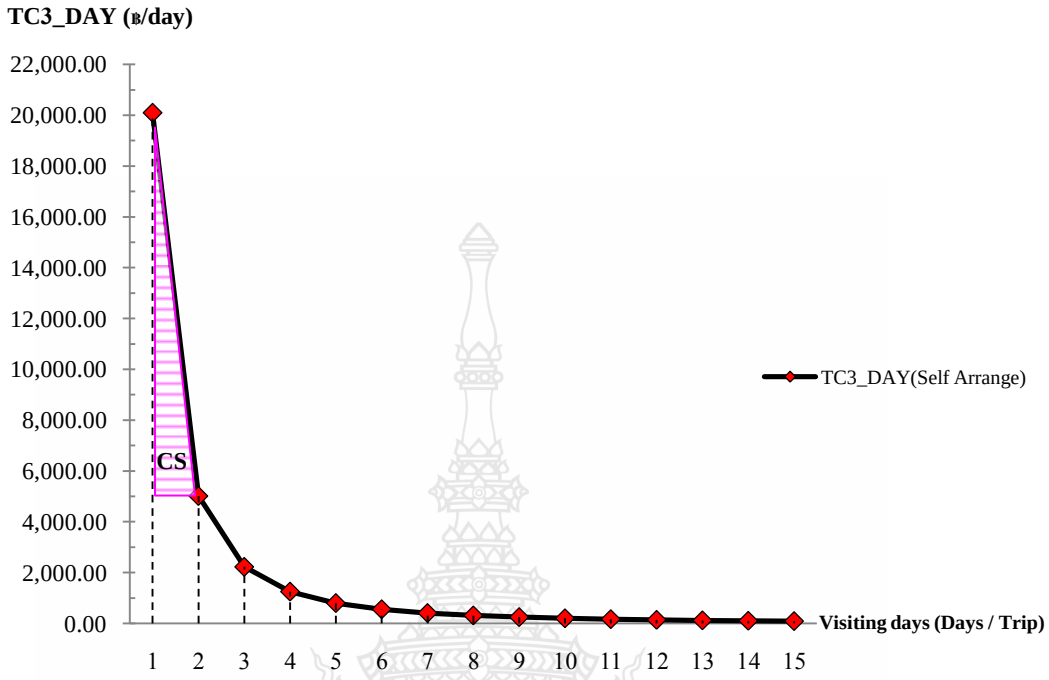


Figure 4-1 The Recreation Demand Curve and the Consumer Surplus of Thai visitors in the Eastern region.

$$e^{\ln Tour\_Day} = e^{4.944335 - 0.499 \ln TC3\_DAY}$$

$$Tour\_Day = e^{4.944335} \times e^{-0.499 \ln TC3\_DAY}$$

$$= 140.3775 \times TC3\_DAY^{-0.499}$$

$$\frac{Tour\_Day}{140.3775} = TC3\_DAY^{-0.499}$$

$$\left[TC3\_DAY^{-0.499}\right]^{\frac{1}{-0.499}} = \left[\frac{Tour\_Day}{140.3775}\right]^{\frac{1}{-0.499}}$$

$$\therefore TC3\_DAY = \left[\frac{Tour\_Day}{140.3775}\right]^{\frac{1}{-0.499}}$$

$$Average\ Tour\_Day = 140.3775 \times 4784.4236^{-0.499}$$

$$= 140.3775 \times 0.0145803$$

$$= 2.046739 \quad days$$

$$CS_i = \left[\int_{Q_{Min.}}^{\bar{Q}} TC\_DAY \quad dQ \right] - \left[TC\_DAY \times \left(\bar{Q} - Q_{Min.} \right) \right]$$

$$CS_{Thai'2009} = \left[\int_{Tour\_Day_{Min.}}^{\overline{Tour\_Day}} \left(TC3\_DAY \right) \, d\left(Tour\_Day \right) \right] - \left[TC3\_DAY_{\overline{Tour\_Day}} \times \left(\overline{Tour\_Day} - Tour\_Day_{Min.} \right) \right]$$

$$= \left\{ \int_{1}^{2} \left[\frac{Tour\_Day}{140.3775} \right]^{\left[\frac{1}{-0.499} \right]} d\left(Tour\_Day \right) \right\} - \left\{ TC3\_DAY_{\overline{Tour\_Day}} \times (2-1) \right\}$$

$$\therefore ACST_{Thai'2009} = 10{,}037.77426 - 5{,}011.120959 = 5{,}026.6533 \approx 5{,}026.65 \quad baht/visitor/day$$

From Table 3.1, number of Thai tourists and foreign tourists and excursionists in each tourism province of the Eastern region in 2009 will be use to estimate Thai visitors' Recreation Value (RV) in 2009 and then convert it into the RV at the year 2011 price by using Consumer Price Index (CPI) in 2011 (Quarter1) as follows :

$$RV_{Thai'2009} = ACST_{Thai'2009} \times POP_{Thai'2009}$$

$$= 5{,}026.65 \, baht/visitor/day \times 7{,}398{,}786 \, Thai \, visitors$$

$$= 37{,}191{,}107{,}646.90 \quad baht$$

$$RV_{Thai'2011} = \left[\frac{RV_{Thai.'2009}}{CPI_{2009}} \right] \times CPI_{2011}$$

$$= \left[\frac{37{,}191{,}107{,}646.90}{104.5} \right] \times 114.1$$

$$= 40{,}607{,}707{,}009.50 \quad baht$$

In 2009, if government cooperated with private sector to promote tourism by advertising via television and tour agency about accessibility, security / safety, cheap price of local or native products (OTOP), delicious food, quality, hygiene, cleanness of the visited area in standard level, then the Northern and Northeastern visitors would purchase the packaged tour from tour agency and reserve the accommodation in tourism promotion program through internet. As a result, Double Log Demand Function and Consumer Surplus were changed after having tourism promotion program that was promoted together with the other activities of attractions of visiting to provinces in the Eastern region, so the change of Consumer Surplus could be illustrated with the following functions, and in Figure 4-2 and 4-3.

Double Log Demand Function of Thai Northern visitors:-

ln Tour_Day = 5.472115 - 0.499lnTC3_DAY

$$e^{\ln Tour\_Day} = e^{5.472115 - 0.499 \ln TC3\_DAY}$$

$$Tour\_Day = e^{5.472115} \times e^{-0.499 \ln TC3\_DAY}$$

$$= 237.96295 \times TC3\_DAY^{-0.499}$$

$$\frac{Tour\_Day}{237.96295} = TC3\_DAY^{-0.499}$$

$$\left[TC3\_DAY^{-0.499}\right]^{\frac{1}{-0.499}} = \left[\frac{Tour\_Day}{237.96295}\right]^{\frac{1}{-0.499}}$$

$$\therefore TC3\_DAY = \left[\frac{Tour\_Day}{237.96295}\right]^{\frac{1}{-0.499}}$$

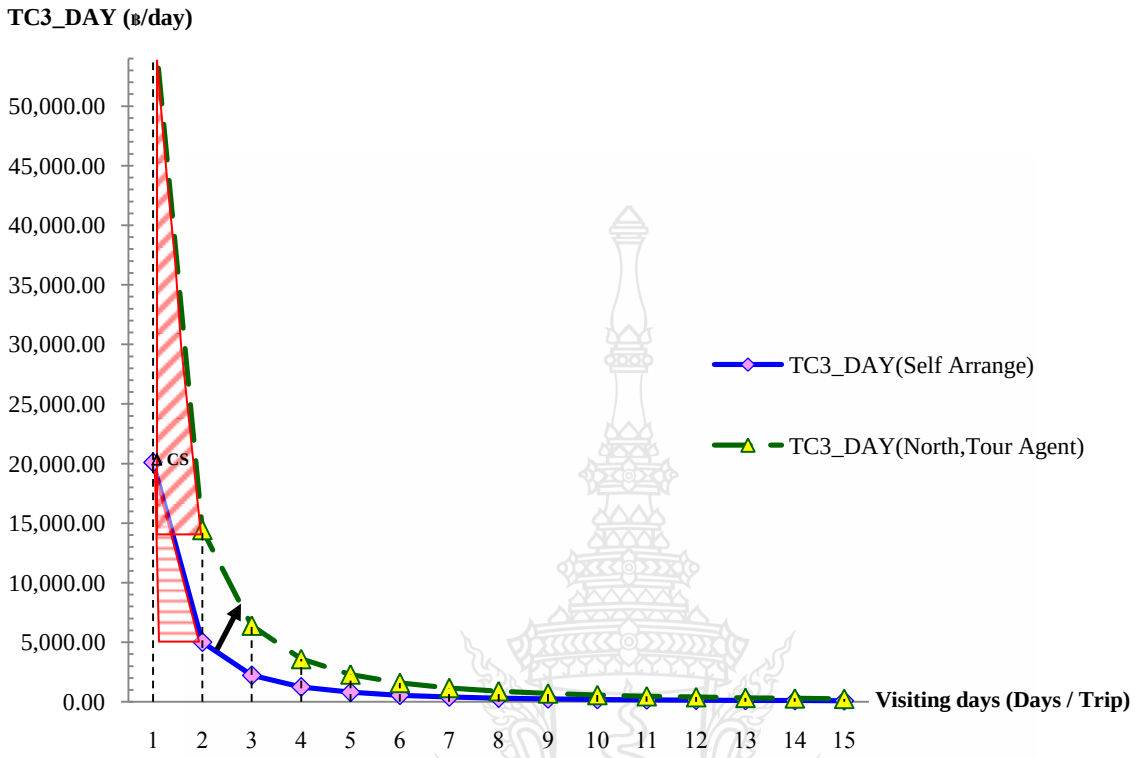


Figure 4-2 The Recreation Demand Curve and the change of Northern visitors' Consumer Surplus after having Tourism Promotion Program in the Eastern region.

$$CS_i = \left[\int_{Q_{Min.}}^{\bar{Q}} TC\_DAY \; dQ\right] - \left[TC\_DAY \times \left(\bar{Q} - Q_{Min.}\right)\right]$$

$$CS_{North2009} = \left[\int_{Tour\_Day_{Min.}}^{\overline{Tour\_Day}} (TC3\_DAY)\; d(Tour\_Day)\right] - \left[TC3\_DAY_{\overline{Tour\_Day}} \times \left(\overline{Tour\_Day} - Tour\_Day_{Min.}\right)\right]$$

$$= \left\{\int_{1}^{2} \left[\frac{Tour\_Day}{237.96295}\right]^{\left[\frac{1}{-0.499}\right]} d(Tour\_Day)\right\} - \left\{TC3\_DAY_{\overline{Tour\_Day}} \times (2-1)\right\}$$

$$\therefore ACST_{North2009} = 28{,}905.4537 - 14{,}430.362851 = 14{,}475.090849 \approx 14{,}475.09 \; baht/visitor/day$$

$ACST_{Thai2009}$ = 5,026.6533 *baht / visitor / day*

$\Delta\, Consumer\ Surplus$ = $ACST_{North2009}$ – $ACST_{Thai2009}$

$\therefore$ Δ Consumer Surplus = 14,475.090849 – 5,026.6533

= 9,448.44 baht / visitor / day

Double Log Demand Function of Thai Northeastern visitors:-

ln Tour_Day = 5.464115 - 0.499lnTC3_DAY

$$e^{\ln Tour\_Day} = e^{5.464115 - 0.499\ln TC3\_DAY}$$

$$Tour\_Day = e^{5.464115} \times e^{-0.499\ln TC3\_DAY}$$

$$= 236.0668435 \times TC3\_DAY^{-0.499}$$

$$\frac{Tour\_Day}{236.0668435} = TC3\_DAY^{-0.499}$$

$$\left[TC3\_DAY^{-0.499}\right]^{\frac{1}{-0.499}} = \left[\frac{Tour\_Day}{236.0668435}\right]^{\frac{1}{-0.499}}$$

$$\therefore TC3\_DAY = \left[\frac{Tour\_Day}{236.0668435}\right]^{\frac{1}{-0.499}}$$

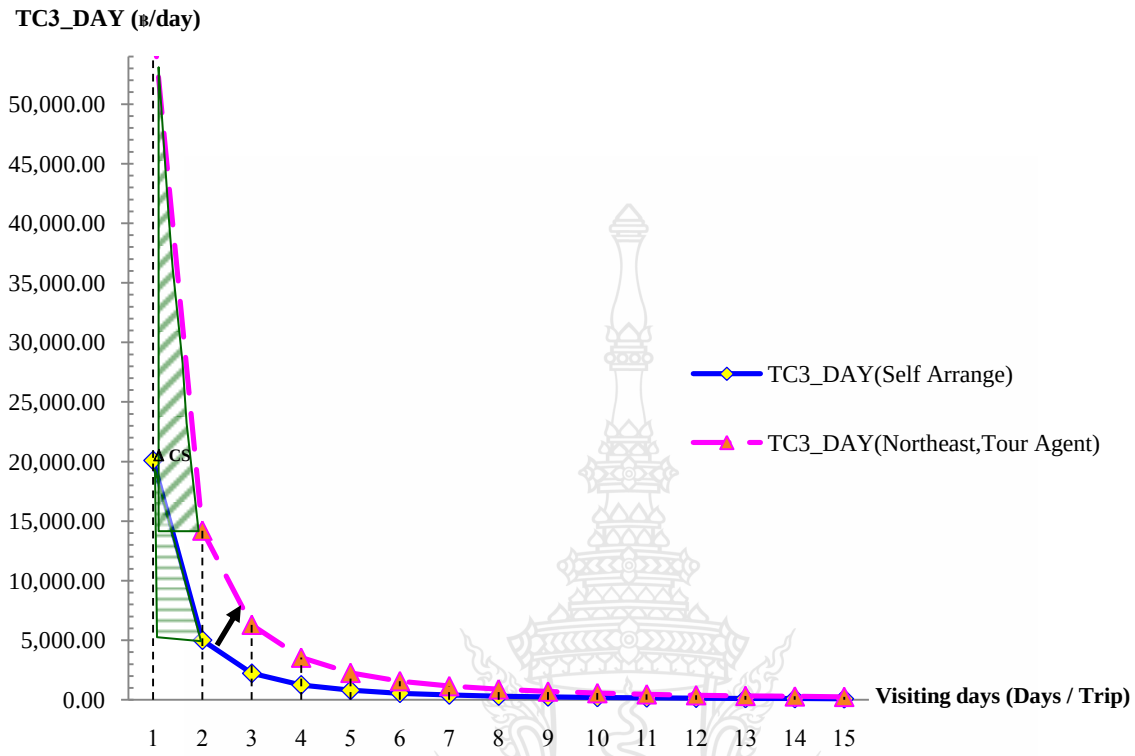


Figure 4-3 The Recreation Demand Curve and the change of Northeastern visitors' Consumer Surplus after having Tourism Promotion Program in the Eastern region.

$$CS_i = \left[\int_{Q_{Min.}}^{\bar{Q}} TC\_DAY \; dQ\right] - \left[TC\_DAY \times \left(\bar{Q} - Q_{Min.}\right)\right]$$

$$CS_{Northeast2009} = \left[\int_{Tour\_Day_{Min.}}^{\overline{Tour\_Day}} (TC3\_DAY)\; d(Tour\_Day)\right] - \left[TC3\_DAY_{\overline{Tour\_Day}} \times \left(\overline{Tour\_Day} - Tour\_Day_{Min.}\right)\right]$$

$$= \left\{\int_{1}^{2} \left[\frac{Tour\_Day}{236.0668435}\right]^{\left[\frac{1}{-0.499}\right]} d(Tour\_Day)\right\} - \left\{TC3\_DAY_{\overline{Tour\_Day}} \times (2-1)\right\}$$

$$\therefore ACST_{Northeast2009} = 28{,}445.7352 - 14{,}200.859282 = 14{,}244.875918 \approx 14{,}244.88 \; baht/visitor/day$$

$ACST_{Thai2009}$ = 5,026.6533 *baht / visitor / day*

$\Delta\, Consumer\ Surplus$ = $ACST_{Northeast2009} - ACST_{Thai2009}$

$\therefore\ \Delta$ Consumer Surplus = 14,244.875918 – 5,026.6533

= 9,218.22 baht / visitor / day

Double Log Demand Function of foreign visitors in Eastern region:-

$$\begin{aligned}\ln Tour\_Day = {} & \underset{(49.949)}{5.647} - \underset{(-61.802)}{0.447}\ln\_tc1\_day - \underset{(-24.961)}{0.612}D\_Train + \underset{(25.164)}{0.184}q6 - \underset{(-9.845)}{0.154}Inter\_Reserve \\ & - \underset{(-11.213)}{0.270}D\_Car - \underset{(-9.722)}{0.153}reason2 + \underset{(9.498)}{0.044}income - \underset{(-7.617)}{0.120}Infor\_Agent \\ & - \underset{(-7.310)}{0.118}Family + \underset{(7.162)}{0.088}N\_Trip - \underset{(-7.142)}{0.109}D\_Asia - \underset{(-5.546)}{0.211}Infor\_Others \\ & + \underset{(3.930)}{0.055}Inter\_Accom + \underset{(4.815)}{0.064}reason7 + \underset{(6.522)}{0.020}SIZE - \underset{(-6.296)}{5.01E-05}Entrance\_Fee \\ & + \underset{(3.766)}{2.83E-05}Cost\_Trans - \underset{(-4.337)}{0.074}reason9 + \underset{(4.569)}{0.070}reason4 + \underset{(3.894)}{0.466}D\_OBJ7 \\ & + \underset{(3.108)}{0.055}Inter\_Trans + \underset{(3.882)}{0.143}D\_OBJ3 - \underset{(-2.620)}{0.081}D\_OCCU2 + \underset{(2.931)}{4.02E-06}Accomod \\ & - \underset{(-3.256)}{0.147}Cleanl\_lv - \underset{(-3.592)}{1.39E-05}Shopping + \underset{(3.407)}{0.106}D\_OCCU5 + \underset{(3.495)}{0.067}reason5 \\ & - \underset{(-4.913)}{0.110}hygiene\_Lv + \underset{(4.237)}{0.095}pollut\_Lv - \underset{(-2.539)}{0.045}D\_America + \underset{(2.778)}{0.043}Infor\_TV \\ & - \underset{(-3.227)}{0.027}Quarter - \underset{(-2.632)}{0.182}reason10 + \underset{(2.640)}{0.043}D\_OCCU1 - \underset{(-2.603)}{0.046}N\_Prov\_in\_Group \\ & - \underset{(-2.352)}{0.037}Friends + \underset{(2.151)}{6.26E-06}Food\_Bever - \underset{(-2.082)}{0.025}D\_SEX\end{aligned}$$

$R^2 = 0.725$ $Adjusted\ R^2 = 0.723$ $F = 357.323$ $Sig.F = 0.000$

Note : *Number in parenthesis is t – value.*

The coefficients of foreign visitors' Double Log Demand Function are the demand elasticity and able to be illustrated as in Table 4.7. This table shows the top five factors affecting Demand Elasticity (Days per trip) of foreign visitors in the Eastern region.

Table 4.7 Top five factors affecting Demand Elasticity (Days per trip) of foreign visitors in the Eastern region.

No.	The relatively positive effect (+)		The relatively negative effect (-)	
	Elasticity of Demand	Factors	Elasticity of Demand	Factors
1	0.466	The main purpose of visiting was Incentive / Sponsored.	0.612	Visit to provinces in Eastern region by train
2	0.184	Total visited provinces	0.447	Total Travel Cost per day without opportunity cost
3	0.143	The main purpose of visiting was business.	0.270	Visit to provinces in Eastern region by car
4	0.106	Visitors' occupation was retirement.	0.211	Source of tourism information from the others
5	0.095	Evaluation of tourism sites in aspect of pollution	0.182	Reason of visit to provinces in Eastern region is the others

Note: The full table is in Appendix G (Table G.8).

A positive effect: Foreign visitors' demand for Days per trip will increase by 0.47%, 0.18%, 0.14%, 0.11%, and 0.10%, respectively, if the following factors increase by 1%; e.g. 1) Main purpose of visiting was Incentive / Sponsored. 2) Total visited provinces, 3) Main purpose of visiting was business, 4) Visitors' occupation was retirement, and 5) Evaluation of tourism sites in aspect of pollution.

A negative effect: Foreign visitors' demand for Days per trip will decrease by 0.61%, 0.45%, 0.27%, 0.21%, and 0.18%, respectively, if the following factors increase by 1%; e.g. 1) Visit to provinces in the Eastern region by train, 2) Total Travel Cost per day without opportunity cost, 3) Visit to provinces in Eastern region by car, 4) Source of tourism information from the others, and 5) Reason of visit to provinces in Eastern region is the others.

Foreign visitors' Double Log Demand Function can be used to obtain the Recreation Demand Equation by using the factors excepting Total Travel Cost per day without opportunity cost as follows:

ln Tour_Day = 5.647 - 0.447lnTC1_DAY - 0.612(0) + 0.184(3.2) - 0.154(0)
- 0.27(0) - 0.153(0) + 0.044(3.51) - 0.12(0) - 0.118(0)
+ 0.088(1.14) - 0.109(0) - 0.211(0) + 0.055(0)
+ 0.064(0) + 0.02(3.71) - 5.005E-5(516.74) + 2.83E-5(643.85)
- 0.074(0) + 0.07(0) + 0.466(0) + 0.055(0) + 0.143(0)
- 0.081(0) + 4.02E-6(2793.43) - 0.147(1.03) - 1.39E-5(972.61)
+ 0.106(0) + 0.067(0) - 0.11(3.08) + 0.095(3.09)
- 0.045(0) + 0.043(0) - 0.027(3.06) - 0.182(0)
+ 0.043(0) - 0.046(1.17) - 0.037(1) + 6.259E-6(2052.38)
- 0.025(1)

ln Tour_Day = 6.172574 - 0.447lnTC1_DAY

The above equation gives the Recreation Demand Curve and the Consumer Surplus of foreign visitors as in Figure 4-4.

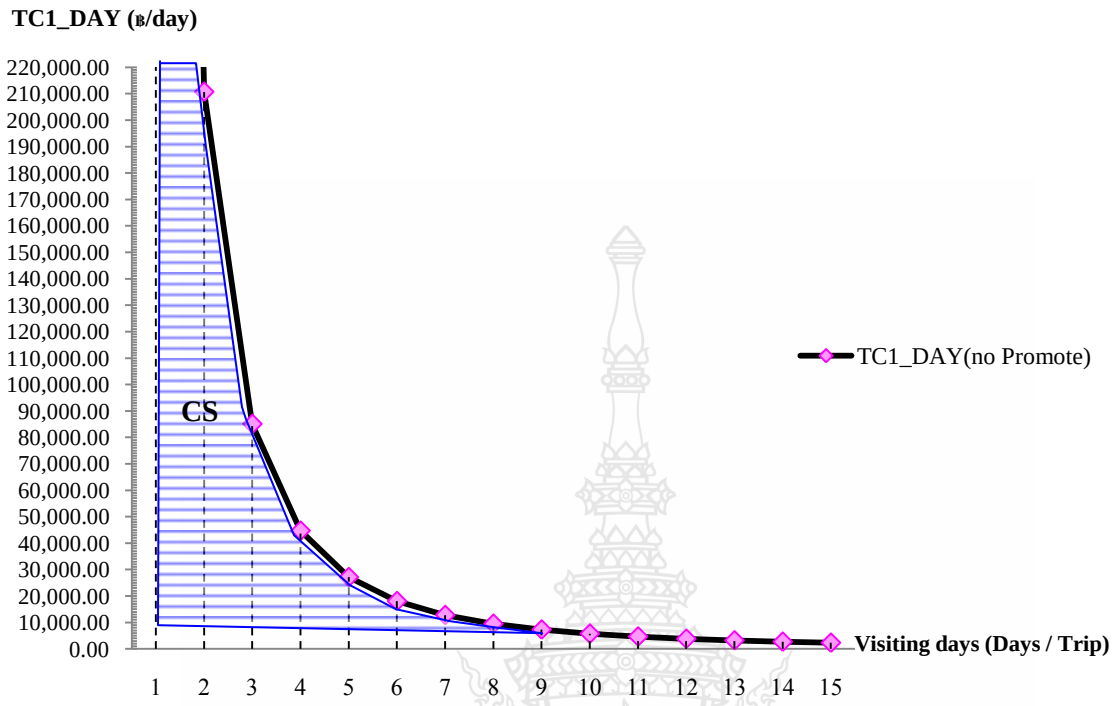


Figure 4-4 The Recreation Demand Curve and the Consumer Surplus of foreign visitors in the Eastern region.

$$e^{\ln Tour\_Day} = e^{6.172574 - 0.447 \ln TC1\_DAY}$$

$$\text{Tour\_Day} = e^{6.172574} \times e^{-0.447 \ln TC1\_DAY}$$

$$= 479.4185 \times TC1\_DAY^{-0.447}$$

$$\frac{\text{Tour\_Day}}{479.4185} = TC1\_DAY^{-0.447}$$

$$\left[TC1\_DAY^{-0.447}\right]^{\frac{1}{-0.447}} = \left[\frac{\text{Tour\_Day}}{479.4185}\right]^{\frac{1}{-0.447}}$$

$$\therefore TC1\_DAY = \left[\frac{\text{Tour\_Day}}{479.4185}\right]^{\frac{1}{-0.447}}$$

$$Average\ \text{Tour\_Day} = 479.4185 \times 8066.2047^{-0.447}$$

$$= 479.4185 \times 0.0179357$$

$$= 8.598717 \quad days$$

$$CS_i = \left[\int_{Q_{Min.}}^{\bar{Q}} TC\_DAY \; dQ\right] - \left[TC\_DAY \times \left(\bar{Q} - Q_{Min.}\right)\right]$$

$$CS_{Foreign'2009} = \left[\int_{Tour\_Day_{Min.}}^{\overline{Tour\_Day}} \left(TC1\_DAY\right) \; d\left(Tour\_Day\right)\right] - \left[TC1\_DAY_{\overline{Tour\_Day}} \times \left(\overline{Tour\_Day} - Tour\_Day_{Min.}\right)\right]$$

$$= \left\{\int_{1}^{9} \left[\frac{Tour\_Day}{479.4185}\right]^{\left[\frac{1}{-0.447}\right]} d\left(Tour\_Day\right)\right\} - \left\{TC1\_DAY_{\overline{Tour\_Day}} \times \left(9-1\right)\right\}$$

$$\therefore ACST_{Foreign'2009} = 749{,}996.389 - 58{,}269.874058 = 691{,}726.514942 \approx 691{,}726.52 \quad baht/visitor/day$$

From Table 3.1, number of Thai Tourists and Foreign Tourists and Excursionists in each tourism province of the Eastern region in 2009 will be used to calculate foreign visitors' Recreation Value (RV) in 2009 and convert it into the year 2011 prive by using Consumer Price Index (CPI) as follows.

$$RV_{Foreign'2009} = ACST_{Foreign'2009} \times POP_{Foreign'2009}$$

$$= 691{,}726.514942\ baht/visitor/day \times 3{,}686{,}339\ Foreign\ visitors$$

$$= 2{,}549{,}938{,}429{,}364.78\ baht$$

$$RV_{Foreign'2011} = \left[\frac{RV_{For.'2009}}{CPI_{2009}}\right] \times CPI_{2011}$$

$$= \left[\frac{2{,}549{,}938{,}429{,}364.78}{104.5}\right] \times 114.1$$

$$= 2{,}784{,}191{,}146{,}320.78\ baht$$

In 2009, if government cooperated with private sector to promote tourism by advertising via television and tour agency about accessibility, festival, cheap price of local products (OTOP), security / safety, quality, hygiene, cleanness, and no pollution of the visited area in standard level, so the visitors lived in Asia and America regions would reserve the tourism site, accommodation, and transportation in tourism promotion program through internet. As a result, Double Log Demand Function and Consumer Surplus were changed after having tourism promotion program that was promoted together with the other activities of attractions of visiting to provinces in the Eastern region. The change of Consumer Surplus could be illustrated by the following functions, and in Figure 4-5 and 4-6.

Double Log Demand Function of foreign visitors lived in Asia region:-

ln Tour_Day = 5.539234 - 0.447lnTC1_DAY

$$e^{\ln Tour\_Day} = e^{5.539234 - 0.447 \ln TC1\_DAY}$$

$$\text{Tour\_Day} = e^{5.539234} \times e^{-0.447 \ln TC1\_DAY}$$

$$= 254.4829908 \times TC1\_DAY^{-0.447}$$

$$\frac{\text{Tour\_Day}}{254.4829908} = TC1\_DAY^{-0.447}$$

$$\left[TC1\_DAY^{-0.447}\right]^{\frac{1}{-0.447}} = \left[\frac{\text{Tour\_Day}}{254.4829908}\right]^{\frac{1}{-0.447}}$$

$$\therefore TC1\_DAY = \left[\frac{\text{Tour\_Day}}{254.4829908}\right]^{\frac{1}{-0.447}}$$

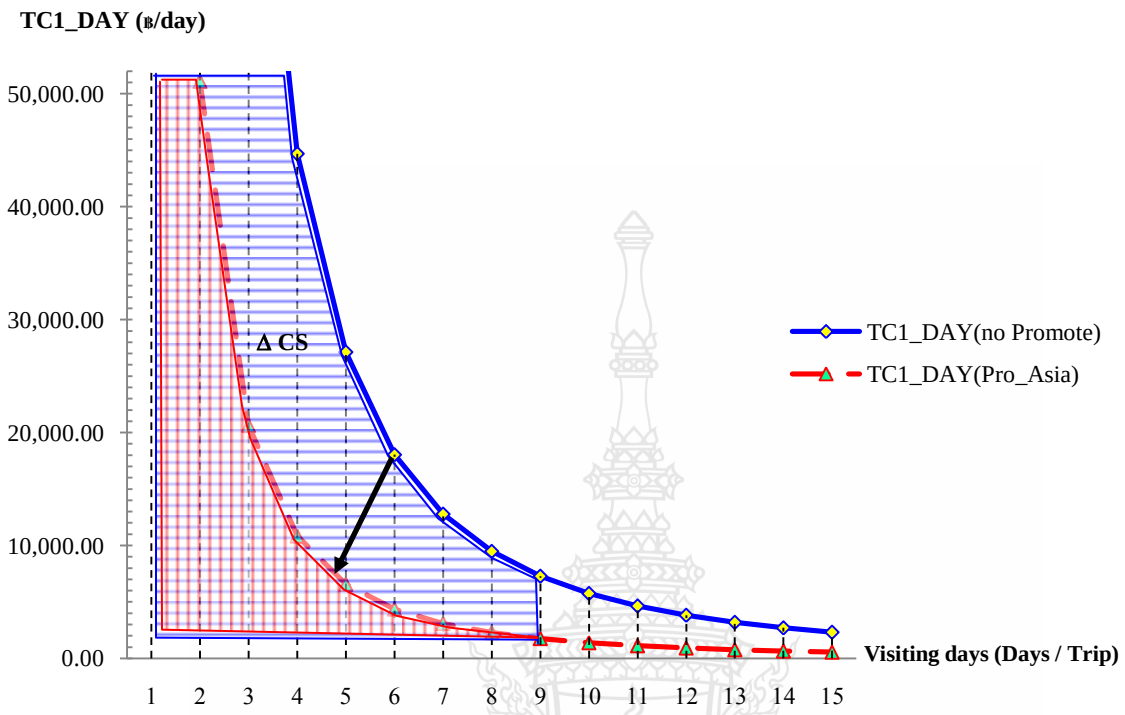


Figure 4-5 The Recreation Demand Curve and the Consumer Surplus of foreign visitors lived in Asia region.

$$CS_i = \left[\int_{Q_{Min.}}^{\bar{Q}} TC\_DAY \; dQ\right] - \left[TC\_DAY \times \left(\bar{Q} - Q_{Min.}\right)\right]$$

$$CS_{Asia'2009} = \left[\int_{Tour\_Day_{Min.}}^{\overline{Tour\_Day}} (TC1\_DAY)\; d(Tour\_Day)\right] - \left[TC1\_DAY_{\overline{Tour\_Day}} \times \left(\overline{Tour\_Day} - Tour\_Day_{Min.}\right)\right]$$

$$= \left\{\int_{1}^{9} \left[\frac{Tour\_Day}{254.4829908}\right]^{\left[\frac{1}{-0.447}\right]} d(Tour\_Day)\right\} - \left\{TC1\_DAY_{\overline{Tour\_Day}} \times (9-1)\right\}$$

$$\therefore ACST_{Asia'2009} = 181{,}853.3479 - 14{,}128.830266 = 167{,}724.517634 \approx 167{,}724.52 \quad baht/visitor/day$$

$$\therefore ACST_{Foreign'2009} = 691{,}726.514942 \quad baht/visitor/day$$

$\Delta\, Consumer\ Surplus = ACST_{Foreign'2009} - ACST_{Asia'2009}$

$\therefore \Delta$ Consumer Surplus = 691,726.514942 – 167,724.517634

= 524,002 baht / visitor / day

Double Log Demand Function of foreign visitors lived in America region :-

ln Tour_Day = 5.603234 - 0.447lnTC1_DAY

$$e^{\ln Tour\_Day} = e^{5.603234 - 0.447 \ln TC1\_DAY}$$

$$\text{Tour\_Day} = e^{5.603234} \times e^{-0.447 \ln TC1\_DAY}$$

$$= 271.3023821 \times TC1\_DAY^{-0.447}$$

$$\frac{\text{Tour\_Day}}{271.3023821} = TC1\_DAY^{-0.447}$$

$$\left[TC1\_DAY^{-0.447}\right]^{\frac{1}{-0.447}} = \left[\frac{\text{Tour\_Day}}{271.3023821}\right]^{\frac{1}{-0.447}}$$

$$\therefore TC1\_DAY = \left[\frac{\text{Tour\_Day}}{271.3023821}\right]^{\frac{1}{-0.447}}$$

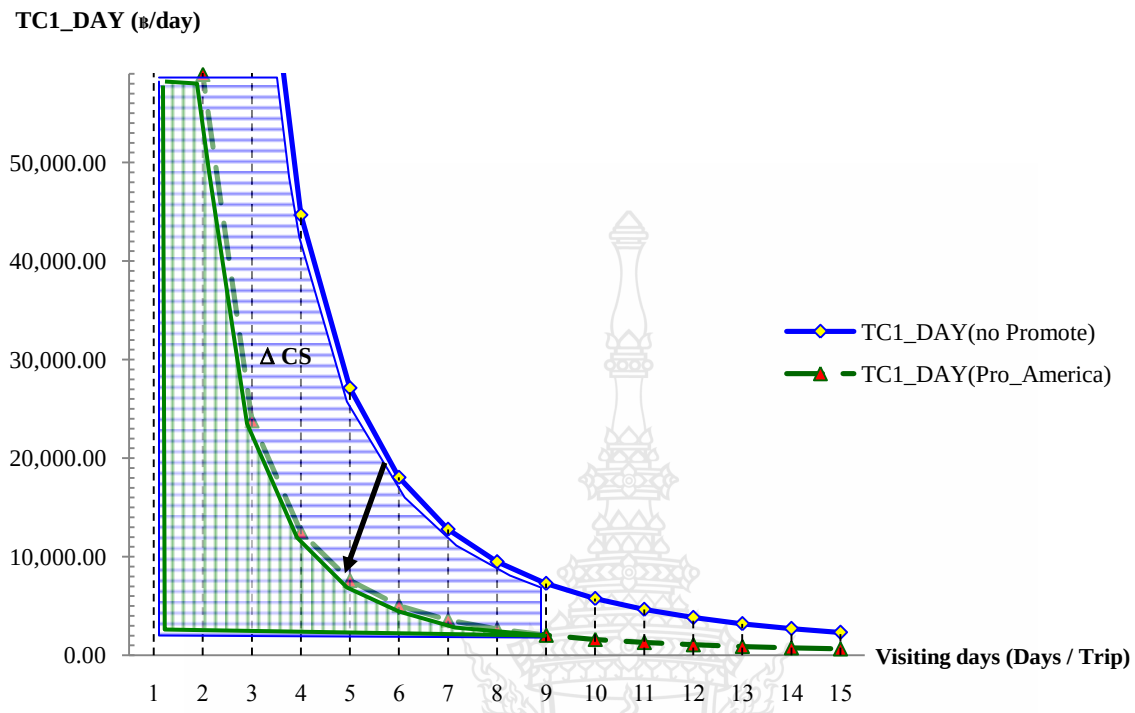


Figure 4-6 The Recreation Demand Curve and the Consumer Surplus of foreign visitors lived in America region.

$$CS_i = \left[\int_{Q_{Min.}}^{\bar{Q}} TC\_DAY \; dQ\right] - \left[TC\_DAY \times \left(\bar{Q} - Q_{Min.}\right)\right]$$

$$CS_{America'2009} = \left[\int_{Tour\_Day_{Min.}}^{\overline{Tour\_Day}} (TC1\_DAY)\; d(Tour\_Day)\right] - \left[TC1\_DAY_{\overline{Tour\_Day}} \times \left(\overline{Tour\_Day} - Tour\_Day_{Min.}\right)\right]$$

$$= \left\{\int_{1}^{9} \left[\frac{Tour\_Day}{271.3023821}\right]^{\left[\frac{1}{-0.447}\right]} d(Tour\_Day)\right\} - \left\{TC1\_DAY_{\overline{Tour\_Day}} \times (9-1)\right\}$$

$$\therefore ACST_{America'2009} = 209{,}846.7107 - 16{,}303.733705 = 193{,}542.976995 \approx 193{,}542.98 \; baht/visitor/day$$

$$\therefore ACST_{Foreign'2009} = 691{,}726.514942 \; baht/visitor/day$$

$$\Delta \, Consumer \; Surplus \quad = \quad ACST_{Foreign'2009} \; - \; ACST_{America'2009}$$

$\therefore \Delta$ Consumer Surplus = 691,726.514942 – 193,542.976995

= 498,183.54 baht / visitor / day

The first budget of provinces and provincial clusters was made in the Fiscal year 2010 (as shown in Transitory Provision of Appendix F) by the Eastern Province Cluster Office of Strategy Management (OSM). Thus, it is necessary for Recreation Value (RV) to compare to the project budget of Eastern region in the Fiscal year 2011 (or present year) as follows:

$RV_{Thai'2011}$ = 40,607,707,009.50 *baht*

$RV_{Foreign'2011}$ = 2,784,191,146,320.78 *baht*

$\therefore RV_{Total'2011}$ = 2,824,798,853,330.28 *baht*

$Budget_{,2011}$ = 169,534,200.00 *baht*

$\therefore RV_{left}$ = 2,824,629,319,130.28 *baht*

The statistical test for the model considers the proportion of R-Square (R^2 : the Coefficient of Determination) and Adjusted R-Square ($\bar{R}^2$). These statistics show what percentage of independent variables can explain the change in a dependent variable. The best Multiple Regression Model has R^2 and $\bar{R}^2$ values close to one. R-Square and Adjusted R-Squared in Thai visitors' Double Log Demand Functions of Multiple Regression Model are respectively 0.636 and 0.632. R-Square and Adjusted R-Squared in foreign visitors' Double Log Demand Functions of Multiple Regression Model are 0.725 and 0.723. The best model of both Thai and foreign visitors'

Multiple Regression Models are Double Log Demand Functions because of its highest R-Square and Adjusted R-Square.

The F-test is employs to determine if the variances between the means of two populations are significantly different. The null hypothesis is rejected when the P-value or Sig. is less than α (0.05). The P-value or Sig. F of both Thai and foreign visitors' Multiple Regression Models are equal to 0.000 which is less than α (0.05).

A Tolerance of less than 0.20 or 0.10 and/or a Variance Inflation Factor (VIF) of 5 or 10 and above indicate a multicollinearity problem in which two or more predictor or explanatory variables in a Multiple Regression Model are highly linearly related. In this study, the Tolerance values of all independent variables in both Thai and foreign visitors' Multiple Regression Models are more than 0.20, and the values of Variance Inflation Factor (VIF) are less than 5.

Part 3 Probability of making a reservation through internet in the tourism promotion program

The estimation of the General Logit Model for Thai and foreign visitors at provinces in the Eastern region is only summarized by using Sig. of Wald Statistic < 0.05. It is then used to analyze Thai and foreign visitors' considerations before visiting to Multiple Sites (3 and 2 provinces) in the Eastern region as shown in Table 4.8 and 4.9.

Table 4.8 Thai visitors' considerations before visiting to multiple sites in the Eastern region.

Dependent Variable (No. of visited provinces In Eastern region)[1]	**Independent Variable** (Factor)	
	Top 3 of Attractive things	**Unattractive reservation through internet**
4 provinces (j=1)	***It cannot be estimated because there is only one Thai respondent chosen 4 provinces in Eastern region.***	
3 provinces (j=2)	1. Visit to provinces in Eastern region by car	Reservation of vacation package through internet
	2. Evaluation of tourism sites in aspect of accessibility	Reservation of tourism site through internet
	3. Visit to provinces in Eastern region by bus	Reservation of accommodation through internet
2 provinces (j=3)	1. Source of tourism information was visitors' friends.	Reservation of vacation package through internet
	2. Visitors' occupation was retirement.	Reservation of accommodation through internet
	3. Visitors' occupation was Agricultural Worker.	

Note: 1. **The reference category** is: 1 visited province in Eastern region.

2. There were 3,228 Thai respondents who visited to 1, 2, 3, and 4 provinces in Eastern region.

3. The full table is in Appendix G (Table G.9).

Table 4.9 Foreign visitors' considerations before visiting to multiple sites in the Eastern region.

Dependent Variable (No. of visited provinces In Eastern region)[1]	**Independent Variable** (Factor)	
	Top 3 of Attractive things	**Unattractive reservation through internet**
4 provinces (j=1)	***It cannot be estimated because there are only two foreign respondents chosen 4 provinces in Eastern region.***	
3 provinces (j=2)	1. Visit to provinces in Eastern region by train 2. Source of tourism information was visitors' friends. 3. Expenditure before the trip at provinces in Eastern region	Reservation of vacation package through internet
2 provinces (j=3)	1. The visitors were accompanied by their friends. 2. Reservation of accommodation through internet 3. The visitors were accompanied by their family.	Reservation of vacation package through internet

Note: 1. **The reference category** is: 1 visited province in Eastern region.

2. There were 5,556 foreign respondents who visited to 1, 2, 3, and 4 provinces in Eastern region.

3. The full table is in Appendix G (Table G.10).

The results of Thai and foreign visitors' Multinomial logistic regressions show how many times or percents do each independent variable influence on dependent variables by using Exp(B) and sign of coefficient (+ / -), as shown in Appendix G.9 and G.10. Table 4.8 shows that Thai visitors' Top three of attractive things for visiting three provinces in the Eastern region are 1) to visit to provinces in Eastern region by car, 2) the evaluation of tourism sites in aspect of accessibility, and 3) to visit to provinces in the Eastern region by bus. It also shows that the chances of Thai

visitors' considerations before visiting to three provinces in the Eastern region are travelling by car nearly 58,907 times, accessibility of tourism sites 833 times, and travelling by bus 61 times in comparison with visiting one province in the Eastern region. Thai visitors' Top three of attractive things for visiting two provinces in the Eastern region are 1) the source of tourism information from visitors' friends, 2) visitors' occupation was retirement, and 3) visitors' occupation was agricultural worker. It means that the chances of Thai visitors' considerations before visiting to two provinces in the Eastern region are asking tourism information from friend about 9,693 times, vsitors' occupation was retirement nearly 32 times, and visitors' occupation was agricultural worker seven times in comparison with visiting one province in Eastern region. Meanwhile, foreign visitors' Top 3 of attractive things for visiting three provinces in the Eastern region are 1) to visit provinces in the Eastern region by train, 2) source of tourism information from visitors' friends, and 3) expenditure before the trip at provinces in the Eastern region. It means that the chances of Thai visitors' considerations before visiting to three provinces in Eastern region are travelling by train nearly 48 times, asking tourism information from friend about 13 times, and visitors' spending money before visiting provinces in the Eastern region 3 times in comparison with visiting one province in the Eastern region. Foreign visitors' Top three of attractive things for visiting two provinces in the Eastern region are 1) The visitors were accompanied by their friends, 2) Reservation of accommodation through internet, and 3) The visitors were accompanied by their family. It means that the chances of foreign visitors' considerations before visiting two provinces in the Eastern region are visiting together with visitors' friends 19

times, Visitors' Reservation of accommodation through internet 13 times, and visiting together with visitors' family 12 times in comparison with visiting one province in the Eastern region.

On the contrary, Thai visitors' unattractive reservation through internet for visiting three provinces in the Eastern region is the reservation at Vacation Package, Tourism Site, and Accommodation of Tourism Promotion Program. This would have less chance than one province in the Eastern region as 90.8%, 94.5%, and 97% ⇐ [(0.092-1) * 100], [(0.055-1) * 100], and [(0.030-1) * 100], respectively. Thai visitors' unattractive reservation through internet for visiting two provinces in the Eastern region is the reservation at Vacation Package, and Accommodation of Tourism Promotion Program. This would have less chance than one province in the Eastern region as 63.9%, and 67.1% ⇐ [(0.361-1) * 100], and [(0.329-1) * 100], respectively. Similarly, foreign visitors' unattractive reservation through internet for visiting three provinces in the Eastern region is the reservation at Vacation Package of Tourism Promotion Program. This would have less chance than one province in the Eastern region as 99.6% ⇐ [(0.004-1) * 100]. The foreign visitors' unattractive reservation through internet for visiting two provinces in the Eastern region are reservation at Vacation Package of Tourism Promotion Program. This would have less chance than 1 province in the Eastern region as 84.2% ⇐ [(0.158-1) * 100].

The analysis for the chance of Thai and foreign respondents' reservation at Accommodation, Transportation, Tourism site, and / or Vacation Package for

Multiple sites or Provinces in the Eastern region per trip in Tourism Promotion Program is as follows.

1) The chance of Thai visitors lived in Central region would visit to provinces of Eastern region in summer (Quarter2) with family **by car** and arrange the accommodation and packaged tour through internet.

4 provinces in Eastern region:

$g_{j=1}$ $\Rightarrow$ There is only one Thai respondent chosen 4 provinces in Eastern region.

3 provinces in Eastern region:

$g_{j=2}$ = -2.513Domicile2 - 0.87quarter - 2.82D_Out_Provin + 10.984**D_Car** -1.704D_Family - 3.512Inter_Accom - 2.386Inter_Package

= -2.513(1) - 0.87(2) - 2.82(0) + 10.984(**1**) -1.704(1) - 3.512(1) - 2.386(1)

= -0.871

2 provinces in Eastern region:

$g_{j=3}$ = -0.854Domicile2 - 0.231quarter - 2.423D_Out_Provin + 1.146**D_Car** -1.168D_Family - 1.111Inter_Accom - 1.019Inter_Package

= -0.854(1) - 0.231(2) - 2.423(0) + 1.146(**1**) -1.168(1) - 1.111(1) - 1.019(1)

= -1.76

1 province in Eastern region:- (Reference Category)

$g_{i=4}$ = 0

$$P(g_{j=2}) = \frac{e^{-0.871}}{e^{-0.871} + e^{-1.76} + e^{0}} = 0.26313$$

$$P(g_{j=3}) = \frac{e^{-1.76}}{e^{-0.871} + e^{-1.76} + e^{0}} = 0.10817$$

$$P(g_{j=4}) = \frac{e^{0}}{e^{-0.871} + e^{-1.76} + e^{0}} = 0.628702$$

Total Thai respondents lived in the Central region were 2,453 persons:-

The chance of Thai visitors lived in the Central region would visit three provinces in the Eastern region in summer with family by car and arrange the accommodation and packaged tour through internet is (0.26313 * 2,453) or equal to 646 persons.

The chance of Thai visitors lived in the Central region would visit two provinces in the Eastern region in summer with family by car and arrange the accommodation and packaged tour through internet is (0.10817 * 2,453) or equal to 265 persons.

The chance of Thai visitors lived in the Central region would visit one province in the Eastern region in summer with family by car and arrange the accommodation and packaged tour through internet is (0.628702 * 2,453) or equal to 1,542 persons.

2) The chance of Thai visitors lived in Central region would visit provinces of the Eastern region in summer (Quarter2) with family **by bus** and arrange the accommodation and packaged tour through internet.

4 provinces in Eastern region:

$g_{j=1}$ $\Rightarrow$ There is only one Thai respondent chosen 4 provinces in Eastern region.

3 provinces in Eastern region:

$g_{j=2}$ = -2.513Domicile2 - 0.87quarter - 2.82D_Out_Provin + 4.117**D_Bus** -1.704D_Family - 3.512Inter_Accom - 2.386Inter_Package

= -2.513(1) - 0.87(2) - 2.82(0) + 4.117(**1**) -1.704(1) - 3.512(1) - 2.386(1)

= -7.738

2 provinces in Eastern region:

$g_{j=3}$ = -0.854Domicile2 - 0.231quarter - 2.423D_Out_Provin + 1.211**D_Bus** -1.168D_Family - 1.111Inter_Accom - 1.019Inter_Package

= -0.854(1) - 0.231(2) - 2.423(0) + 1.211(1) -1.168(1) - 1.111(1) - 1.019(1)

= -3.403

1 province in Eastern region:- (Reference Category)

$g_{i=4} = 0$

$$P(g_{j=2}) = \frac{e^{-7.738}}{e^{-7.738} + e^{-3.403} + e^{0}} = 0.000422$$

$$P(g_{j=3}) = \frac{e^{-3.403}}{e^{-7.738} + e^{-3.403} + e^{0}} = 0.032188$$

$$P(g_{j=4}) = \frac{e^{0}}{e^{-7.738} + e^{-3.403} + e^{0}} = 0.96739$$

Total Thai respondents lived in the Central region were 2,453 persons:-

The chance of Thai visitors lived in the Central region would visit three provinces in the Eastern region in summer with family by bus and arrange the accommodation and packaged tour through internet is (0.000422 * 2,453) or equal to one person.

The chance of Thai visitors lived in the Central region would visit two provinces in the Eastern region in summer with family by bus and arrange the accommodation and packaged tour through internet is (0.032188 * 2,453) or equal to 79 persons.

The chance of Thai visitors lived in the Central region would visit one province in the Eastern region in summer with family by bus and arrange the accommodation and packaged tour through internet is (0.96739 * 2,453) or equal to 2,373 persons.

3) The chance of Thai visitors lived in Central region would visit to provinces of Eastern region in summer (Quarter2) with family **by arrangement of Travel agency** for accommodation and packaged tour through internet.

4 provinces in Eastern region:

$g_{i=1}$ $\Rightarrow$ There is only one Thai respondent chosen 4 provinces in Eastern region.

3 provinces in Eastern region:

$g_{i=2}$ = -2.513Domicile2 - 0.87quarter - 2.82D_Out_Provin -1.704D_Family - 3.512Inter_Accom - 2.386Inter_Package

= -2.513(1) - 0.87(2) - 2.82(0) -1.704(1) - 3.512(1) - 2.386(1)

= -11.86

2 provinces in Eastern region:

$g_{j=3}$ = -0.854Domicile2 - 0.231quarter - 2.423D_Out_Provin -1.168D_Family - 1.111Inter_Accom - 1.019Inter_Package

= -0.854(1) - 0.231(2) - 2.423(0) -1.168(1) - 1.111(1) - 1.019(1)

= -4.614

1 province in Eastern region:- (Reference Category)

$g_{i=4}$ = 0

$$P\left(g_{j=2}\right) = \frac{e^{-11.86}}{e^{-11.86} + e^{-4.614} + e^{0}} = 0.00000699811$$

$$P\left(g_{j=3}\right) = \frac{e^{-4.614}}{e^{-11.86} + e^{-4.614} + e^{0}} = 0.009814737$$

$$P(g_{j=4}) = \frac{e^{0}}{e^{-11.86} + e^{-4.614} + e^{0}} = 0.990178$$

Total Thai respondents in the Central region were 2,453 persons:-

The chance of Thai visitors lived in the Central region would visit three provinces in the Eastern region in summer with family by arrangement of Travel Agency for accommodation and packaged tour through internet is (0.00000699811 * 2,453) or approximately equal to zero.

The chance of Thai visitors lived in the Central region would visit two provinces in the Eastern region in summer with family by arrangement of Travel Agency for accommodation and packaged tour through internet is (0.009814737 * 2,453) or equal to 24 persons.

The chance of Thai visitors lived in the Central region would visit one province in the Eastern region in summer with family by arrangement of Travel Agency for accommodation and packaged tour through internet is (0.990178 * 2,453) or equal to 2,429 persons.

4) The chance of **foreign visitors** would be teachers, arrange the Packaged Tour through the internet and visit to the province in Eastern region by reason of delicious food.

4 provinces in Eastern region:

$g_{i=1}$ $\Rightarrow$ There are only two foreign respondents chosen 4 provinces in Eastern region.

3 provinces in Eastern region:

$g_{i=2}$ = -2.808D_OCCU8 - 2.06reason3 - 5.413Inter_Pack
= -2.808(**1**) - 2.06(**1**) - 5.413(**1**)
= -10.28

2 provinces in Eastern region:
$g_{i=3}$ = -0.601D_OCCU8 - 0.395reason3 - 1.846Inter_Pack
= -0.601(**1**) - 0.395(**1**) - 1.846(**1**)
= -2.842

1 province in Eastern region:- (Reference Category)
$g_{i=4}$ = 0

$$P(g_{j=2}) = \frac{e^{-10.28}}{e^{-10.28} + e^{-2.842} + e^{0}} = 0.000032421$$

$$P(g_{j=3}) = \frac{e^{-2.842}}{e^{-10.28} + e^{-2.842} + e^{0}} = 0.055094537$$

$$P(g_{j=4}) = \frac{e^{0}}{e^{-10.28} + e^{-2.842} + e^{0}} = 0.944873$$

Total foreign respondents were 565 teachers:-

The chance of foreign visitors would be teachers, arrange the Packaged Tour through the internet and visit three provinces in the Eastern region by reason of delicious food is (0.000032421 * 565) or approximately equal to zero.

The chance of foreign visitors would be teachers, arrange the Packaged Tour through the internet and visit two provinces in the Eastern region by reason of delicious food is (0.055094537 * 565) or equal to 31 persons.

The chance of foreign visitors would be teachers, arrange the Packaged Tour through the internet and visit one province in the Eastern region by reason of delicious food is (0.944873 * 565) or equal to 534 persons.

From the above calculation, it can be concluded that most visitors (both Thai and foreign visitors) would like to visit only one province in the Eastern region per trip.

There are several indicators of the goodness of fit indices, such as Pseudo R-Square (Cox and Snell, Nagelkerke, and McFadden R-Square statistics), Pearson's Chi-Square Goodness of Fit and Deviance Likelihood Ratio Chi-Square statistic (-2LL Chi-Square), and Classification Table. The parameter estimates in this model are Likelihood Ratio Test and Wald Statistic.

Pseudo R-Square is similar to R-Square in the sense that they are on a similar scale, ranging from 0 to 1 with higher values indicating better model fit. Thai and foreign visitors' Pseudo R-Square is shown in Table 4.10.

Table 4.10 Thai and foreign visitors' Pseudo R-Square.

R-Square statistics	Thai visitors	Foreign visitors
Cox and Snell	0.400	0.496
Nagelkerke	0.632	0.811
McFadden	0.510	0.724

Cox and Snell R-Square statistics is based on Log-likelihood but it takes the sample size into account. This Pseudo R-Square cannot reach a maximum of ONE. Thai and foreign visitors' Cox and Snell R-Square are 0.40 and 0.496, respectively.

Nagelkerke R-Square statistics adjusts the Cox and Snell measure for the maximum value so that ONE can be achieved. Thai and foreign visitors' Nagelkerke R-Square are 0.632 and 0.811, respectively.

McFadden R-Square statistics tends to be smaller than R-Square and values of 0.2 to 0.4 are considered highly satisfactory. Thai and foreign visitors' McFadden R-Square are 0.510 and 0.724, respectively.

The p-values (Sig.) for Deviance and Pearson's Chi-Square Goodness of Fit are more than α (e.g., 0.05). It means the acceptance of null hypothesis (H_0) that the logistic regression response function is appropriate or this model fits the data. Both Thai and foreign visitors' p-values for Deviance and Pearson's Chi-Square Goodness of Fit are more than 0.05 as shown in Table 4.11 and 4.12.

Table 4.11 Thai visitors' Goodness of Fit.

Thai visitors' Goodness-of-Fit			
	Chi-Square	**df**	**Sig.**
Pearson	3753.133	9417	1.000
Deviance	1584.179	9417	1.000

Table 4.12 Foreign visitors' Goodness of Fit.

Foreign visitors' Goodness-of-Fit			
	Chi-Square	**df**	**Sig.**
Pearson	4999.697	16404	1.000
Deviance	1449.546	16404	1.000

The predicted overall percentage of correction in Classification Table is very high. This confirms the highly accurate prediction of model. Thai and foreign visitors' Classification Tables are shown in Table 4.13 and 4.14.

Table 4.13 Thai visitors' Classification Table.

Observed (provinces in Eastern region)	**Predicted** (Tour provinces)				
	4	**3**	**2**	**1**	**Percent Correct**
4	1	0	0	0	100%
3	0	11	9	17	29.7%
2	0	5	321	186	62.7%
1	0	2	97	2579	96.3%
Overall Percentage	0.0%	0.6%	13.2%	86.2%	**90.2%**

Table 4.14 Foreign visitors' Classification Table.

Observed (provinces in Eastern region)	**Predicted** (Tour provinces)				
	4	**3**	**2**	**1**	**Percent Correct**
4	2	0	0	0	100%
3	0	28	10	2	70.0%
2	0	5	714	133	83.8%
1	0	1	111	4550	97.6%
Overall Percentage	0.0%	0.6%	15.0%	84.3%	**95.3%**

From the above table, Thai and foreign visitors' overall preditction in percentage tem are 90.2 and 95.3, respectively.

Likelihood Ratio Test is a statistical test of the goodness of fit between two models. The Wald test is usually used to assess the significance of prediction of each predictor.

Likelihood Ratio Test and Wald Statistic are used to test the parameter estimates in model that rejected null hypothesis (H_0) at α or the 5% significance level as the following tables:

Table 4.15 Thai visitors' Model Fitting Information.

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	3.233E+03			
Final	1.584E+03	1.649E+03	264	0.000

Table 4.16 Foreign visitors' Model Fitting Information.

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	5.257E+03			
Final	1.450E+03	3.808E+03	258	0.000

The p-values (Sig.) of Thai and foreign visitors for Final are less than 0.05, it means the model will give adequate predictions compared to the Intercept Only (Null model). There are also p-values (Sig.) of Wald Statistic for Thai and foreign visitors' independent variables (in Appendix G, Table G.9 and G.10) that are less than 0.05.

In-depth interview

This study conducts the In-depth interview from 3 sectors: 1) Government sector, 2) State Enterprise sector, and 3) Private sector. The questions of In-depth interview consist of (i) Tourism co-operation of government and private sectors; (ii)

Management of tourism strategy, plan, project, budget, personnel, and appraisal; (iii) Public relations of tourism; (iv) Tourism target group; (v) Thai and foreign visitors' popular program in Eastern region; (vi) The existed tourism promotion program in the future; (vii) Thai and foreign visitors' awareness of tourism information & Thai's hospitality; (viii) Problems and obstacles of tourism strategic implementation; (ix) Indicator of tourism strategic success; and (x) Accomplishment of tourism promotion program.

The interviewees in government sector are the director of Office of Policy & Strategy (OPS), Office of the Permanent Secretary, Ministry of TOURISM & SPORTS, and the director of Eastern Province Cluster Office of Strategy Management (OSM).

The director of Office of Policy and Strategy (OPS), Ministry of TOURISM & SPORTS described that Ministry of TOURISM & SPORTS was established in 2002 and responsible for tourism development; standard enactment of accommodation, tourism site, and guide; registration of guide; plan for tourism policy, project, and budget. In each fiscal year, the budget of Ministry of TOURISM & SPORTS is always less than Tourism Authority of Thailand (TAT), and shared with Office of the Permanent Secretary, Department of Physical Education, Department of Tourism, and Institute of physical education as shown in Table 4.17.

Table 4.17 The budget for tourism, sports, and provinces of the Eastern region in the fiscal year 2009 – 2011.

Unit: Million baht

Office	Fiscal Year		
	2009	**2010**	**2011**
Ministry of TOURISM & SPORTS:	**4,439.3**	**4,113.2**	**5,839.0**
1. Office of the Permanent Secretary	818.3	608.2	1,553.9
2. Department of Physical Education	737.2	833.0	904.8
3. Department of Tourism	786.1	741.1	1,294.1
4. Institute of physical education	2,097.7	1,930.9	2,086.2
State Enterprise sector:			
1. Sports Authority of Thailand	3,602.3	2,503.4	2,890.0
2. Tourism Authority of Thailand	**4,481.6**	**4,549.8**	**5,278.0**
3. Thailand Convention & Exhibition Bureau	913.2	749.8	747.9
4. Designated Areas for Sustainable Tourism Administration (Public Organization)	208.6	171.6	184.7

Source: Office of Policy and Strategy (OPS), Ministry of TOURISM & SPORTS

Table 4.17 The budget for tourism, sports, and provinces of the Eastern region in the fiscal year2009 – 2011 (Cont.).

Unit: Million baht

Office	Fiscal Year		
	2009	2010	2011
Province & Provincial Cluster:			
1. Chonburi Province	243.4	44.8	246.1
2. Rayong Province	264.0	45.1	248.4
3. Chanthaburi Province	178.3	33.5	144.2
4. Trat Province	175.5	32.3	133.2
5. Eastern Provincial Cluster	-	19.2	318.7
Subsidy:			
Pattaya City	1,499.1	1,350.0	1,395.0

Source: Office of Policy and Strategy (OPS), Ministry of TOURISM & SPORTS

Ministry of TOURISM & SPORTS classified Tourism Provincial Clusters of National Tourism Developing Plan in 2012 – 2016 into 8 clusters in order to be convenient for making tourism projects, strategic plans and budget in each cluster by 46 provincial Offices of TOURISM & SPORTS, as shown in Table 4.18.

Table 4.18 The Tourism Provincial Clusters of National Tourism Developing Plan in 2012 – 2016.

Tourism Cluster	Province
1. Lanna Civilization and Upper Northern region	Chiang Mai, Chiang Rai, Lumpoon, Lumpang, Payao, Prae, Nan
2. World Heritage link with Ecotourism	Tak, Sukhothai, Kampangpech, Pichit, Pisanuloke, Nakhonsawan, Uthaithani, Ayudthaya
3. Lower Northeastern Civilization	Nakhonrachasima, Burirum, Surin, Srisaket, Chaiyaphum, Ubonrachathani
4. Mae Khong Lifestyle	Loei, Nongkai, Nakhonpanom, Mookdaharn, Umnajareon, Ubonrachathani
5. Central River Lifestyle	Chainat, Singburi, Aungthong, Ayudthaya, Lopburi, Nakhonpathom, Nonthaburi, Pathumthani, Samutprakarn, Samutsakhorn, Samutsongkhram, Ratchaburi, Bangkok
6. Active Beach	**Chonburi, Rayong, Chanthaburi, Trat**
7. Royal Coast	Petchaburi, Prachuapkhirikhan, Chumporn, Ranong
8. Wonder of Two Oceans	Surat Thani, Nakhon Si Thammarat, Phangnga, Phuket, Krabi, Trang, Satun, Phatthalung, Songkhla, Pattani, Yala, Narathiwat

Source: Office of Policy and Strategy (OPS), Ministry of TOURISM & SPORTS

The foreign tourists in target group of each Tourism Provincial Cluster can be considered from statistics of Top 10 of Foreign Tourist Arrivals to Thailand in 2009 – 2011 (Q1 –Q2) as shown in Table 4.19.

Table 4.19 Top ten of Foreign Tourist Arrivals to Thailand in 2009 – 2011 (Q1 –Q2).

Ranking	Year		
	2009	**2010**	**2011 (Q1 – Q2)**
1	Malaysia	Malaysia	Malaysia
2	Japan	China	China
3	**Europe:** United Kingdom	Japan	Japan
4	China	**Europe:** United Kingdom	Korea
5	Laos	Korea	**South Asia:** India
6	**Oceania:** Australia	**South Asia:** India	**Europe:** Russia
7	**America:** USA.	Laos	**Europe:** United Kingdom
8	Korea	**Oceania:** Australia	**Oceania:** Australia
9	**South Asia:** India	**Europe:** Russia	Laos
10	Germany	**America:** USA.	**America:** USA.

Source: Adapted from Department of Tourism, Ministry of TOURISM & SPORTS

The potential target groups of foreign tourists are in Asia, e.g. Malaysia, China, Japan, Korea, India, Laos; in Europe, e.g. Russia, United Kingdom; in Oceania, e.g. Australia; and in America, e.g. USA. In 2010, there were 15,841,683 foreign tourists that increased 11.96% and generated the revenue about 585,961.80 million baht. These foreign tourists visited three parts of Thailand: (1) Southern region, (2) Central & Northern regions, (3) Eastern & Northeastern regions. The foreign tourists in the Eastern region are 3,229,125 persons (20% of total foreign tourists). In 2011, Ministry of TOURISM & SPORTS has the tourism targets of the number of Foreign and Thai Tourists, generated revenue, and increase in Tourism Stakeholders' Income as shown in Table 4.20.

Table 4.20 Tourism Targets for Ministry of TOURISM & SPORTS in 2011.

Tourists	**No. of Tourists** (Million persons)	**Tourism Revenue** (Million baht)	**Increase in tourism stakeholders' income**
Foreigner	15.5	600,000	9%
Thai	91	432,000	4.6%

Source: Ministry of TOURISM & SPORTS

The achievements of Ministry of TOURISM & SPORTS in 2010 were derived from Aid Measure to Tourism Entrepreneurs for restoring and stimulating tourism in Thailand, namely:

1. Exception of VISA Fee for Foreign Tourists till March 31, 2011 that influenced on increase of 531,630 foreign tourists (or 35%).

2. Exception of Hotel Business Fee from December 31, 2010 to December 31, 2011.
3. The decrease of Electric Fee for hoteliers left 1.25 times of month till December 31, 2010.
4. The decrease of Landing & Parking Fee for International Charter Flight left 50% from November 1, 2008 to October 31, 2010.
5. The decrease of Entrance Fee at National Parks left 50%.
6. The Domestic Seminars of government officers were in place of Seminar at foreign countries.
7. The expenses of entrepreneurs' Meeting, Seminar, Training, and Incentive Tourism were reduced tax about 2 times of actual expense.

Additionally, Ministry of TOURISM & SPORTS proposed the Language Training Plan of potential markets to Ministry of Labour for 3,000 persons in occupation of guides, spa employees, or tourism stakeholder in Bahasa Indonesia, Korean, Russian, Portuguese, Spanish, and Arabic languages for 2 months.

As a result of Aid Measure to Tourism Entrepreneurs in Thailand, Tourism Council of Thailand (TCT) showed the high confidence level of Entrepreneur Confidence Index in the 4th quarter for the year 2010 was 107 of 200 points.

The Eastern Province Cluster Office of Strategy Management (OSM) had authorized Chonburi provincial Office of TOURISM & SPORTS to be a representative interviewee for OSM. The director of Chonburi provincial Office of TOURISM & SPORTS informed that this office was constructed in 2002 and completely finished in 2008. Chonburi provincial Office of TOURISM & SPORTS

implements headquarters' policy and collaborates with governors of all provinces in Eastern region, State Enterprise, and Private Sector. Chonburi province is like the Gate of East and 2.8 million rais in area. Rayong area is 2.2 million rais, Chanthaburi area is 3.9 million rais, and Trat area is 1.7 million rais. The Eastern region consists of (1) Plantations, e.g. Sugarcane, Cassava, Palm, Hevea brasiliensis, (2) Orchards, e.g. Durian, Rambutan, Mangosteen, Lansium domesticum (Long Kong), Zalacca (Rakam), (3) Islands, e.g. Si Chang island in Chonburi province; Lan island in Pattaya city; Samet in Rayong province; Koh Chang, Koh Kood, Koh Mak in Trat province where support Tourism in Eastern region as Natural Tourism. Moreover, artificial tourism sites are made by private sector such as Mini Siam, Underwater World, Pattaya Floating Market of 4 regions, Nong Nooch Tropical Botanical Garden**,** Grapery of Silver Lake, Sriracha Tiger Zoo, Khao Kheow Open Zoo, The Sanctuary of Truth, etc. In 2020, there is project of Eastern High Speed Electric Train from Bangkok to Rayong in distance of 221 kilometers by investment budget about 72,265 million baht with carrying capacity of 13,200 persons / trip / day and 350 baht for service charge.

As Chonburi, Rayong, Chanthaburi, and Trat provinces are in the Tourism Provincial Cluster of Active Beach according to National Tourism Developing Plan in 2012 – 2016, the popular activities of tourists in Eastern region are Scooter, Banana Boat, Beach Boat, Swimming, Beach Volleyball, and Festival on the beach.

The festival on Pattaya beach is always in the name of "Colors of the East" every year. In 3rd quarter of this year, Colors of the East festival is held during July

7-10, 2011 in rainy season for boosting tourism in low season under concept of "Food, Fun, Fest explained as following:

Food is lots of Eastern region's seafood in buffet style priced 200 baht / person.

Fun is decoration along beach from Central to South Pattaya, funny activities, indigenous art and culture in Chonburi, Rayong, Chanthaburi, Trat booths.

Fest is Festival co-operation of Tourism Entrepreneurs' 200 booths in private sector for tourism promotion program such as a free pop concert every evening, cheap price for OTOP of each province in Eastern region.

Festivals, Activities, and Fairs of Eastern Provincial Cluster in low season are:

- "Colors of the East Festival" is on Pattaya beach during July 7-10, 2011.
- "Pattaya Marathon" is racing competitions for King's Cup including wheelchairs, quarter-marathon, half-marathon, and marathon along Central Pattaya beach in July 17, 2011.
- Tourist Guide Training Course in July every year.
- The 200 booths of tourism entrepreneurs (e.g. Hotels, Resorts, Spa, Rental Car, Tour Agency) from Eastern Provincial Cluster in "Thai travel Thailand Fair" is Thailand Exhibition at Queen Sirikit National Convention Center (QSNCC) during September 1-4, 2011.

- "Pattaya Grand Sales" for 10-70% discount from the usual price of hotels, golf-courses, tourism sites, Air Asia, and restaurants during June 15 – September 30, 2011.

The activities generate revenues to tourism stakeholders in the Eastern region, i.e.

- Fruit Festivals in Rayong (Rayong Fruit Festival: May 13-17, 2011), Chanthaburi (Amazing Thailand World Durian Festival Chanthaburi: May 5-15, 2011), and Trat (Amazing Fruit Paradise: May 13-15, 2011) provinces.
- Chonburi-Pattaya Golf Festival, e.g. Application Fee of contestants, Entrance Fee.
- Activities by sea, and Sports on beach.
- Football (Chonburi Football Club: CHONBURI F.C.), e.g. Entrance fee, Souvenirs: T-shirt, Wish-band, Bunch of key.
- Shooting a film of foreign film maker, e.g. India.

The popular sites of Thai visitors are Bangsaen, and Rayong province. The foreign tourists would like to visit Pattaya in Eastern region are Russian, Japanese, Chinese, Korean, and Indian.

Problems and obstacles to tourism in Eastern Provincial Cluster are the illegal tourist guides, dishonesty of goods and service entrepreneurs (e.g. Souvenirs, Beach

boats, scooters, deck chairs, local buses), cleanness and accessibility of restrooms and tourism sites.

The Appraisal of Tourism Development Strategy for provincial cluster of Eastern region in 2010 is shown in Table 4.21.

Table 4.21 The Appraisal of Tourism Development Strategy for provincial cluster of the Eastern region in 2010.

No.	Province	The number of Visitors (Person)		(Δ %)	Average Expenditure (Baht / Visitor / Day)		(Δ %)
		2010	2009	2010 /2009	2010	2009	2010 /2009
	Chon Buri	**10,062,286**	**5,649,895**	**78.10**	**4,685.24**	**4,909.58**	**-4.57**
1	Pattaya	8,313,528	4,305,998	93.07	3,003.65	3,355.81	-10.49
	Bangsean	1,748,758	1,343,897	30.13	1,681.59	1,553.77	8.23
2	**Rayong**	**4,634,970**	**3,417,196**	**35.64**	**1,886.58**	**1,881.40**	**0.28**
3	**Chanthaburi**	**1,326,393**	**1,268,884**	**4.53**	**1,338.07**	**1,283.34**	**4.26**
	Trat	**715,186**	**749,150**	**-4.53**	**8,160.05**	**7,486.03**	**9.00**
	Mueang	214,361	225,821	-5.07	1,824.55	1,680.71	8.56
4	Koh Chang	436,647	442,729	-1.37	2,310.65	2,003.18	15.35
	Koh Kood	27,937	35,999	-22.40	1,979.85	1,992.87	-0.65
	Koh Mak and others	36,241	44,601	-18.74	2,045.00	1,809.27	13.03
	Total	**16,738,835**	**11,085,125**	**51.00**	**16,069.94**	**15,560.35**	**3.27**
	Gini coefficient				**0.36**	**0.35**	

Note: The Gini coefficient is a measure of the inequality of a distribution; 0 = total equality, 1 = maximal inequality.

Source: Adapted from Department of Tourism, , Ministry of Tourism & Sports.

The Eastern Province Cluster Office of Strategy Management (OSM) determined the indicators of Tourism Development Strategy for provincial cluster of Eastern region in 2010 as the increase in tourism revenues (↑12%), the increase in the number of visitors (↑40%), and The increase in proportion of income among provincial cluster(↑40%). Actually, the change of Tourism Revenue or the average expenditure of visitors (฿ / visitor / day) in Chonburi, Rayong, Chanthaburi, and Trat

provinces is respectively -4.57%, 0.28%, 4.26%, and 9%. Accordingly, the average expenditure of visitors (฿ / person / day) in all provinces of Eastern region only increases 3.27% as a result of the political crisis of government protesters in Bangkok in year 2009 – 2010 including at the Fourth East Asia Summit in Pattaya on April 11, 2009. Meanwhile, the number of visitors is 51% more than strategic goal as increase in 40% from year 2009. Gini coefficient is approximately 0.3 – 0.4 (0.35 in 2009 and 0.36 in 2010). It means the income distribution among provincial cluster is rather equal.

The implementation of Chonburi provincial Office of TOURISM & SPORTS in 2011 as following:

1. Creation of Eastern Provincial Cluster's Brand Image with signboards of tourism sites in sailing-boat style for The Celebrations of the 84th Birthday Anniversary of The King who favors the sailing-boat sport.
2. MICE study for constructing the Government Exhibition & Convention Center takes the place of Pattaya Exhibition & Convention Hall (PEACH) of private sector (Royal Cliff Group, Pattaya).
3. Arrangement of Tourist Guide Training Course for local people in Eastern Provincial Cluster by 100 people at Pattaya and 100 people at Chanthaburi province for 15 days in low season.
4. Building Database Center for website at Pattaya.
5. Building Rest Area for asking tourism information and public restrooms.

6. Co-operation with Office of Rayong for Road Show, Events in 4 provinces of Eastern region.
7. Collaboration with Trat provincial Office of TOURISM & SPORTS for developing in potential tourism sites, training juveniles for perception of environment, Big Cleaning at tourism sites in 4 provinces of Eastern region including collection of undersea litters.

The interviewees in State Enterprise sector are the director of Thailand Convention & Exhibition Bureau (TCEB)

The director of Domestic MICE and Senior Strategic Planning Manager of Thailand Convention & Exhibition Bureau (TCEB) explained that Thailand Convention & Exhibition Bureau is under The Prime Minister's Office and a representative of government for implementation of TCEB's main strategies, i.e.

WIN is the support to private sector for winning international bids, e.g. Bid Preparation for World Expo 2020, Mega Show: World Stamp, Rotary International 2012, Horticulture 2011, etc.

PROMOTE is public relations for creating Thailand image as a world-class MICE destination, and development of Domestic MICE Industry, e.g. The campaign of "Believe in Thailand" and "Thailand Maximize / Extra Value", Joining in Trade Show or Road Show or Sales Mission in foreign countries, Marketing Promotion:

"Extra Night, Extra Smile", The contest of "Thailand Creative MICE Event Award (TCEA)".

DEVELOP is development of Thai team's competence and building a stronger MICE industry in standard for supporting industrial growth in future through education, training, certification, e.g. Project of research study of Convention & Exhibition area for World Expo 2020.

MICE business can be divided into:

M = Meeting of employees or branches of corporation

I = Incentive is rewarded to employees for target of sale or well-made job.

C = Convention has larger size of group than Meeting, e.g. World Medical Convention, Association, Lion Club, Rotary Club, etc.

E = Exhibition in Trade Show

Thailand Convention & Exhibition Bureau (TCEB) launched "Creative MICE" project in fiscal year 2010 under "Thai Khem Khaeng" (Invest for Strength) project of "Creative Economy" in government policy. Creative MICE's concept is "rehabilitate" the economy, "create" opportunities, "transform" the organizational format, "change" ideas to add value in destinations of all regions to become Thailand MICE City for special and different Events. The objectives of "Creative MICE" are to increase awareness, understanding, and strength of MICE Industry in Bangkok of

Central, Chonburi of Eastern, Chiang Mai of Northern, Songkhla of Southern, and Khon Kaen of Northeastern regions.

There are 9 Exhibition and Convention Centers in various places of Thailand as shown in Table 4.22.

Table 4.22 The Exhibition & Convention Centers in Thailand.

Exhibition & Convention Center	Location	Space Size (m^2)	Established Year	No. of Halls
1. IMPACT Muang Thong Thani	Bangkok	137,000	1998 / 2005	13
2. Bangkok International Trade & Exhibition Centre (BITEC)	Bangkok	36,000	1997	6
3. Queen Sirikit National Convention Center (QSNCC)	Bangkok	13,971	1994	2
4. Royal Paragon Hall	Bangkok	7,800	2006	3
5. Bangkok Convention Center at Central World	Bangkok	5,403	2008	1
6. Pattaya Exhibition & Convention Hall (PEACH)	**Pattaya**	**4,851**	**1999**	**1**
7. The 60th Anniversary of His Majesty the King's Accession to the Throne International Convention Center	Hat Yai	4,880	2008	2
8. Royal Phuket Marina International Exhibition & Convention Center	Phuket	2,500	2008	
9. Chiang Mai International Exhibition & Convention Center	Chiang Mai	10,605	2011	

Source: Thailand Convention & Exhibition Bureau (TCEB), The Prime Minister's Office, 2011.

From Table 4.22, MICE City consists of Bangkok, Pattaya, Phuket, and Chiang Mai. The selection of Exhibition and Convention Center will depend on carrying capacity for MICE Tourists and potential of MICE City. Additionally, the potential area is for the alternative MICE City such as Rayong, Khon Kaen, and Hat Yai.

In 2010, Leisure Tour generated revenue about 4,000 – 5,000 baht / person / day but MICE Business could generate revenue for 14,024.81 baht / person / day. Therefore, MICE Business generates high yield as 3 times of Leisure Tour or 9% (9.13%) of total tourism revenues from the number of MICE Tourists as only 4% (4.29%) of total foreign tourists. There are the details of the foreign tourists' average length of stay and expense, the number of corporate meeting participants and revenue generated from MICE, and the proportion of MICE to total tourism in fiscal year 2009 – 2010 as shown in Table 4.23 – 4.25.

Table 4.23 The foreign tourists' average length of stay and expense.

Sector	**Average Length of Stay** (Days)			**Average expense** (baht /person /day)		
	Fiscal Year			**Fiscal Year**		
	2009	**2010**	**2011** (Q1, Q2)	**2009**	**2010**	**2011** (Q1, Q2)
M	5.66	5.07	5.07	15,370.12	15,077.48	15,077.48
I	4.82	4.68	4.68	11,809.80	11,747.83	11,747.83
C	7.14	6.51	6.51	13,550.20	12,513.57	12,513.57
E	**5.73**	**5.61**	**5.61**	**16,098.75**	**16,760.35**	**16,760.35**
- Exhibitor	6.29	6.22	6.22	20,390.09	20,859.04	20,859.04
- Visitor	5.17	4.99	4.99	11,807.40	12,661.66	12,661.66
Average MICE	**5.84**	**5.47**		**14,207.22**	**14,024.81**	

Source: Thailand Convention & Exhibition Bureau (TCEB), The Prime Minister's Office, 2011.

Table 4.24 The number of corporate meeting participants and revenue generated from MICE.

Sector	No. of Corporate Meeting Participants (Persons)			Revenue Generated (Million baht)		
	Fiscal Year			Fiscal Year		
	2009	2010	2011 (Q1 – Q2)	2009	2010	2011 (Q1 – Q2)
M	181,493	191,743	119,003	15,341	14,803	9,097
I	154,016	177,631	111,766	8,253	10,315	6,145
C	226,177	248,530	164,594	21,802	22,523	13,408
E	124,923	61,681	64,192	8,318	5,874	4,452
Total MICE	**686,609**	**679,585**	**459,555**	**53,714**	**53,515**	**33,102**

Source: Thailand Convention & Exhibition Bureau (TCEB), The Prime Minister's Office, 2011.

Table 4.25 The proportion of MICE to Total Tourism in fiscal year 2009 – 2010.

Sector	**No. of Foreign Tourists** (Persons)		**Revenue from Foreign Tourists** (Million baht)	
	Fiscal Year		**Fiscal Year**	
	2009	**2010**	**2009**	**2010**
MICE	686,609	679,585	53,714	53,515
Total Tourism	14,149,841	15,841,683	510,255.05	585,961.80
Proportion of MICE : Total Tourism (%)	**4.85**	**4.29**	**10.53**	**9.13**

Source: Thailand Convention & Exhibition Bureau (TCEB), The Prime Minister's Office, 2011.

In 2008, Thailand named Best Country Brand for "Value for Money" ranked by the Country Brand Index (CBI). In 2010, Thailand led ASEAN Trade Fair Industry because Union of International Fairs (UFI) ranked Thailand as the first in ASEAN for 5th consecutive year. In fiscal year 2011 (October, 2010), Thailand Convention & Exhibition Bureau's marketing strategy is adapted to plan of Europe market trend in 2011 and consumer behavior of MICE Tourists as the aggressive strategy in campaign of "Believe in Thailand". The aggressive strategy comprises 4 strategies as following:

1. PROFESSIONALISM in good hospitality from airport to hotel / MICE City, safety & security of MICE Torists against burglars / robbers / gangsters, friendly collaboration and contact with MICE Tourists through the excellent language.

2. VARIETY OF DESTINATION is the alternative to MICE Tourists such as MICE City at Chiang Mai, Phuket, and Pattaya including potential MICE City at Khon Kaen, and Hat Yai to exclusion of Bangkok.
3. FACILITY & INFRASTRUCTURE inside MICE City are ready for Convention and Exhibition.
4. BUSINESS OPPORTUNITY: As countries in Southeast Asia region established Association of Southeast Asian Nations (ASEAN) and combined together as ASEAN Economic Community (AEC) for BORDERLESS ASEAN COMMUNITY 2015 under the strategic management of "One Vision, One Identity, One Community". In 2010, ASEAN10' population was 583 million people (9% of World Population), ASEAN +3's was 2,068 million people (31% of World Population), and ASEAN +6's was 3,284 million people (50% of World Population). Consequently, Thailand MICE's market will be able to compete with competitors in world market and expand to all countries of ASEAN in future.

Thailand Convention & Exhibition Bureau (TCEB) consults with private sector as Focus Group, and then gathers ideas or brainstorm to propose a strategic plan to government (The Prime Minister's Office). TCEB will think strategy, and implement the government policy in order to become MICE Business Plan for target group in both high and low seasons. For example, TCEB will use WIN Strategy for bidding to host World Expo 2020 as one of Global Mega Events (Olympic Games, FIFA World Cup, and World Expo 2020). Ayutthaya City has outbid other provinces

in Thailand, including Chonburi and Chiang Mai, winning the title to host the World Expo 2020. Accordingly, Ayutthaya represents Thailand for submitting a candidacy application of World Expo 2020, and the Bidding Proposal or Bid Book to the Bureau of International Exhibitions (BIE) in Paris, France. Ayutthaya City is the venue city near International Don Mueang & Suvannabhumi Ariports, Bangkok & Bangkok Metropolitan Area. Furthermore, Ayutthaya has the readiness and potential of the province because of good facility, convenient transport, native culture, rich history, and the harmonious co-existence among Ayutthaya's diverse traditional ways of life. TCEB plans to raise awareness in target countries of the world for promoting Thailand under the theme: "Balanced Life, Sustainable Living – Let's Redefine Globalization", and increase participation and support from local people in Ayutthaya.

The interviewee in Private sector is the committee of Association of Thai Travel Agents (ATTA), and Federation of Thai Tourism Association (FETTA).

The committee of Association of Thai Travel Agents (ATTA), and Federation of Thai Tourism Association (FETTA) illustrated that ATTA was established in 1968, and ran the Inbound Tourism Business. ATTA has 2 types of member, i.e. Allied and Active Members by payment for 4,000 baht per year of Allied Member and 5,000 baht per year of Active Member. In 2011, ATTA's Allied Members are 911 Travel Agencies who can be or elect members to be the committees of ATTA, and park their touring car for picking foreign tourists up from the terminal at the parking lot in airport area with payment of coupon for 15 baht per tourist. Active Members are

1,278 Associations of Hotel who can directly contact and accommodate rooms with Travel Agencies' tourists.

ATTA's committees counsel its members to increase number of foreign tourists and have brainstorm from members for proposing tourism policy to government (The undersecretary of Ministry of TOURISM & SPORTS).

FETTA's committees will propose the trend of Thailand tourism industry in future to government including procedure of accomplishment as government's goal in plan. For example, Chinese economic growth will be high continuously, so China country is high potential market. Moreover, they will suggest that Thai government should support by increasing the appropriate budget according to the goal in plan for electronic data interchange and Road Show in order to stimulate Chinese tourists to tour in Thailand in 2012. FETTA's members are 18 associations as shown in Table 4.26.

Table 4.26 The member lists of Federation of Thai Tourism Association.

Members of Federation of Thai Tourism Association (FETTA)
1. Association of Thai Travel Agents (ATTA)
2. Thai Travel Agents Association (TTAA)
3. The Association of Domestic Travel (ADT)
4. Thai Hotels Association (THA)
5. Thai Ecotourism & Adventure Travel Association (TEATA)
6. Thai Transportation Operators Association (TTOA)
7. Thailand-Japan Travel Association (TJTA)
8. Thai-Chinese Tourism Alliance Association (TCTA)
9. Krabi Tourist Association
10. Samui Travel Association
11. Udonthani Tourism Business Association
12. Rayong Tourism Business Association
13. Tourism Promotion Society of Kanchanaburi (TPSK)
14. The Association of Northern Tourism Federation
15. Chiang Mai Tourism Business Association
16. Thai Spa Association
17. Chanthaburi Tourism Business Association
18. Technology Promotion Association for Tourism

Furthermore, both ATTA and FETTA proposed having committees to be tourism professional in The Board of National Tourism from Government, State Enterprise, and Private sectors according to National Tourism Agenda and collaborated with each other.

The difference of consumer behaviors in each nationality is the factor influences on foreign tourists' decision to select the tourism country. Consequently, tourism strategy for each target market is different too. For example, Price of packaged tour will attract Chinese tourists to Thailand, but European (e.g. Russia) is interested in comfortable accommodation or hotel.

Foreign tourist's popular things for visiting to Thailand are Beach, Thai food, Value for Money, Standard Hotels, Friendly Locals, Gracious Service, Nightlife, Facility & Transport, Spa, Golf, Shopping.

Improvement and Development of Thai tourism are Thai's perception of Hospitality, Honesty of Tourism Entrepreneurs, Safety & Security for foreign tourists, Competence of Tourist Guides.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

Summary of the Findings

The summary of findings from this study is divided into 4 sections: (1) The recreation value of visitors at each tourism province (single site) in the Eastern region, (2) The factors influence visitors' annual visiting rate in term of "Days per trip" at tourism provinces in the Eastern region, (3) The probability of reservation on accommodation, transportation, tourism site, and / or vacation package for multiple sites or provinces in the Eastern region through internet in the tourism promotion program, and (4) Summary of In-depth interview as the following details.

SECTION 1:

In the case of Single Site Model, the evaluation for the average consumer surplus per trip in 2009 shows that Thai visitor's average expense was 5,011.12 baht per visitor per trip and foreign visitor's average expense was 58,269.87 baht per visitor per trip. The average duration of stay is approximately 2 days for Thai visitors and 9 days for foreign visitors. Total visitor's recreation value at tourism sites in the Eastern region is more than the total budgets in Projects of Tourism Development Strategy for provincial cluster of the Eastern region in Fiscal year 2011. This implies that the government's budget on projects of Tourism Development Strategy for provincial cluster of Eastern region is worthwhile. Thus, the government may increase the budget for tourism developing of provincial cluster in the Eastern region.

Tourism promotion program was promoted together with the other activities of attractions of visiting to provinces in the Eastern region, so it could change the recreation demand curves of Thai and foreign visitors. Most Thai visitors in the Eastern region came from Northeastern and Northern regions. Both recreation demand curves of Thai visitors living in the Northern and the Northeastern regions increased with the implementation of tourism promotion program. Hence, consumer surplus of Thai visitors living in the Northern and the Northeastern regions also increased. This shows that Thai visitors prefer the travel package in Tourism Promotion Program to none when they travel to the Eastern region.

Most foreign visitors in the Eastern region came from Asia and America. Unlike Thai visitors, the recreation demand curve of foreign visitors decreased when there was tourism promotion program. The consumer surplus of foreign visitors also declined with the tourism promotion program. This implies that foreign visitors prefer a flexible travel plan to the travel package in tourism promotion program.

SECTION 2:

The secondary data were analyzed and discovered that the most important factor affecting Thai visitors' Days per trip in the Eastern region is total travel cost per day with opportunity cost using 1/3 of the wage rate. Thai visitors would like to visit the provinces in the Eastern region, if total travel cost per day was affordable or cost effective. Additionally, most Thai visitors in the Eastern region were housewives and came from the Northeastern and the Northern regions. They would like to travel to accessible provinces in the Eastern region and the others by bus, car

and local transportation. They concern most on the cleanliness of public transportation. Moreover, they are likely to make a reservation of tour package and accommodation through internet. Thai visitors are likely to stay at provinces in the Eastern region for a short period because they tend to travel to other nearby provinces as well.

Most foreign visitors in the Eastern region came from Asia and America regions. Foreign visitors in the Eastern region would like to travel to accessible and secure / safe provinces in the Eastern region. They made reservations on tourism site, accommodation, and transportation through internet. The most important factor affecting foreign visitors' Days per trip in the Eastern region is total travel cost per day without opportunity cost. Foreign visitors preferred to stay at provinces in the Eastern region for a long period when total travel cost per day was inexpensive. Foreign visitors were likely to get tourism information from their friends and travel to different places by car or by train. Some of the foreign visitors visited provinces in the Eastern region for other reasons than leisure, such as education, business, or reward for excellent employees.

SECTION 3:

In the case of multiple sites model, most Thai and foreign visitors would like to visit to only one province in the Eastern region per trip.

The sources of tourism information from friends, retired occupation, and agricultural workers / farmers were respectively the factors influencing Thai's visiting

to 2 provinces in the Eastern region. Trip by car, accessibility of the visited area, and trip by bus were respectively the factors influencing on Thai's visiting to 3 provinces in the Eastern region.

The accompaniment with friends, reservation at accommodation through internet in Tourism Promotion Program, and the accompaniment with family were respectively the factors influencing on foreigner's visiting to twp provinces in the Eastern region. Trip by train, the tourism information from friends, and expense before trip were respectively the factors influencing on foreigner's visiting to three provinces in the Eastern region.

In short, it can be concluded that travel by car is the first thing considered by Thai visitors before visiting three provinces in the Eastern region but if they wish to go on a visit two provinces in the Eastern region, they will ask their friends for the tourism information. Meanwhile, travel by train is the foremost consideration of foreign visitors for visiting three provinces in the Eastern region. If they wish to go on a visit two provinces in the Eastern region, they will travel with their friends.

There is a small chance of visiting two and three provinces in the Eastern region with Thai visitors' reservation on accommodation and vacation package of tourism promotion program through internet. Likewise, there is a small chance of visiting 2 and 3 provinces in the Eastern region with foreign visitors' reservation on vacation package of tourism promotion program through internet. However, they will be interested in making reservations on accommodation in Tourism Promotion Program through internet when they visit two provinces in the Eastern region.

Both Thai and foreign visitors would like to visit various tourism sites or provinces in one trip e.g., beaches, mountains, forests, parks, museums, and temples. As a result, some of the visitors traveled between provinces in the Eastern region. Some of them travelled from the provinces outside the Eastern region to provinces in the Eastern region. The rest travelled from provinces in the Eastern region to other provinces outside the Eastern region as shown in Figure 5-1.

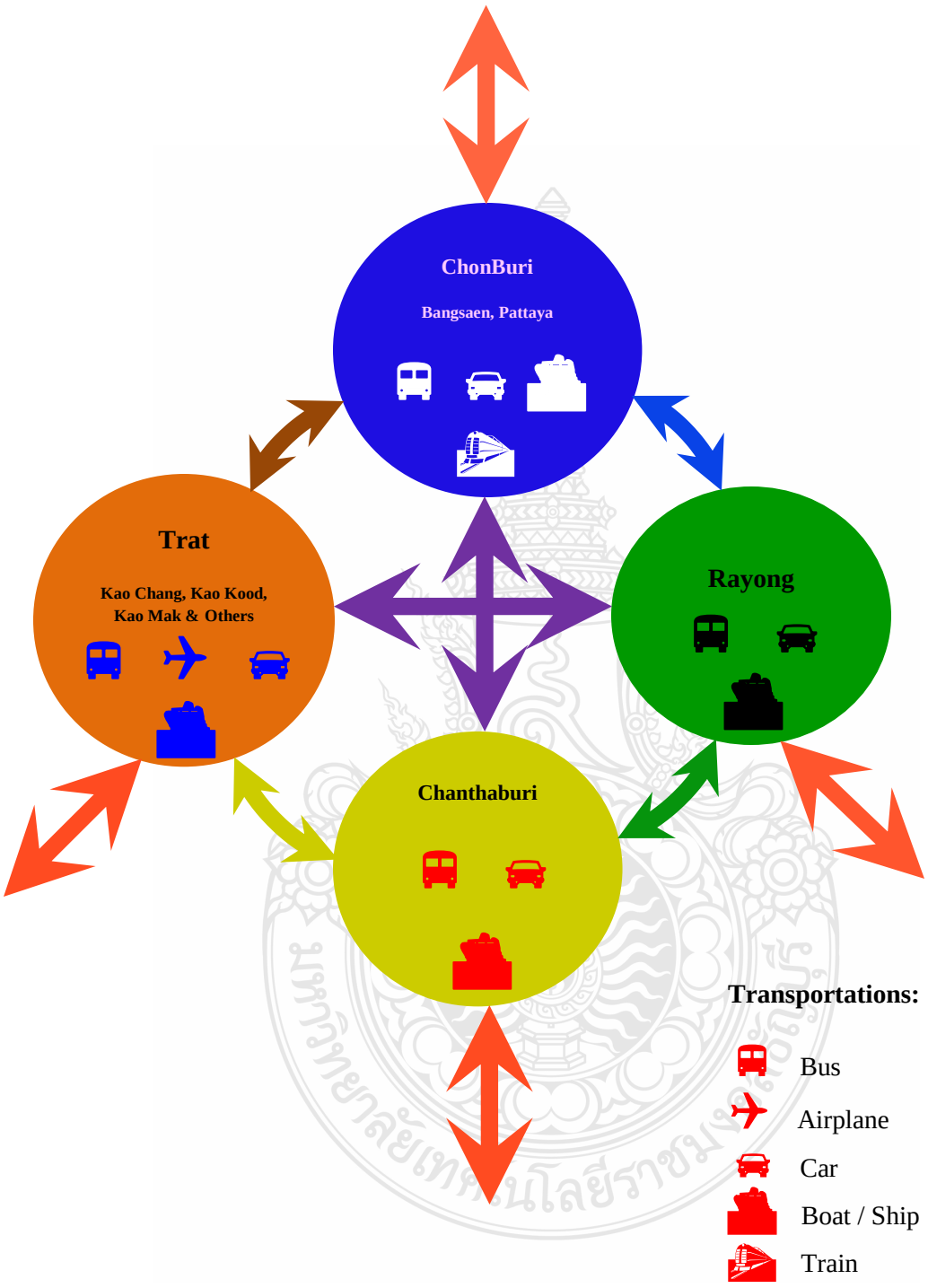


Figure 5-1 The routes of visiting to both inside and outside provinces in the Eastern region.

SECTION 4:

In-depth interview shows that in the 1st and 4th quarter of every year, most visitors would like to visit Chonburi, Rayong, Chanthaburi, and Trat provinces in the Eastern region. These provinces are in the Tourism Cluster of Active Beach by reason of National Tourism Developing Plan. Accordingly, activities in the Eastern region are activities at sea and sports on beach where is crowded with visitors from the first quarter to the fourth quarter. Therefore, the government should develop and manage in each tourism site of the Eastern region in accordance with its carrying capacity in order to avoid the overcrowded tourism site in high seasons. Furthermore, the government collaborate with tourism entrepreneurs in the Eastern region arrange the Fruit Festival for each province in fruit yield season (2nd quarter), and various Festivals (e.g. Pattaya Marathon, Pattaya Grand Sales, and etc.) or activities (e.g. Training natives to become Tourist Guides) in the low season (3rd quarter) every year.

In the future, the government and tourism stakeholders should arrange Road Show at potential target countries of Thailand such as China, Japan, Korea, India for Asian Tourists, and Russia for Europe. Moreover, the government should collaborate and co-operate with tourism entrepreneurs in the Eastern region to strengthen the local people and community inside the tourism sites by training them to process agricultural products, become interpreters and tourist guides including managing MICE business, and constructing Eastern High Speed Electric Train from Bangkok to Rayong in year 2020.

The research results of this study can be applied in Academic and Government Policy Contributions as following description:

For Academic Contribution, the tourism information about service charges of accommodation, transportation, tourism site, etc. is incomplete knowledge. Accordingly, the tourism entrepreneurs become monopolists and can set different prices as temporal discrimination for each visitor. So the visitors' total travel cost per day for visiting the same tourism site in provinces of the Eastern region is different each other. Price discrimination for tourism, meaning that tourism can discriminate the charged price for the same service to different visitor in order to increase tourism revenue. Price discrimination is consequent upon the visitors' different willingness or ability to pay, quantity demanded, or groups of people. The visitor's ability to pay a higher or lower price, is called "Elasticity of demand". If the elasticity of demand is low, visitor will be willing to pay more. But the visitor may not pay, if the elasticity of demand is high. Price discrimination is separated into 3 degrees as follows:

1st degree of price discrimination, the visitors will be charged the maximum price that they are willing to pay including a bargaining aspect, e.g. 1) Chartering the ferry-boat / yacht for touring on island, 2) Chartering the ship for fishing in the sea.

2nd degree of price discrimination, the visitors will be charged lower prices for higher quantities of the same product / service, e.g. 1) Large amount of OTOP / indigenous product is cheaper than a purchased piece. 2) Ticket price of Packaged Tour / Vacation Package for multiple sites in Eastern region is cheaper than ticket price of single site tour.

3rd degree of price discrimination, the visitors will be charged different price for each segmented group of visitors or seasonal discount, e.g. 1) Entrance fees of amusement park, national park, museum for children / student / Thai are cheaper than adult / employee / foreigner. 2) Hotel room or flight charge in low season is cheaper than high season.

Therefore, government should have electronic data interchange for Thai and foreign visitors to search tourism information and compare an interesting tourism entrepreneur's prices or service charges with others in order to select the suitable accommodation, transportation, and restaurant in tourism site for them. Finally, the standard price will happen to accommodation, transportation, and restaurant, etc. but price discrimination will soon disappear.

For Government Policy Contribution in accordance with Strategy of tourism development for provincial cluster of Eastern region in 2010 – 2013, government sector should coordinate and collaborate with State Enterprise and Private sectors to develop and introduce the native fruit and products, e.g. durians, mangosteens, rambutans, stone mortar, handiwork (Sedge mat), etc., and festival / tourism activities, e.g. fruit festival in each province and provincial cluster of the Eastern region (Rayong Fruit Festival, Amazing Thailand World Durian Festival Chanthaburi, Amazing Fruit Paradise in Trat, Provincial Cluster's Colors of The East Festival on Pattaya beach and in Thai Travel Thailand Fair at Queen Sirikit National Convention Center) including MICE in tourism sites of Eastern region. The product (OTOP), Festival, and MICE can be advertised via media (Internet, TV, Radio,

Magazine, Newspaper) and exhibited at "Road Show" in potential target countries, e.g. China, Japan, Korea, India, and Russia. Due to visitors' consideration of accessible travel and security / safety in tourism sites, so the government not only extend railway from Chonburi (Banplutaluang Station) to Trat province but also should hasten to construct railway of Eastern High Speed Electric Train from Bangkok to Trat (not Rayong) before year 2020. Moreover, there should be the tourism center, policemen / policewomen, plainclothesmen, and volunteers without weapon for patrolling in every tourism site of Eastern region both day and night. Additionally, government should have the language (Chinese, Japanese, Korean, Indian, and Russian) and Tourist Guide training Courses for local people to become Local Tourist Guides in order to prepare for welcoming visitors to provinces in the Eastern region. If every tourism site and stakeholder has great potential hospitality, it will impress upon visitors the tour in provinces of the Eastern region, and then they will be good source of tourism information for passing along it to their friends. The impression will result in the old visitors' revisit and the first visit of new visitors. Finally, the recommendation of this government policy contribution can conclude the developing approach of service sector or tourism in accordance with 11th National Economic and Social Development Plan in 2012 - 2016 for Tourism as follows:

(1) To expand investment and marketing of tourism business that is friendly to environment in tourism sites.

(2) To create the value-added goods (OTOP) including seasonal fruit and service concerning with tourism.

(3) To develop the facilities and infrastructure in tourism sites.

(4) To restore the old tourism sites and enhance the quality of new tourism sites for becoming main source of tourism revenue.

(5) To strengthen the local people, communities, and SMEs of tourism industry by training them to become specialized guides, interpreters, and entrepreneurs for prevention against economic crisis in the future.

(6) To convince visitors of tourism image and support the tourism in provinces of Eastern region.

(7) To adapt the appropriate Tourism Promotion Program to both Thai and foreign visitors' demands for visiting tourism sites in provincial cluster of Eastern region.

The roles of public and private sector clearly specified, Government policies and strategies streamlined and a framework for development to ensure that tourism is economically viable, financially profitable, environmentally sustainable and socio-culturally acceptable.

Thailand need new policy and strategic endeavours to ensure equitable distribution of tourism's economic benefits to the more remote areas of the country, generation of additional employment, regional development and enhanced contribution to national income, are to be taken in account.

There are a number of issues that must be addressed if Thailand is to build on its past initiatives. These include evolving its successful brand image to attract not only a wider range of international or foreign tourists, but also with the objective of

getting them to spend more whilst in Thailand. However, wide range of tourism markets is going to require a more diversified range of tourism products.

The plan should redefine Thailand is national tourism policy, reposition the image of the country as a tourism destination and provide guideline for sustainable tourism development.

Thailand should prepare to response to the changes in global and regional tourism trends, especially the effectiveness of the "Amazing Thailand" marketing campaign. There are high demand in supporting for small and medium scale tourism enterprises through electronic commerce and the importance of the domestic tourism market through electronic data interchange.

The plan should stress that the public at large, and in the industry in particular, must be made aware of the need to conserve and manage the cultural and natural resources of Thailand.

Failure to do so could result in the socio-cultural breakdowns and environmental degradations. Responsibilities should be clearly recognized, accepted and implemented.

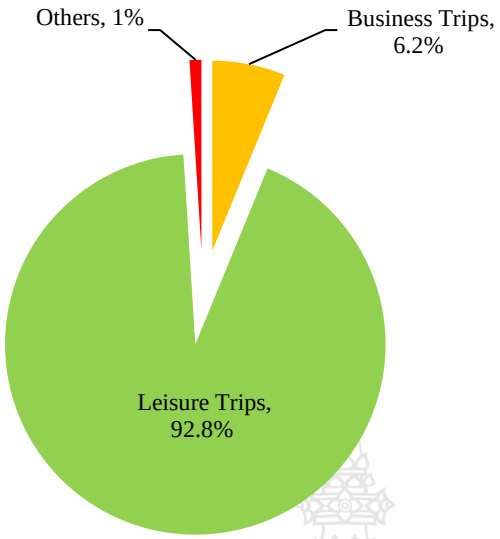
Failure to do so could result in the successful initiatives adopted to date being dissipated through unplanned and unregulated over development. Such an outcome could undermine the success of the campaign plan and prevent a more equable distribution of the benefits of tourism, especially amongst the rural community,

The plan needs to be pursued to through a balanced and complementary course of action. The policy seeks to strike a compromise between being broad enough to cover all areas of interest and focused enough to provide direction on important issues such as the restoration of the environment and the beach, waste treatment, conservation of coral reefs, development of road links between tourism areas and neighbouring areas to develop and integrate solutions that meet the objective to achieve sustainable tourism.

Limitations of Study

As analysis of this study uses the secondary data in 2009 collected well by others, it may be out-of-date information in fast changing circumstances or not collected to answer the specific research questions, e.g. the visitors' attention to visit provinces in the Eastern region. This is because Tourism Promotion Program for MICE (Meeting, Incentive, Convention, Exhibition) is both at national and international levels. The analysis was done with the existing data. Meeting, Incentive, Convention, and Exhibition were not included as choices in the secondary data. Thus, future research should focus on the detailed tourism promotion program for MICE.

The main purpose for visiting to provinces in the Eastern region from this study is shown in Figure 5-2 – 5-7.



Note: Leisure Trips = Holiday / Vacation + Visiting relative(s) or friend(s) + Religious purpose.

Figure 5-2 Thai visitors' Main purpose of visiting.

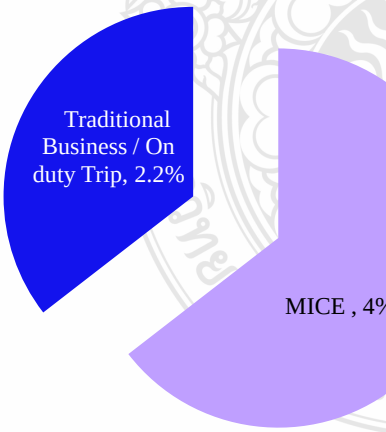


Figure 5-3 Thai visitors' Business Trips.

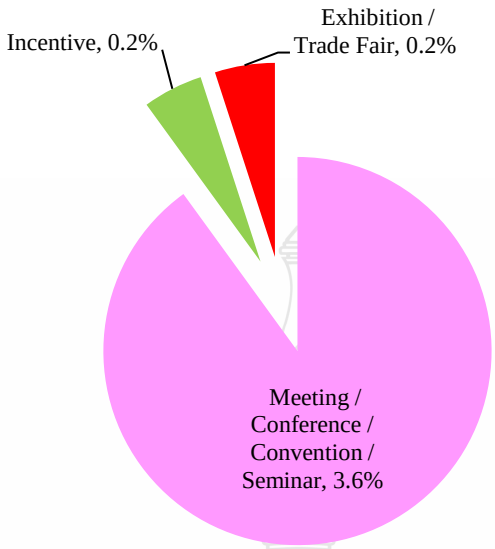


Figure 5-4 Thai visitors' Segments of MICE Travel.

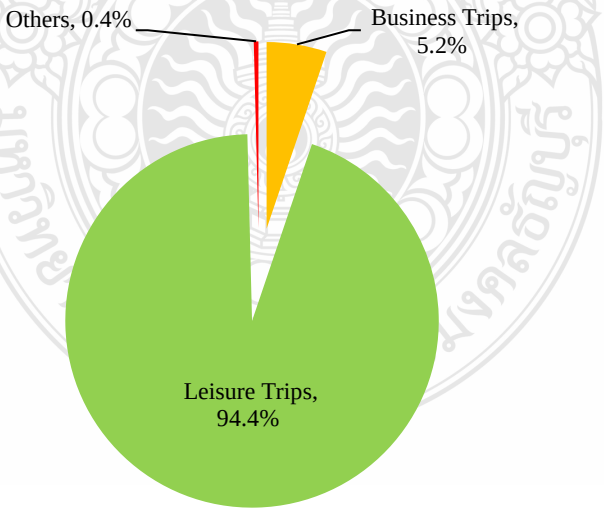


Figure 5-5 Foreign visitors' Main purpose of visiting.

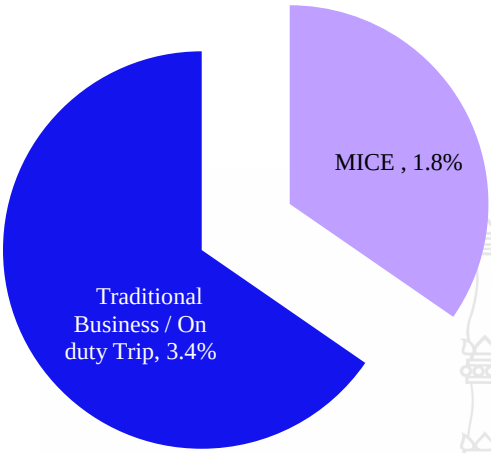


Figure 5-6 Foreign visitors' Business Trips.

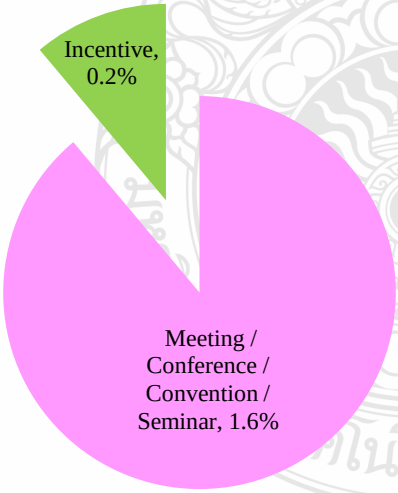


Figure 5-7 Foreign visitors' Segments of MICE Travel.

For primary data study, In-depth interview is spent a few hours per interviewee in each place because all interviewee are the Chief Executive Officer (CEO) in their organization. So, it is difficult to be aware of the details of actual budget expenditure in each fiscal year.

Implication for Practice and Future Research

This study recommends that the future research should focus on MICE Travel which is different from the Leisure Travel. MICE is the great and creative business, effective cost, corporate group. MICE is included in Leisure Travel but it can be arrange all year round at any places with a capacity of carrying all audiences. Furthermore, tourism revenue from MICE is three times more than that from Leisure Tour. Additionally, government, state enterprise, and private sectors encourage Thai and International Corporations to arrange Meeting, Incentive, Convention / Conference, and Exhibition / Event including Tourism in various tourism sites of provinces in order to enhance the economic growth of Thailand.

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Appendix A

(A sample of questionnaires of The United Nations World Tourism Organization: UNWTO)

Table A.1 Inbound tourism consumption, by products and categories of visitors (visitor final consumption expenditure in cash: Net valuation).

Products	Same-day visitors (1)	Tourists (2)	Total visitors (3) = (1) + (2)
A. Specific products			
A.1 Characteristic products (a)			
1 – Accommodation services	×		
1.1 Hotels and other lodging services (3)	×		
1.2 Second homes services on own account of for free	×	×	×
2 – Food and beverage serving services (3)			
3 – Passenger transport services (3)			
3.1 Interurban railway (3)			
3.2 Road (3)			
3.3 Water (3)			
3.4 Air (3)			
3.5 supporting services			
3.6 Transport equipment rental			
3.7 Maintenance and repair services			
4 – Travel agency, tour operator and tourist guide services			
4.1 Travel agency (1)			
4.2 Tour operator (2)			
4.3 Tourist information and tourist guide			
5 – Cultural services (3)			
5.1 Performing arts			
5.2 Museum and other cultural services			
6 – Recreation and other entertainment services (3)			
6.1 Sports and recreational sport services			
6.2 Other amusement and recreational services			
7 – Miscellaneous tourism services			
7.1 Financial and insurance services			
7.2 Other good rental services			
7.3 Other tourism services			
A.2 Connected products			
distribution margins			
goods (4)			
services			
B. Non specific products			
distribution margins			
goods (4)			
services			
Total			
Number of trips			
Number of overnights			

× does not apply

(1) Corresponds to the margins of the travel agencies
(2) Corresponds to the margins of the tour operators
(3) The value is net of the amounts paid to travel agencies and tour operators
(4) The value is net of distribution margins

(a) Even if they are called "products", no goods are included for the time being.
Two main reasons led to that decision:
- the importance of the existing differences (both in level and structure) between the types of goods acquired by visitors according to the country and place visited;
- the existing limitations of the available sources of statistical information.

Table A.2 Domestic tourism consumption, by products and ad hoc sets of resident visitors (visitor final consumption expenditure in cash: Net valuation).

Products	Same-day visitors (1)	Tourists (2)	Total visitors (3) = (1) + (2)
A. Specific products			
A.1 Characteristic products (a)			
1 – Accommodation services	×		
1.1 Hotels and other lodging services (3)	×		
1.2 Second homes services on own account of for free	×	×	×
2 – Food and beverage serving services (3)			
3 – Passenger transport services (3)			
3.1 Interurban railway (3)			
3.2 Road (3)			
3.3 Water (3)			
3.4 Air (3)			
3.5 supporting services			
3.6 Transport equipment rental			
3.7 Maintenance and repair services			
4 – Travel agency, tour operator and tourist guide services			
4.1 Travel agency (1)			
4.2 Tour operator (2)			
4.3 Tourist information and tourist guide			
5 – Cultural services (3)			
5.1 Performing arts			
5.2 Museum and other cultural services			
6 – Recreation and other entertainment services (3)			
6.1 Sports and recreational sport services			
6.2 Other amusement and recreational services			
7 – Miscellaneous tourism services			
7.1 Financial and insurance services			
7.2 Other good rental services			
7.3 Other tourism services			
A.2 Connected products			
distribution margins			
goods (4)			
services			
B. Non specific products			
distribution margins			
goods (4)			
services			
Total			
Number of trips			
Number of overnights			

× does not apply

(1) Corresponds to the margins of the travel agencies
(2) Corresponds to the margins of the tour operators
(3) The value is net of the amounts paid to travel agencies and tour operators
(4) The value is net of distribution margins

(a) Even if they are called "products", no goods are included for the time being.
Two main reasons led to that decision:
- the importance of the existing differences (both in level and structure) between the types of goods acquired by visitors according to the country and place visited;
- the existing limitations of the available sources of statistical information.

Table A.3 Internal tourism consumption, by products and types of tourism (Net valuation).

Products	Visitors final consumption expenditure in cash			Other components of visitors consumption (4)	Internal tourism consumption (in cash and in kind) (5) = (3) + (4)
	Inbound tourism consumption (1)	Domestic tourism consumption (2)	Internal tourism consumption in cash (1) + (2) = (3)		
A. Specific products					
A.1 Characteristic products (a)					
1 – Accommodation services					
1.1 Hotels and other lodging services (3)	×	×	×		
1.2 Second homes services on own account of for free					
2 – Food and beverage serving services (3)					
3 – Passenger transport services (3)					
3.1 Interurban railway (3)					
3.2 Road (3)					
3.3 Water (3)					
3.4 Air (3)					
3.5 supporting services					
3.6 Transport equipment rental					
3.7 Maintenance and repair services					
4 – Travel agency, tour operator and tourist guide services					
4.1 Travel agency (1)					
4.2 Tour operator (2)					
4.3 Tourist information and tourist guide					
5 – Cultural services (3)					
5.1 Performing arts					
5.2 Museum and other cultural services					
6 – Recreation and other entertainment services (3)					
6.1 Sports and recreational sport services					
6.2 Other amusement and recreational services					
7 – Miscellaneous tourism services					
7.1 Financial and insurance services					
7.2 Other good rental services					
7.3 Other tourism services					
A.2 Connected products distribution margins services					
B. Non specific products distribution margins services					
Value of domestically produced goods net of distribution margins					
Value of imported goods net of distribution margins					
Total					

× does not apply

(1) Corresponds to the margins of the travel agencies
(2) Corresponds to the margins of the tour operators
(3) The value is net of the amounts paid to travel agencies and tour operators

(a) Even if they are called "products", no goods are included for the time being.

Two main reasons led to that decision:
- the importance of the existing differences (both in level and structure) between the types of goods acquired by visitors according to the country and place visited;
- the existing limitations of the available sources of statistical information.

Table A.4 Number of trips and overnights by type of tourism and categories of visitors.

	Inbound tourism (*)			Domestic tourism			Outbound tourism		
	Same-day visitors	Tourists	Total visitors	Same-day visitors	Tourists	Total visitors	Same-day visitors	Tourists	Total visitors
Number of trips (*)									
Number of overnights									

(*) In the case of inbound tourism, the variable would be "arrivals"

Table A.5 The components of Household and Individual Questionnaires (What makes Philippine tourism resilient?).

2005 HOUSEHOLD SURVEY ON DEMESTIC VISITORS *Household Questionnaire*
<u>Form 1 : Household Data</u> Three-page questionnaire: **Section A.** ➢ Household Demographics **Section B.** ➢ Visitors Received in Past Six Months ➢ Type of Stay **Section C.** ➢ Home Ownership (s)

2005 HOUSEHOLD SURVEY ON DEMESTIC VISITORS

Individual Questionnaire

Form 2 : Individual Questionnaire

- Trips made
- Details of domestic trips
  - Place
  - Length of stay
  - Decision Maker
  - Who made travel arrangements
  - Travel companion (s)
- Mode of transportation
- Purpose of Travel
- Activities
- Places and attractions visited

Details of :

- most recent domestic package tour
- non-packaged tour
  - Purpose
  - Destination (s)
  - Activities
  - Transport Arrangements
  - Expenses
- Travel Intentions in the next 12 months
  - Purpose
  - Destination (s)
  - Timing
  - Activities
- Reasons for NOT wanting to travel in the next 12 months

Table A.6 UNWTO Baseline Issues and Indicators of Sustainable Tourism.

▶ Baseline Issue	Suggested ▶ Baseline Indicator (s)
LOCAL SATISFACTION WITH TOURISM	▶ Local satisfaction level with tourism (Questionnaire)
EFFECTS OF TOURISM ON COMMUNITIES	▶ Ratio of tourists to locals (average and peak period/days) ▶ % who believes that tourism has helped bring new services or infrastructure. (questionnaire-based) ▶ Number and capacity of social services available to the community (% which are attributable to tourism)
SUSTAINING TOURIST SATISFACTION	▶ Level of satisfaction by visitors (questionnaire-based) ▶ Perception of value for money (questionnaire-based) ▶ Percentage of return visitors
TOURISM SEASONALITY	▶ Tourist arrivals by month or quarter (distribution throughout the year) ▶ Occupancy rates for licensed (official) accommodation by month (peak periods relative to low season) and % of all occupancy in peak quarter or month ▶ % of business establishments open all year ▶ Number and % of tourist industry jobs which are permanent or full-year (compared to temporary jobs)
ECONOMIC BENEFITS OF TOURISM	▶ Number of local people (and ratio of men to women) employed in tourism (also ratio of tourism employment to total employment) ▶ Revenues generated by tourism as % of total revenues generated in the community
ENERGY MANAGEMENT	▶ Per capita consumption of energy from all sources (overall, and by tourist sector – per person day) ▶ Percentage of businesses participating in energy conservation programs, or applying energy saving policy and techniques ▶ % of energy consumption from renewable resources (at destinations, establishments)
WATER AVAILABILITY AND CONSERVATION	▶ Water use: (total volume consumed and litres per tourist per day) ▶ Water saving (% reduced, recaptured or recycled)
DRINKING WATER QUALITY	▶ Percentage of tourism establishments with water treated to international potable standards. ▶ Frequency of water-borne diseases: Number/percentage of visitors reporting water-borne illnesses during their stay

Table A.6 UNWTO Baseline Issues and Indicators of Sustainable Tourism (Cont.).

SEWAGE TREATMENT (WASTEWATER MANAGEMENT)	▶ Percentage of sewage from site receiving treatment (to primary, secondary, tertiary levels) ▶ Percentage of tourism establishments (or accommodation) on treatment system (s)
SOLID WASTE MANAGEMENT (GARBAGE)	▶ Waste volume produced by the destination (tons) by month ▶ Volume of waste recycled (m^3) / Total volume of waste (m^3) (specify by different types) ▶ Quantity of waste strewn in public areas (garbage counts)
DEVELOPMENT CONTROL	▶ Existence of a land use or development planning process, including tourism ▶ % of area subject to control (density, design, etc.)
CONTROLLING USE INTENSITY	▶ Total number of tourist arrivals (mean, monthly, peak periods) ▶ Number of tourists per square metre of the site (e.g., at beaches, attractions), per square kilometer of the destination, - mean number/peak period average

Model Exit Questionnaire to evaluate the satisfaction of tourists.

1) Is this your first visit?

☐ 1. Yes, when were you last here? ……..

☐ 2. No

2) Which was your primary reason for the visit?

Visit a beach	☐ 1. Yes	☐ 2. No
Visit the mountains	☐ 1. Yes	☐ 2. No
Walk on natural trails	☐ 1. Yes	☐ 2. No
Attend a conference	☐ 1. Yes	☐ 2. No

Visit relatives	☐ 1. Yes	☐ 2. No
Visit cultural sites	☐ 1. Yes	☐ 2. No
Take a cruise	☐ 1. Yes	☐ 2. No
Conduct business	☐ 1. Yes	☐ 2. No
Attend a cultural performance	☐ 1. Yes	☐ 2. No
Participate in …… etc.	☐ 1. Yes	☐ 2. No

3) Where did you spend most of your time?

☐ 1. Site A ☐ 2. Town B ☐ 3. The Hills etc.

☐ 4. Site C ☐ 5. The heritage site ☐ 6. etc.

4) Where did you stay ……..…… (e.g. resort, hotel, or community)

5) Please respond to the following questions with the appropriate answer:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

	Choose best answer				
	1	**2**	**3**	**4**	**5**
1. I enjoyed my experience in "destination"					
2. The state of roads and signage made travel easy					
3. I found the "destination" to be clean					
4. "Destination" provided a good variety of experiences					
5. The towns and villages were crowded					
6. I had a good experience involving the local culture					
7. Cultural sites were well maintained					
8. Cultural sites were accessible					

	Choose best answer				
	1	**2**	**3**	**4**	**5**
9. The beaches were clean					
10. Good souvenirs and crafts were available					
11. I had good opportunities to enjoy local cuisine					
12. The quality of food was good*					
13. The quality of accommodation was good*					
14. The level of service provided was high					
15. Service staff were competent and helpful #					
16. I was bothered by the messy appearance of built areas					
17. I was bothered by noise*					
18. I was bothered by garbage in public areas*					
19. The state of the natural environment was good #					
20. “Destination” has an interesting and varied landscape					
21. It was easy to get to “destination” for my visit					
22. I felt safe and secure during my visit					
23. I feel I received good value for money					
24. I would recommend “destination” to my friends					
25. I would visit “destination” again					

Note: possible follow up: * probe if get strong response –ask where or what caused this opinion?

identify reason for negative

6) Would you be interested in visiting the “destination” outside the summer (or other peak) season? What places/sites in the destination would you likely visit and what activities would you prefer to do during the winter (or other off-season period)?

……

7) Were there any activities which you expected to find in “destination” which were missing?

……

8) How long would you spend next time in “destination”?

……

9) What could be done to improve your vacation next time in “destination”?

……

10) Would you mind providing us with a few details on yourself?

Nationality…….. Age……. Length of stay…….……..…..

Number in party…….. Home city or region…….

Thank you for your valuable comments!

Appendix B

(Terms of Reference between Department of Tourism, Ministry of Tourism & Sports and Researcher: TOR)

Terms of Reference between Department of Tourism, Ministry of Tourism & Sports and Researcher (TOR)

1. Thai visitors mean Thai tourists who travel and stay more than one day at tourism site, and Thai excursionists who make short journey at visiting site less than 24 hours.

2. The international expatriates mean tourists who dwell in Thailand permanently, and foreigners who are expatriate excursionists (or same-day visitors) and make a round trip.

3. The international visitors mean foreign tourists travel to Thailand and then stay at visiting site, and foreign excursionists (or same-day visitors) who make a round trip.

The details of study should be covered the following issues:

1) The general characteristics of visitors are domicile or address, age, gender, physical limitation, income, main objective of visiting, the number of visiting provinces, and annual rate of visiting. .

2) The visitors' behaviors

- This trip arrangement e.g., Self arrangement or Group tour.
- Vehicle for visiting to tourism sites e.g., Airway, Railway, Bus, Car, Boat / Ship, etc.

- Type of accommodation e.g., Hotel, Guest house, Bungalow / Resort / Homestay, etc.

- Length of stay at each tourism site.

- Tour group.

- The main tourism site of each province for this trip.

- The main source of tourism information

- The expenditure is composed of 7 items as follows:

    - Accommodation e.g., Rental / Service charge for Hotel, Guest house, Bungalow / Resort / Homestay, National park, Temple, etc.
    - Food and Beverage in restaurant, cafeteria, diner, kiosk at visiting province.
    - Guide charge, Entrance fee of National park / Entertainment / Library / Museum / Zoo / Amusement park / Exhibition hall, etc.
    - Fare inside the visiting province, Ferryage, Taxi / Took Took / Three-wheeled vehicle / Motorcycle / Rental car, etc.
    - Shopping and souvenir e.g., Jewellery, Clothes, Silk, Brand name product / leather goods, etc.
    - Other expenses e.g., Giving alms, Doctor's fee, Sporting / Recreation charge, etc.

- Expenditure before trip and on the way e.g., Fare of bus, Expense of fuel, etc.

3) Study of attitude, satisfaction, and incentive in visiting to tourism site, For example,

- The visiting place, Hygiene, Safety, Facility and infrastructure inside tourism site.

- The evaluation for services of accommodation, e.g., Quality of services, Cleanliness of the place, Hygiene of food, etc.

- The services of public and local transportation.

4) The tourism problems and recommendations of visitors in tourism site / place.

5) Analysis and reporting about tourism situation in each visiting site of Eastern region including estimation of tourism trend from the number of visitors in each province.

Methodology:

- To study by sampling from Thai and foreign visitors of each province.

- To survey monthly on holidays, working days, and festivals at the trip starting point, stopover (rest area of travelers), and tourism sites.

Survey areas:

- Bangsean and Pattaya of Chonburi province.

- Mueang, Koh Chang, Koh Kood, Koh Mak and others of Trat province.

- Rayong and Chanthaburi provinces are not specified.

Example of Questionnaire

Tourists' Behavior Survey towards Traveling in Thailand For the Year 2009

No. of Questionnaire .....

Interviewer..... The visiting site.....
Date...../...../.....

Interviewing spot : ☐ Airport ☐ Railway station ☐ Bus station ☐ Port

☐ Accommodation's name.....

☐ Others (Specify).....

For the Tourist: Interviewee: ……..

Your country of citizenship is ……. Your country of residence is ……..……..

Part A : Background Information

1. Sex ☐ 1) Male ☐ 2) Female
2. Age ..... years old
3. Occupation:

   ☐ 1)Government and Military Personnel ☐ 2) Agricultural Worker

   ☐ 3) Self Employed / Professional / Administrative ☐ 4) Student

   ☐ 5) Retired ☐ 6) Clerical, Commercial Personnel / Factory Worker

   ☐ 7) Unemployed ☐ 8) Teacher

   ☐ 9) Others (Specify).....
4. Annual income before taxes in your local currency is …… or

   ☐ 1) Under USD 10,000 / year ☐ 2) USD 10,000 – 14,999 / year ☐ 3) USD 15,000 – 19,999 / year

   ☐ 4) USD 20,000 – 39,999 / year ☐ 5) USD 40,000 – 59,999 / year ☐ 6) USD 60,000 – 79,999 / year

   ☐ 7) USD Over 80,000 / year
5. If you live in Thailand, the province you live is ……. Length of stay is …….…….month(s).

6. How many province(s) do you plan to visit in this trip? (including this province)

   Total ……..…Day(s) and……..…Night(s)

   Please indicate your touring route in this trip by placing the name of province(s) in the order of visit.

Name of Province(s)	Number of day(s)	Name of Province(s)	Number of day(s)
1. Province	..... day	4. Province	..... day
2. Province	..... day	5. Province	..... day
3. Province	..... day	6. Province	..... day

7. How do you arrange your trip to <u>this province</u>?

   ☐ 1) Self Arrangement ⇨ Expected budget is ..... Baht

   ☐ 2) Group Tour ⇨ Cost of the package is ..... Baht

   ☐ 3) Partial Package Tour ⇨ Cost of the package is ..... Baht

8. Before your trip to Thailand, what is/are your main source(s) of information about Thailand? (can check more than one box)

   ☐ 1) Travel agency ☐ 2) Radio ☐ 3) T.V. ☐ 4) Newspaper

   ☐ 5) Internet ☐ 6) Family/ Friends ☐ 7) Others (specify) .....

9. Please indicate the services you have arranged through the internet (can check more than one box)

   ☐ 1) No use of Internet ☐ 2) Accommodation ☐ 3) Packaged tour

   ☐ 4) Tourist attraction(s) reservation ☐ 5) Transportation eg. airplane, car rental, etc.

   ☐ 6) Tourist attraction Information ☐ 7) Others (specify) .....

10. Before the Trip to <u>this province</u>, how much preparation expenses did you spend in Thailand?

    ☐ 1) Less than 500 baht ☐ 2) 500-1,000 baht ☐ 3) 1,001-3,000 baht ☐ 4) 3,001-5,000 baht

    ☐ 5) 5,001-7,000 baht ☐ 6) 7,001-10,000 baht ☐ 7) 10,001-20,000 baht ☐ 8) 20,001-30,000 baht

    ☐ 9) 30,001-40,000 baht ☐ 10) More than 40,000 baht

11. On the way to <u>this province</u>, how much money did you spend in Thailand?

    ☐ 1) Less than 500 baht ☐ 2) 500-1,000 baht ☐ 3) 1,001-3,000 baht ☐ 4) 3,001-5,000 baht

    ☐ 5) 5,001-7,000 baht ☐ 6) 7,001-10,000 baht ☐ 7) 10,001-20,000 baht ☐ 8) 20,001-30,000 baht

    ☐ 9) 30,001-40,000 baht ☐ 10) More than 40,000 baht

Part B : Information on Tourist attitudes and Behaviors on the Visiting Province

1. How many times have you visited this province during this year? ..... time(s) (include this time)

2. What is the main purpose of visiting this province? (one answer only)

   ☐ 1) Holiday / Vacation ☐ 2) Convention / Conference / Exhibition ☐ 3) Business

   ☐ 4) On duty trip ☐ 5) Visiting relative(s) or friend(s) ☐ 6) Exhibition / Trade Fair

   ☐ 7) Incentive / Sponsored ☐ 8) Religious purpose

   ☐ 9) Other (specify).....

3. The person(s) you travel with during this trip is/are (can check more than 1 box)

☐ 1) By myself	-	☐ 4) Relative(s)	..... persons
☐ 2) Friend(s)	..... persons	☐ 5) Colleague(s)/ partner	..... persons
☐ 3) Family	..... persons	☐ 6) Other (Specify).....	..... persons

4. How do you come to this province? (Please check only one box)

   ☐ 1) Airway ☐ 2) Boat / Ship ☐ 3) Railway ☐ 4) Bus

   ☐ 5) Private vehicle (eg. Rented car, rented motorcycle, taxi, etc.)

   ☐ 6) Other (Specify) .....

5. Do you buy any package tour(s) in this province?

   ☐ 1) Yes, at the amount of ..... baht ☐ 2) No

6. How much money do you spend on the following items in this province? (per person)

☐ 1) Clothes and traveling necessities	..... baht
☐ 2) Transportation	..... baht
☐ 3) Accommodation	..... baht
☐ 4) Food and Beverage	..... baht
☐ 5) Shopping	..... baht
☐ 6) Entertainment	..... baht
☐ 7) Entrance Fee / Service Fee(s)	..... baht
☐ 8) Other expenses (specify).....	..... baht

7. How do you rate the cost of living in this province?

   ☐ 1) Lower than expected ☐ 2) As expected ☐ 3) Higher than expected

8. Did you stay overnight in this province?

   ☐ 1) No

   ☐ 2) Yes, please specify the type of accommodation and other details in the table (can check more than one box)

Type of Accommodation	Number of Night Stay	Rent per night/person (baht)
☐ 1) Friend / Family / Relatives		
☐ 2) Hotel 2.1) name ..... 2.2) name		
☐ 3) Guest House 3.1) name ..... 3.2) name		
☐ 4) Bungalow / Resort 4.1) name ..... 4.2) name		
☐ 5) National park service accommodation (include tent)		
☐ 6) Government / private own reception house		
☐ 7) Home Stay; name……		
☐ 8) Temple		
☐ 9) Raft / Boat House; name……		
☐ 10) Other, please specify.....		

9. Please evaluate overall services of accommodation(s) <u>in this province</u> (1 = Poor, 2 = Fair, 3 = Good)

Quality of Services			Cleanliness of the place(s)			Hygiene		
1	2	3	1	2	3	1	2	3

Part C : Satisfaction of Traveling in this Provinces

1. What was/were the reason(s) of your visit in this province? (can check more than one box)

☐ 1) Tourist attraction ☐ 2) Security / Safety ☐ 3) Delicious food

☐ 4) Accessibility of the visited area ☐ 5) Festival ☐ 6) Promotional program

☐ 7) Good value of money ☐ 8) Traveling distance

☐ 9) Traveling times ☐10) Other (specify) .....

2. Evaluation of the visiting place(s) during this trip.

2.1 Please indicate the place(s) you have visited (can check more than one box)

2.2 Please evaluate each place you have visited by marking × on the selected opinion. (1 = need improvement, 2 = no problem, 3 = cannot evaluate)

Visiting Place(s)	Dishonesty	Safety	Hygiene	Accessibility	Pollution	Facilities
☐ 1) Temple(s)	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
☐ 2) Palace(s)	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
☐ 3) Entertainment Park(s) / Night Life	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
☐ 4) National Park(s)	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
☐ 5) Historical District / Local Community	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
☐ 6) Museum(s)	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
☐ 7) Beach / Water Fall / Cave(s)	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
☐ 8) Shopping Center / Department Store(s)	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
☐ 9) Zoo / Amusement Park(s)	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3

3. Local transportation

3.1 Please indicate the local transport(s) you have used (can check more than one box)

3.2 Please evaluate each local transport you have used by marking × on the selected opinion. (1 = need improvement, 2 = no problem, 3 = cannot evaluate)

Local transports	Quality of Service			Safety			Cleanliness		
☐ 1) Bus	1	2	3	1	2	3	1	2	3
☐ 2) Boat	1	2	3	1	2	3	1	2	3
☐ 3) Took Took / Taxi	1	2	3	1	2	3	1	2	3
☐ 4) Motorcycle	1	2	3	1	2	3	1	2	3

4. Do you expect to revisit this province within the next 3 years?

☐ 1) Yes, I expect to revisit in year ☐ 1) 2010 ☐ 2) 2011 ☐ 3) 2012

☐ 2) No, my next visiting province(s) is (are) ☐ 1) ..... ☐ 2) ..... ☐ 3) .....

Thank you for your cooperation which will help us make your next visit more enjoyable

Appendix C

(Questions of In-depth interview)

No. of Questionnaire .....

Interviewing date ...../...../2011

The questionnaire of Dissertation

STRATEGIC ECONOMIC ASSESSMENT OF THE TOURISM PROMOTION PROGRAM IN THE EASTERN REGION OF THAILAND

Dear Sir,

This questionnaire of In-depth interview is made for data of Dissertation for the Degree of Doctor of Philosophy in Business Administration Rajamangala University of Technology Thanyaburi. Please answer all questions, your help is greatly appreciated and all information that you supply will be treated confidentially.

Yours Faithfully

Nichakorn Tantivanichanon

Student of PhD in Business Administration Program (Economics major)

Rajamangala University of Technology Thanyaburi

The questions of In-depth interview:

1. How do your firm / organization coordinate and collaborate with government sector?

2. How do your firm / organization manage tourism strategy, action plan, project, budget, stakeholder, and implement the evaluation of each province in Eastern region since 2009?

3. How to spread tourism information about promotion program through advertisement and public relations?

4. What are your Thai and foreign target groups for perceiving tourism information and promotion program?

5. What is the most popular tourism promotion program for Thai and foreign visitors to tourism site in Eastern region?

6. What type of tourism promotion program should retain for continuous visiting or revisiting every year?

7. How to campaign Thai and foreign visitors' the sustainable perception and awareness about tourism information and Thai warm hospitality?

8. Do you have problem and obstacle to implement the action plan or tourism activity? How?

9. What is the indicator for success in management of tourism strategy or action plan in the past?

10. What is your achievement of implementing the action plan or tourism promotion program since 2009?

Thank you for your valuable data.

Nichakorn Tantivanichanon……Interviewer

Economics, Faculty of Business Administration,
Rajamangala University of Technology Thanyaburi, Pathumthani 12110

Appendix D

(Tourism Information of Eastern region in Thailand)

Tourism information of Eastern region in Thailand

The information about the provinces of Eastern Thailand includes statistical information, such as population size and area; key tips, fast facts, and “don’t miss” attractions and activities; getting to and getting around each of the provinces; where to stay; where and what to eat and shop; attractions, activities, events, and festivals; and special offers, tours, and packages.

Chonburi

Chonburi, Bangkok’s nearest seaside town, is located on the eastern coast of the Gulf of Thailand, only 80 kilometers from the capital. The area boasts abundant natural resources, which are highlighted by delightful beaches, local traditions, regional delicacies, and fresh seafood. This is a popular coastal province among Bangkokians who seek the nearest escape from hectic weekly schedules, escaping particularly frequently to the seaside resort of Pattaya, though Chonburi’s smaller, quieter seaside towns are also quite popular with foreigners and Thais alike. In addition to tourism, Chonburi is the center of the Eastern Seaboard Development Project, with its industrial parks and fishing villages.

Chonburi is located on the eastern coast of the Gulf of Thailand, only 80 kilometers from Bangkok. Chonburi is a popular coastal province for weekend

warriors from Bangkok who seek the nearest escape; Chonburi, which has something for everyone, rarely fails to disappoint.

The most famous beach town in Chonburi province is Pattaya, one of Asia's premier beach resorts, which caters equally to families, couples, and single visitors. Both Pattaya and Chonburi's other coastal towns feature a variety of accommodation ranging from luxurious beachside resorts to simple guesthouses. Dining on seafood is one of the region's top activities, although sports enthusiasts will find numerous golf courses and the full spectrum of beach activities to participate in.

Both Chonburi's quieter coastal towns and Pattaya feature a variety of accommodation ranging from luxurious beachside resorts to simple guesthouses.

As a province along one of the most traveled Bangkok weekend getaway routes, Chonburi is easily reached via train, private car, and public bus, including direct services from the airport to Pattaya. It is even possible to fly to nearby U-Tapao from Samui and Phuket on Bangkok Airways. Once in one of Chonburi's coastal towns, it may be easier to get around with your own car, but there are standard forms of local transport available for visitors: i.e. songtaews, motorbike taxis, tuk tuks, and public busses. It's easy to arrange transportation in and around Pattaya.

Dining on seafood is one of the region's top activities although sports enthusiasts will find numerous golf courses and the full spectrum of beach activities to participate in.

Most restaurants on Chonburi serve a variety of cuisines, including Thai and international foods, and the region's specialty, seafood.

As in most provincial capitals, Chonburi features a central market where locals can buy everything from groceries to household appliances and visitors can shop for clothing and other necessary supplies. In addition to the shopping venues listed below, there are often locally produced handicrafts available at central markets, the occasional night market, and from village workshops in smaller towns throughout the province.

Pattaya

One of the hottest beach-resort destinations in Thailand, Pattaya may not be idyllic but it certainly makes up for it with a wide variety of activities, accommodation, and nightlife venues.

Pattaya is a popular beach resort on the Gulf of Thailand just 150 km southeast of Bangkok: a mere two hour drive. While Pattaya once had a well deserved reputation for its seedy nightlife, local authorities have, in recent years, improved the quality of the beaches and reinvented the resort, to some degree, as a more family friendly destination. Today, hundreds of thousands of visitors are drawn each year to Pattaya to windsurf, water ski, swim, sunbathe, snorkel, sail, or take trips to nearby islands. Other activities include Bungee jumping, cycling, skydiving, go-Karting, Muay Thai (Thai boxing), and Paintball (to name only a few!).

Golfers, both novice and expert are well catered to as well, with a wide selection of golf courses around Pattaya including the Phoenix, Pattaya Country Club, and the Navy course near Sattahip, which offers 18 holes of golf for around 1,000 baht (around 30 US dollars)!

Another major draw for visitors to Pattaya is the wide selection of restaurants serving some of Thailand's freshest seafood. Due to the high number of expatriate foreigners in Pattaya there is also an excellent selection of authentic foreign eateries serving French, Italian, Swiss, German, Hungarian, Scandinavian, English, Indian, Moslem, Japanese, and Chinese cuisine.

Drawing such a large number of diverse visitors from across the world, it's no surprise that Pattaya also boasts an incredible choice of accommodation. Those on a tight budget and those with money to burn are equally able to find rooms to suit their needs. Even those who are turned off by the widespread development along Pattaya's main beach can find some peaceful beach time at nearby Jomtien beach, just 3 kilometers south, which is a far quieter alternative.

Just over one hour from Bangkok's Suvarnabhumi Airport, Pattaya is a lively beach town that draws visitors from around the world. With activities that include a wide array of water sports, golf, shopping, cabaret shows, an elephant village, and a Ripley's Believe it or Not museum (to name only a very few) it's impossible not to have an action-packed Pattaya holiday. Unless of course its relaxation you crave, in which case there are thousands of beach chairs and umbrellas lining the Pattaya shore,

where wandering vendors will cater to your every need: from barbequed shrimp to a foot massage. Pattaya is certainly a Thai beach resort that meets the needs of any visitor on any budget.

Key Tips:

- Only fish during the appropriate fishing season.
- Dress politely and take off your shoes before entering Buddhist temples.
- Examine rental motorbikes and cars thoroughly before renting.
- Drive motorbikes and rental cars with extreme caution.
- Beware of con-artists who prey on new tourists to Thailand. While most Thai people are just being friendly, be careful of those offering to do you too many favors or promising you incredible bargains.
- Beware of pick pockets, especially on Walking Street when it's crowded.
- Beware of entertainment venues that have poor signage or are poorly lit inside; some venues offer free admission and then refuse to allow visitors to leave until they have paid exorbitant bar bills.
- Do not purchase or consume illegal drugs or participate in illegal gambling.
- Show respect to the local Thai people and the Thai police. Guilty or not, your display of anger will only make things worse.
- Haggle in a good natured way with small shop vendors. A polite “no thank you” will be more effective than a loud display of emotion.

- Ask for the price first when ordering food and before getting a massage or manicure on the beach. Do likewise before renting a jet ski or getting in a tuk tuk or taxi.
- The sun in Pattaya is very strong; apply sunscreen liberally and frequently.
- Tap water in Thailand is not safe to drink; however, bottled water is cheap and readily available.
- While illegal, the sex industry is a reality in Pattaya. It is strongly advised to protect yourself accordingly, both from sexually transmitted diseases and from theft.

As one of the most popular tourist destinations in Thailand, Pattaya features the entire spectrum of accommodation options including hotels, resorts, apartments, condominiums, and villas. Rooms are available for as little as 400 baht a night for air-conditioning, cable TV, and hot shower or as much as 30,000 baht a month for three bedroom villas ideal for families. There are international chain hotels, such as the Hard Rock and Marriott, as well as locally owned guesthouses.

It should be noted that high season dates vary from hotel to hotel, but prices go up considerably at all Pattaya hotels during the Christmas-New Years period, when guests are typically required to pay for "Compulsory Gala Dinners" on the two celebratory eves. Otherwise, long holiday weekends and Songkran (Thai new years) cause hotels to fill up well in advance, so it is best to reserve early if your visit coincides with a local holiday.

Most visitors to Pattaya come directly from Bangkok, either by bus from Bangkok's Suvarnabhumi Airport or Ekkamai Bus Terminal, or by minibus, taxi, rental car, or even train. There is an airport at nearby U-Tapao that is serviced by Bangkok airways; however this flight only connects Pattaya with Koh Samui.

Once in Pattaya there are numerous ways to get around, including taxi, rental car (with or without driver), and via the ubiquitous blue songtaews.

Getting to and from Pattaya

By Train:

A third-class train connects Bangkok's Hua Lumphong Station with Pattaya, a journey that departs Bangkok weekday mornings around 7am and costs less than 40 baht for the three hour trip.

By Bus:

Most people departing Bangkok for Pattaya travel by bus. It is possible to get a bus directly from Suvarnabhumi Airport to Pattaya or from Bangkok's Ekkamai Eastern Bus Terminal.

From Suvarnabhumi Airport there are busses that leave directly to Pattaya from the airport's Transport Center, which is served by a complimentary shuttle bus that circles the airport. These air conditioned buses leave every couple of hours, cost just over 100 baht, and arrive at the North Pattaya Road bus station about 1 ½ hours later.

From the Eastern Bus Terminal (next to the BTS Ekkamai station, opposite Sukhumvit Road soi 63) there are bus departures throughout the day, leaving approximately every thirty minutes from around 5 am to nearly midnight. These air-conditioned busses cost just over 100 baht for a one way ticket and complete the journey from Bangkok to Pattaya in around two hours.

From Bangkok's Mo Chit Northern Bus Terminal and the Sai Tai Mai Southern Bus Terminal (Sai Tai Mai), buses leave less frequently throughout the day, but at similar cost and travel time as those from Ekkamai.

If your final destination is Jomtien Beach it may be preferable to get a 2nd class bus rather than the 1st class busses mentioned above, as many 2nd class busses continue on to Jomtien thus saving you the time and hassle of arranging a transfer from North Pattaya Road bus station. The bus station for the 2nd class buses is on South Pattaya Road.

From the Northeast (Isaarn) and the NorthThere are direct air conditioned buses from Nong Khai, Khon Kaen and Nahkorn Ratchasima (Khorat) to Pattaya. From other northeastern towns it's best to get a bus to Ratchasima (Khorat) and then buy a ticket from there to Pattaya.

From Chiang Mai and Mai Sai there are direct busses to Pattaya.

By Air:

The nearest airport to Pattaya is U-Tapao, which is serviced by Bangkok airways;

however, this flight only connects Pattaya with Koh Samui. The other nearest airport is Bangkok's Suvarnabhumi Airport, where there is bus, taxi, and limousine service to Pattaya, a 1 ½ to 2 hour drive from the airport.

By Other:

By Rental Car

Pattaya is only 1 ½ to 2 hours from Bangkok, closer to Suvarnabhumi Airport than to the city center, so many people heading to the beach rent cars from the city so they have freedom to explore the area around Pattaya once they arrive there. There are several driving routes between Bangkok and Pattaya, some of which are faster than others, but most major car rental companies including Budget, National, Hertz, and Avis will provide directions from the airport in Bangkok to Pattaya.

By Minibus

While considerably more expensive and not necessarily more quick or comfortable than the bus, mini-van or minibus transport has the added benefit of allowing you to be picked-up at your hotel in Bangkok and dropped off at your hotel in Pattaya. At 400 baht per person, this popular Khao San Road option is worth the extra baht for those who wish to avoid the hassle of getting to and from bus stations on both ends of the trip.

By Taxi

The official fare for a taxi between Bangkok and Pattaya is 1500 baht plus expressway fees, but it is possible to negotiate the ride for as little as 1000 baht. Touts

at Suvarnabhumi Airport offer taxi and limousine services from Bangkok to Pattaya for variable rates. You are likely to get a better deal if you know what the going rates are.

Getting around Pattaya

By songtaew:

Hands down the kings of Pattaya public transportation are the dark blue songtaews, pickup-trucks with benches in the rear. Most songtaews follow established routes and passengers can hop on and off wherever they choose for a fixed rate (typically higher for foreigners). If a songtaew is not parked or is devoid of passengers it may be hired as a private vehicle at considerably higher rates.

The most common songtaew route in Pattaya is the beach circuit that follows Second Road to the Dolphin Circle roundabout and then south along the full length of Beach Road, connecting the loop by traveling east along South Pattaya Road.

Be sure to tell a songtaew driver where you're headed so as to be sure he's headed that way, but also ask how much the fare is so that you aren't charged for a private hire. Stating the typical fare is usually more effective than asking an open ended question, provided you know what the one way fares currently are.

By local bus:

A government sponsored public bus system with established rates of 20 baht/trip, 90 baht/day, 180 baht/3-day, and 900 baht/month provides limited service around

Pattaya. Many bus-stop signs indicate bus stops that are no longer in use. Brochures with details of the routes/stops are available from bus drivers.

By motorbike taxi:

Less expensive, faster, and far more dangerous than songtaews, motorbike-taxis are located at various intersections throughout Pattaya, although they can be flagged down while they are driving. Motorbike taxi drivers are easily identified by their colored vests. Foreigners can expect to pay around 30-40 baht for trips around Pattaya Beach.

By taxi:

Meter-taxis from Bangkok are common in and around Pattaya, all of which are looking to make some extra money after dropping off passengers from Bangkok. These are fine for trips around town, but if you are looking for a car and driver for a day trip outside of Pattaya Beach it may be better to charter a private car and driver, a non-metered taxi, or a minibus that operates on an on-call basis. These can be arranged through most travel agencies and many hotels and guesthouses.

Car Rental:

There are opportunities to rent cars from both local and international car rental agencies in Pattaya. Be aware however, that for insurance purposes it may be required to have a valid international driver's license, though most nations' drivers' licenses are sufficient to legally drive in Thailand.

Car rentals without insurance are possible for as little as 600 baht/day for Suzuki Samurai style jeeps and 800 baht/day for small cars; rental cars that include insurance cost around 1000 baht/day, slightly less in the low season, more in the high season.

Commercial First Class Insurance provides full coverage (as opposed to limited personal or third party only insurance). Most international car rental agencies will offer this insurance (some only for those with international driver's licenses) while local companies may or may not. You can request a copy of their insurance policy and ensure that it states "For Commercial Use". Regardless, inspect rental vehicles prior to rental and drive with caution, particularly as traffic in Pattaya can be quite confusing, including the habit of motorcycles to drive on the wrong side of the road.

Rental Motorbikes:

Motorcycle rentals are a very popular, if dangerous way to get around Pattaya. In addition to the risk of injury (a frequent result for foreigners unaccustomed to riding motorbikes or to driving on the left hand side of the road) there are occasionally scams involving rental motorbikes as well as bag snatchings from baskets in the front of rental motorbikes. As you must typically leave your passport as a deposit for a motorbike it is best to look for a reputable motorbike dealer even if the price is slightly higher and inspect bikes carefully prior to rental. Be aware that motorcycle rentals do not include insurance and both motorcycling accidents and motorbike thefts are common. Also note that parking beside a "No Parking" sign will result in a fine of 400 to 500 baht. Finally, while helmets are required by law, closed toes shoes are recommended by common sense.

As one of the premier tourist destinations in Thailand, Pattaya has innumerable activities to participate in, ensuring that visitors with any interest will find something to keep them entertained on their Pattaya holiday.

Most restaurants on Pattaya serve a variety of cuisines, including Thai and international foods. Most guesthouse and resorts have restaurants that serve both, while the more popular beaches, such as Diamond Beach, feature restaurants specializing in Thai or various international cuisines, such as Italian or German. Beachside, seafood barbeque restaurants are also common on all beaches. As on most islands, the food on Pattaya is generally higher priced than on the mainland as there is mark-up on supplies shipped to the island. Where dining options are more limited prices are even more expensive.

As in all Thai tourist destinations there is no shortage of shopping options in Pattaya, including malls, supermarkets, bazaar-style markets, and thousands of smaller, stand-alone shops at various street markets. In addition to these tourist-oriented markets and shops that sell souvenir goods, beach supplies, and handicrafts, there are shopping malls and department stores that sell groceries and household products, such as furniture and electronic appliances.

Rayong

Located approximately 220 kilometers from Bangkok, Rayong is another delightful seaside province on Thailand's eastern Gulf coast. Most of Rayong Province is marked by mountains interspersed by flat plains and large tracts of fruit

plantations and forests. However, the province is most well known for its pristine beaches stretching along its 100-kilometer coastline and its scenic waterfalls set amidst exotic surroundings. Aside from these natural attractions, Rayong produces an abundance of seafood products, such as shrimp paste, fish sauce, and dried seafood, and grows a number of tropical fruits of which rambutan, mangosteen and durian are the most famous.

Historically, in the late Ayutthaya period following the razing of the capital city by the invading Burmese, General Tak (Phaya Tak) led a troop of patriots who broke through the cordon of besieging troops and marched to Rayong in order to build up his navy before proceeding onto Chanthaburi. Because of his courage and bravery, the soldiers and local population anointed him as "King" in Rayong. Once he had built up sufficient troop strength, King Taksin returned to Ayutthaya, routed the Burmese and set up a new capital in Thonburi, across the river from modern-day Bangkok.

Boasting indispensable sea-life resources, Rayong is one of the country's major agricultural and industrial provinces. On the other hand, the province has maintained its traditions and customs in the daily lifestyles of the locals. Most renowned for its quiet and unspoiled beaches, including Mu Koh Samet National Park, Rayong is a popular beach getaway destination for Bangkok residents and a renowned producer of seafood related goods.

Key Tips: The best months to visit Rayong are from November to February.

Both coastal Rayong and the islands offshore, including Koh Samet, have a variety of accommodation for visitors including luxury hotels, guesthouses, and home stays.

As a province located along a highly traveled route, Chonburi is easily reached by private car, public bus, and even air from Samui and Phuket on Bangkok Airways. Once in one of Rayong's coastal towns, it may be easier to get around with your own car, but there are standard forms of local transport available for visitors: i.e. songtaews, motorbike taxis, tuk tuks, and public busses.

Getting to and from Rayong

By Car:

Route No.1:

Follow Sukhumvit Road (Highway No. 3) from Bangkok through Bangpu District, Chonburi town, Bangsaen, Sri Racha District, Pattaya, Hat Jomtien, Sattahip District, Ban Chang District before finally arriving in the center of Rayong Province. The total distance is 220 kilometers.

Route No.2:

The most popular route starts from Bangna-Trat Road (Highway No.34) via Bang Phli and Bang Bo District (Samut Prakan Province) and Highway No.3 at km. 70. The total distance is 220.

Route No.3:

Drive along Sukhumvit Road (Highway No. 3) to Bang Lamung, then turn off of

Highway No.3 at Km.140 and continue on Highway No. 36 to Rayong. The total distance is 210 kilometers.

Route No.4:

Take Highway No. 344 (Ban Bung-Klaeng) at Chonburi town, passing through Ban Bung, Nong Yai, Wang Chan to Klaeng District, Rayong Province. The total distance is 100 kilometers. (Bangkok-Chonburi is 80 kilometers) - This route is suitable for those who like to go sightseeing in Klaeng District and Khao Chamao-Khao Wong National Park or pass through Chanthaburi Province.

Route No.5:

Use the Motorway, starting from Phatthanakarn Road, Prawet District, Bangkok and drive all the way to Pattaya (120 kilometers), then switch to use Highway No.36 and proceed for another 50 kilometers to Rayong.

By Bus:

Rayong is the eastern gateway to the north and northeast of Thailand. As such, there are many regular bus services connecting Rayong and Bangkok and other provinces such as Chiang Mai, Nakhon Ratchasima, and Nong Khai. Busses from Bangkok to Rayong depart regularly from Ekkamai eastern bus terminal (near BTS Ekkamai). There are specific busses for those who wish to go to Koh Samet that terminate at Ban Phe opposite the boat pier.

By Air:

Bangkok Airways operates flights from Phuket and Koh Samui to Rayong/U-Tapao.

For more information contact Bangkok Airways (www.bangkokair.com) in Bangkok, tel : 66(0)2-265 5555 or travel agencies in Rayong.

Getting around Rayong

By Boat (to Koh Samet):

Ferry Timetables (from Ban Phe) :

Destination: Nadan Pier (Saikaeo / Ao Phai / Ao Thapthim)

Departure from Ban Phe : Every hour

Fare/Trip: 50 baht

Destination: Ao Wong Duen (Ao Nuan / Ao Saengthian)

Departure from Ban Phe to Samet: 9.00 a.m., 12.00 p.m., 1.30 p.m., 5.00 p.m.

Fare/Trip: 60 baht

Departure times returning from Samet : 8.30 a.m., 12.00 p.m., 3.30 p.m., 4.00 p.m.

Destination: Ao Wai

Departure from Ban Phe to Samet: 11.30 a.m., 2.00 p.m.

Fare/Trip: 100 baht

Departure times returning from Samet: 2.00 p.m.

Destination: Ao Kui

Departure from Ban Phe to Samet: 10.00 a.m.

Fare/Trip: 120 baht

Departure times returning from Samet: 10.00 a.m., 12.30 p.m., 3.00 p.m., 5.00 p.m.

For charters (15-60 persons) from Ban Phe Pier contact:

Nuan Tip Pier Tel: 0 3865 1956, 651 508 or

Sri Ban Phe Pier Tel: 0 3865 1902

Local Bus Schedule:

Bus Station - Assumption School (Red) via Laemtong Department Store

The busses run daily from 5.00 a.m. until 9.00 p.m.(Every 5-10 minutes)

Fare: 5 baht

Bus Station - Paknam (Dark Blue) via Wat Pa Pradu, Wat Lum, Laem Charoen

The busses run daily from 5.00 a.m. until 6.00 p.m. (Every 5-10 minutes)

Fare: 5-10 baht

Big C - Nicom Pattana (White) via Big C, Makro

The busses run daily from 6.30 a.m. until 18.00 p.m. (Every 15-20 minutes)

Fare: 12 baht

Post Office - Map Ta Phut (Red) via Laemtong Department Store

The busses run daily from 5.00 a.m. until 8.00 p.m. (Every 5-10 minutes)

Fare: 7 baht

Post Office - Ban Chang (Red) via Century Golf

The busses run daily from 4.30 a.m. until 8.00 p.m. (Every 10-15 minutes)

Fare: 10 baht

Bus Station - Tapong (White) via Wat Pa Pradu, Tapong Fruit Market

The busses run daily from 05.00 a.m. until 6.00 p.m. (Every 5-10 minutes)

Fare: 5-7 baht

Bus Station - Nai Rai (Sky Blue) via Hat Mae Ramphueng, Ban Kon Ao

The busses run daily from 06.00 a.m. until 6.00 p.m. (Every 15 minutes)

Fare: 15 baht

Bus Station - Wang Kaew (White) via Rayong Chalet, Novotel

The busses run daily from 06.00 a.m. until 6.00 p.m.(Every 15 minutes)

Fare: 15 baht

Bus Station - Laem Mae Phim (Dark Blue) via Ban Phe, Suan Son, Rayong Chalet, Novotel, Laem Mae Phim

The busses run daily from 06.15 a.m. until 6.00 p.m. (Every 15 minutes)

Fare: 15-25 baht

Laem Mae Phim - Klaeng (Green) via Laem Mae Phim, Sunthorn Phu Monument

The busses run daily from 05.30 a.m. until 5.00 p.m. (Every 10-15 minutes)

Fare: 20 baht

Bus Station - Klaeng (Yellow) via Wat Saranat

The busses run daily from 06.00 a.m. until 6.00 p.m. (Every 10 minutes)

Fare: 20 baht

Khao Din - Khao Chamao (Green) via Khao Chamao & Klong Pla Gang Water Fall

The busses run daily from 06.00 a.m. until 4.00 p.m. (Every 20 minutes)

Fare: 20 baht

Options in Rayong, Thailand

Although a quieter seaside destination than Pattaya or Hua Hin, Rayong still has a number of activities to participate in and visitors with many interests will find something to keep them entertained on their Rayong holiday.

Most restaurants on Rayong serve a variety of cuisines, including Thai and international foods and plenty of seafood.

As in most provincial capitals, Rayong features a central market where locals can buy everything from groceries to household appliances and visitors can shop for clothing and other necessary supplies. In addition to the shopping venues listed below, there are often locally produced handicrafts available at central markets, the occasional night market, and from village workshops in smaller towns throughout the province.

Koh Samet

Koh Samet is a small island in Rayong province, around 200 km Southeast of Bangkok, along the way to Trat province and the island of Koh Chang. Technically

part of Khao Laem Ya - Koh Samet National Park, Koh Samet is a popular weekend getaway for Thais and foreigners living in Bangkok, so there are dozens of beach resorts, bars, and restaurants on nearly every beach, although visitors are allowed to camp if they wish to do so.

Quiet and relaxing on the weekdays, raucous and fun on the weekends, Koh Samet is, despite its proximity to Bangkok, a beautiful island with powdery white sand, generally great year round weather, and a variety of lodging options.

Koh Samet derives its name from the cajeput trees that grow on the island, called “samet” in Thai. In the past however, it was called Koh Kaew Phitsadan, the "Magic Crystal Island". It’s no surprise from that name that Koh Samet was chosen to be part of a national park.

Visitors to Koh Samet looking for unspoiled beauty have to get away from the more developed beaches along the east coast, though even the most popular beaches are quite beautiful. Those looking for more relaxation can book rooms at the more upscale resorts on the west coast, which are spectacular places to watch sunsets.

Koh Samet is a small island around 200km south-east of Bangkok and just over 5 km off the coast of Rayong province. The island is part of the Khao Laem Ya – Koh Samet National Park though all of Koh Samet’s beaches have been developed to cater to the large stream of Bangkok residents who flock to the island each weekend. Drawn by its 14 fine, white sand beaches that feature a number of beachside bars and restaurants, Thai and foreign visitors return again and again to Koh Samet to enjoy the excellent weather on the island and appreciate its great

natural beauty, home to exotic wildlife species including monkeys, hornbills, gibbons, and butterflies.

Key Tips:

Make sure that you wear mosquito repellent around dawn and dusk as it is possible to contract Dengue Fever on the island.

The best time of the year to visit Koh Samet is during the cool season between November and February when the weather is cooler and the seas are calmer.

Room rates are considerably lower than published the low season (March – October).

Koh Samet has no fresh water source; water must be brought in from the mainland or gathered from the rain; please used sparingly.

There are three ATMs on Koh Samet: one outside the 7-Eleven at the arrivals pier in Nadan, and two near the 7-Eleven just outside the national park entrance booth by Haad Sai Kaew.

Prices for goods such as mosquito repellent and rates for motorcycle rentals are slightly lower in Nadan, where passengers alight from mainland ferries.

While all 14 of Koh Samet's beaches feature accommodation, the majority of the island's hotels, resorts, and bungalows are located on the east coast, which features accommodation for a range of budgets from budget to luxury, while the quieter west coast has fewer resorts, all of which are all more upscale and expensive than those on the east. During peak seasons and over Thai holiday weekends booking

in advance is essential and rates are much higher than during the remainder of the year.

The northern-most beaches of the east coast, Haad Sai Keaw and Ao Hin Kok, have the most basic, budget bungalows, though there are a few nicer resorts on the far northern end of the east coast.

If you have arrived on the island without making a pre-arranged booking, touts at the pier in Nadan will descend upon you to pitch their resorts. Always ask to see the room before agreeing to take it. Many budget rooms will have minimal bedding, and towels and toiletries may not be provided.

As it is such a popular island, Koh Samet is easy to get to, with various boat companies providing ferry and speedboat service to the island from the pier at Ban Phe on mainland Ranong.

Once at Nadan pier on Koh Samet, songtaews (covered pick-up trucks with seats in the back) provide transportation to the national park entrance 1 km away and then onto Haad Sai Kaew or Ao Pai for 10 or 20 baht. For beaches farther south, the fare increases dramatically, particularly if there are fewer passengers.
Once on the island it is possible to get around with your own vehicle, if you brought one, or via songtaew or rental motorbike, both of which are available on most beaches.

Getting to and from Koh Samet

By Car:

From Bangkok to Rayong:

Rayong is roughly 200 km southeast of Bangkok. There are several different routes to drive between Bangkok and Rayong and the boat pier in Ban Phe.

By Bus:

Busses from Bangkok to the boat pier in Ban Phe, Rayong depart Ekkamai Eastern Bus Terminal. From Ekkamai, the busses, which leave throughout the day, complete the journey in about 3 ½ hours.

There are also busses from Bangkok's Mo Chit Northern Bus Terminal to Rayong town, from where visitors must take a songtaew to Ban Phe.

From Pattaya, busses also head to Rayong, from where visitors must also get a songtaew or tuk tuk to the pier at Ban Phe. Minibuses from Pattaya go directly to Ban Phe.

By Air:

The nearest airport to Koh Samet is U-Tapao, about 45 km from Ban Phe. There are limited flights on Bangkok Airways to and from U-Tapao, namely into and out of Koh Samui and Phuket.

By Other:

By Boat

Once in Ban Phe, visitors must take a ferry to Koh Samet, which typically takes between 30 and 45 minutes. It may be preferable to buy a one way ticket as there are numerous ferries returning throughout the day and you can purchase a ticket for whichever boat is most convenient.

In Ban Phe there are actually several piers from which different boats leave: Nuan Thip Pier, Phe Pier, and Sri Ban Phe Pier. Fares to Koh Samet range from 50-150 baht for a one way ticket. Each pier has boats that stop at different beaches on the island, but the piers in Ban Phe are all a short walk from one another so it's not difficult to find the one that's best for you. Ferry service runs until 5:00 pm, so if you will arrive later than this you will need to charter a speedboat or stay the night in Ban Phe.

There are a couple of speedboat companies that operate from the Phe Pier and charge at least 600 baht to Nadan pier and more for the southern beaches. Private speedboats offer the convenience of taking you directly to your destination on Koh Samet.

Getting to and from Koh Samet

By Car:

From Bangkok to Rayong:

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There are a couple of speedboat companies that operate from the Phe Pier and charge at least 600 baht to Nadan pier and more for the southern beaches. Private speedboats offer the convenience of taking you directly to your destination on Koh Samet.

Getting around Koh Samet

Unless you have brought your own car, getting around Koh Samet is possible by walking, hiring a motorbike, or climbing in the back of a songtaew (a pick-up truck with benches in the back). The island is fairly small, so getting around is not much of a problem.

By Foot:

Haad Sai Kaew (Diamond Beach), the most developed beach on the northeast coast of Koh Samet, has a sandy path that is fine for walking between guesthouses and restaurants. Diamond Beach is only a 10 minute walk from the ferry port at Nadan and most of the beaches from Diamond Beach to Ao Pai and Ao Cho are accessible by walking along the shoreline or the sandy path that connects the beaches.

By Songtaew:

There is only one main road on Koh Samet, which runs north to south and has smaller roads branching off it that lead down to each of the island's beaches. Some parts of the road are concrete and some parts are dirt. Songtaews will pick up passengers at each destination, as well as passengers along the way. Songtaew journeys between beaches cost around 30 to 40 baht per person per trip, depending on distance and

negotiating skills. If there is no one else to join the drive, then expect to pay 200 baht for a private trip. It is also possible to hire a songtaew for the entire day.

By Rental Motorbike:

Motorbikes are available for rent for around 300 to 500 baht per day. It is typically required to leave your passport as a deposit. Make sure to inspect motorbikes carefully and drive cautiously so as not to pay exorbitant fees for damage (real or otherwise) in order to get your passport back. 4x4 ATVs are also available for rent at around 1600 baht per day.

The primary activities on Koh Samet are beach related: relaxing on the beach, swimming, and engaging in water sports, such as jet skiing, snorkeling, and riding banana boats. Beach hopping via rental motorbike or songtaew is another option, as is catching a sunset on the western shore or visiting the summit where a couple of attractions are located: a well once thought to contain pirate booty and castings of the Buddha's footprint.

Most restaurants on Koh Samet serve a variety of cuisines, including Thai and international foods. Most guesthouses and resorts have restaurants that serve both, while the more popular beaches, such as Diamond Beach, feature restaurants specializing in Thai or various international cuisines, such as Italian or German. Beachside, seafood barbeque restaurants are also common on all beaches.

As on most islands, the food on Koh Samet is generally higher priced than on the mainland as there is mark-up on supplies shipped to the island. Where dining options

are more limited prices are even more expensive. It is also common for restaurants have two menus, one for tourists and one for Thai people, each of which have different prices; check prices on the menu prior to ordering, and, if prices seem unreasonably high, politely go elsewhere.

Chanthaburi

Famous for its abundance of tropical fruits and as a center for gem mining, the eastern province of Chanthaburi is also blessed with rich, verdant forests and scenic waterfalls. The Chanthaburi River flows through the provincial capital, which has been occupied since ancient times. Quiet fishing villages and peaceful beaches are not far from town, making Chantaburi the ultimate get-away-from-it-all Thailand province.

Chanthaburi, the capital of the province bordering Cambodia to the east, was occupied by the French during the end of the 19th century. Their influence can be seen in the architecture of many buildings within Chanthaburi town, including the largest Catholic cathedral in Thailand, which to this day caters to a sizeable Christian population, many of whom are ethnic Vietnamese, who migrated to Thailand in the 20th century.

Both Chanthaburi city and some areas around the province have accommodation for visitors including luxury hotels, guesthouses, and home stays.

As a province somewhat off the typical tourist route, Chanthaburi is best reached via private car or public bus. Once there, it may be easier to get around with

your own car, but there are standard forms of local transport available for visitors: i.e. songtaews, motorbike taxis, and tuk tuks.

Getting to and from Chanthaburi

By Car:

From Bangkok, take Highway No. 34 (Bang Na-Trat) or the Motorway to Chonburi, then use Highway No. 344 (Ban Bung-Klaeng) and proceed to Chanthaburi along Highway No. 3.

By Bus:

Both air-conditioned and non air-conditioned busses depart from Bangkok's Eastern Bus Terminal (Ekkamai) to Chanthaburi every hour from 4 a.m.-midnight. For more information, contact the Transport Co. Ltd at Tel: 0 2391 2504; Choet Chai Tour Tel: 0 2391 4146; or Phonnipha Tour Tel: 0 2391 5179.

Getting around Chanthaburi

As in most rural Thai provinces there are typically songtaews that follow established routes around the provincial capital and between towns within the province. Songtaews, motorbike taxis, and some form of tuk tuk are usually available for private charter as well. If you want to travel further afield ask your hotel if they can arrange a car and driver for the day or direct you to the local bus services.

As one of the quieter tourist destinations in Thailand, Chanthaburi has fewer activities to participate in than more popular areas of Thailand, though there are still

enough activities that visitors with many interests will find something to keep them entertained on their Chanthaburi holiday.

In addition to a number of historical attractions, Chanthaburi boasts national parks with numerous beautiful waterfalls, many undeveloped beaches, and scores of fruit farms.

As Chanthaburi is a somewhat popular tourist destination there are numerous tour packages available from tour providers throughout Thailand.

As in most provincial capitals, Chanthaburi features a central market where locals can buy everything from groceries to household appliances and visitors can shop for clothing and other necessary supplies. In addition to the shopping venues listed below, there are often locally produced handicrafts available at central markets, the occasional night market, and from village workshops in smaller towns throughout the province.

Most restaurants on Chanthaburi serve a variety of cuisines, including Thai and international foods. Most guesthouse and resorts have restaurants that serve both.

Trat

Trat is Thailand's eastern-most province, located about 315 kilometers from Bangkok. This small province borders Cambodia with the Khao Banthat mountain range forming a natural boundary between the two countries. With 52 large and small islands featuring long, white, sandy beaches and unspoiled coral reefs, Trat offers

delightful scenery and a number of tranquil hideouts for beach and nature-lovers. The province also serves as a major fruit-growing, fishing, and gem mining region.

The city of Trat is the primary launching point for trips to the popular Koh Chang island group as well as for forays to visit both gem markets and Cambodian border markets. Like Chanthaburi, Trat is a very important ruby-mining province, with the most famous gem market located in Bo Rai District, some 50 kilometers north of the Cambodian border. Those enthralled by shopping will be delighted as Trat has more markets for its size than almost any other town in Thailand due to bustling Cambodian and coastal trade.

The weather in and around Trat is very comfortable, with warm temperatures throughout the year. The region is influenced by the northeastern and southwestern winds, which sometimes limit sea transport to only the most visited islands, particularly from May to October when the southwest monsoon blows. During this period the western coast can be wet and stormy and occasionally unsuitable for ferries and smaller boats to lift anchor. However, Koh Chang is popular year round and visitors can still easily and safely visit the island via the normal ferry routes.

Trat is Thailand's eastern-most province, bordering Cambodia along the Khao Banthat mountain range. The city of Trat serves as a launching point for visitors to the province's 52 large and small islands, including those of Mu Koh Chang Marine National Park, whose long, white, sandy beaches have made Koh Chang one of Thailand's top 'get away from it all' island destinations. Neighboring islands feature unspoiled coral reefs, and mainland Trat offers delightful scenery and a number of

natural attractions for lovers of the outdoors. Trat is also a transit point for people traveling to Cambodia, as it is only a 90 minute minibus ride to the border at Hat Lek. Air services to Trat via Bangkok Airways makes travel to Trat and Koh Chang extremely convenient for those not on a restrictive budget.

Both Trat city and some areas around the province have accommodation for visitors including luxury hotels, guesthouses, and home stays.

Trat and its island destinations can be reached via private car, public bus, or airplane from Bangkok. Once there, it may be easier to get around with your own car, but there are standard forms of local transport available for visitors: i.e. songtaews, motorbike taxis, tuk tuks, and public busses, and rental cars and motorbikes are easy to procure both on the mainland and on Koh Chang. Numerous ferry services and private boat charters service Koh Chang and some of the larger islands surrounding it.

Getting to and from Trat

By Car:

From Bangkok, take Highway No. 34 (Bang Na-Trat) or the Motorway to Chonburi, then use Highway No. 344 (Ban Bung-Klaeng) to Klaeng, where you must turn onto Highway No. 3 which leads to Trat. The total distance from Bangkok to Trat is 318 kilometers.

By Bus:

Both air-conditioned and non air-conditioned busses depart from Bangkok's Eastern Bus Terminal (Ekkamai) to Trat every hour from 6 a.m. to midnight. From Bangkok the busses to

Trat cost 197 baht for 24-seat VIP air-conditioned service, 169 baht for 1st class air-conditioned service (132 baht for 2nd class), or 113 baht for regular bus service. The trip takes five to six hours by air-conditioned bus and about eight hours by regular bus.
From Bangkok there are also direct bus and minibus services to the boat pier for Koh Chang that depart regularly from Ekkamai bus station (BTS Ekkamai) and Khao San Road. Simply make it clear you with to travel to Koh Chang rather than Trat.

For more information contact the Transport Co. Ltd at Tel: 0-2391-4164, Choet Chai Tour Tel: 0-2391-2237, Chok Anukun Tour Tel: 0-2392-7680 and Suppharat Tour Tel: 0-2391-2331.

To travel from Chanthaburi to Trat, the regular bus takes about 30 minutes. If one goes by taxi from Chanthaburi to Trat, it takes around 45 minutes.

By Air:

Bangkok Airways has daily air services between Bangkok and Trat. From the Trat airport (not far from the ferry pier in Laem Ngop) there are numerous transportation options for transferring to Koh Chang, including minibus and rental car. Visit www.bangkokair.com for more information.

Getting around Trat

Car rent in Muang Trat:

Suppharat, opposite Choet Chai Tour: Sukhumvit Road, Tel: 0-3931-2011, 0-3951-2236.

Getting around the city:

Samlors/tuk tuks around town should cost about 10 baht per person. Small songtaews cost about 5 baht per person on a share basis or 20 baht to 40 baht for the whole vehicle.

Getting to Islands:

Ferries depart either from Ao Thammachat Pier or Koh Chang Centre Point Landings between 07.30 a.m. - 4.30 p.m., with travel times of approximately 30 minutes depending on weather and boat capacity. Private vehicles can be loaded onto the ferry. Please note that vehicles used on the island should be 4 wheel drive vehicles as road conditions are bumpy and there are steep slopes to be negotiated. From the landing on Koh Chang there are songtaew services to various points. Fares should be settled beforehand.

Although mainland Trat has fewer activities to participate in than the more popular islands off the coast, though there are still enough activities that visitors with many interests will find something to keep them entertained on their Trat holiday.

Most restaurants on Trat serve a variety of cuisines, including Thai and international foods. Most guesthouse and resorts have restaurants that serve both.

As in most provincial capitals, Trat features a central market where locals can buy everything from groceries to household appliances and visitors can shop for clothing and other necessary supplies. In addition to the shopping venues listed below, there are often locally produced handicrafts available at central markets, the

occasional night market, and from village workshops in smaller towns throughout the province.

Koh Chang

With no less than 50 offshore isles, Koh Chang boasts the finest red gems, sweet Rakam fruits, indigenous dogs, the historic Koh Chang Naval engagement, and is the eastern-most province in Thailand.

Koh Chang (Elephant Island) is Thailand's second largest island and the primary destination for those visiting Koh Chang Marine National Park, which includes dozens of unspoiled islands. Located in Trat Province, about 300 kilometers East of Bangkok and not far from the Cambodian border, Koh Chang is 70% covered by unspoiled rainforest and the island's 5000 permanent residents are only gradually becoming more involved in tourism as development has increased in the past decade.

Now serviced by an airport just 15 minutes from the ferry terminal in Trat, Koh Chang is more easily accessible than ever before. Drawn to Koh Chang's pristine beaches and sparkling water, more well-to-do Thai and international travelers have been discovering Koh Chang and numerous luxury spas and resorts have sprung up to cater to them. Nonetheless, the island is still a dream destination for budget travelers and families, with a wide variety of affordable accommodation options and numerous gorgeous and tranquil beaches surrounded by crystal clear water.

While the number of tourists has increased, particularly among middle class Thais, Koh Chang is still predominately unspoiled forests and pristine beaches. In

addition to natural beauty, the island is also home to a wide range of wildlife, including native birds, snakes, deer, and even a number of elephants. As for activities, Koh Chang and the nearby islands that make up the national park are great for snorkeling, diving, camping, and jungle hiking.

The majority of tourists stay at Haad Sai Khao, Haad Kai Mook, Haad Ta Nam, and Laem Bang Bao, all of which are linked by a single road running down the west coast.

Access to the island is via Bangkok Airways service to Trat or buses that connect to shuttle service to the ferry docks at Laem Ngop near Trat.

Once the quiet refuge of backpackers in the know, Koh Chang (Elephant Island) has grown in popularity as a tourist destination since 2000, when the Thai government hoped to develop the island as the next Phuket. Fortunately, as Koh Chang is nearly as large as Phuket, a decade of development that has seen the construction of an airport in Trat and numerous hotels and restaurants has done little to sully its appeal as an island of spectacular natural beauty.

Koh Chang, the largest island in the Koh Chang Marine National Park, is a beach lover and nature enthusiasts dream come true. While recent development has led to the opening of some nightlife on the island, the primary attractions on the island are the beaches, waterfalls, and neighboring islands. However, several fishing villages, a number of naval battle sights, and some opportunities for diving and snorkeling make Koh Chang both an interesting and relaxing place to visit.

Key Tips:

Koh Chang is approximately 30 km long and 14 km wide: a total area of roughly 217 km². The Koh Chang National Marine Park covers an area of 650 km², of which 70 % is offshore.

Most of the Koh Chang hotel and guesthouse options are located on the beaches along the west coast of the island, namely Haad Sai Khao (White Sands), Klong Prao, Kai Bae, Bailan, Lonely Beach, and Bang Bao towns and beaches. There are a wide variety of accommodation options to choose from, including budget beach bungalows and luxury spa resorts.

Koh Chang, in Trat Province, is located approximately 315 km east-southeast of Bangkok, not far from the Cambodian border. Visitors can travel to Koh Chang by ferry boat after arriving in Trat via air, air-conditioned bus, taxi, car, or motorcycle. Once upon Koh Chang there are songtaew taxis and both motorbike and mountain bike rentals for exploring the island.

Getting to and from Koh Chang

By Bus:

Busses directly to Centerpoint Pier in Laem Ngop, Trat depart from the Ekkamai Eastern Bus Terminal in Bangkok at 745 am and 945 pm. The journey takes approximately five hours. Return service departs Laem Ngop at 2 and 4 pm.

In addition, there are 1st class and 2nd bus class services from both the Ekkamai Eastern Bus Terminal and the Mo Chit Northern Bus Terminal that connect Bangkok with the provincial capital of Trat, from which visitors must take a 30 minute songtaew to the port at Laem Ngop, where the boats depart to Koh Chang.

By Air:

As the owner of the airport in the provincial capital of Trat, Bangkok Airways is the sole air carrier for service to Trat and Koh Chang. There are two flights a day from Bangkok's Suvarnabhumi Airport to Trat. One should be aware that even after the roughly one hour flight from Bangkok to Trat, visitors must still get a 30 minute transfer to the ferry pier at Laem Ngop and take a 45 minute ferry to Koh Chang.

By Other:

By minibus:

Between the pier at Laem Ngop and Pattaya, Ban Phe, and Bangkok's Khao San Road there are regular direct minibus services. There are also opportunities to procure a minibus from the Cambodian border to Laem Ngop, though these are not as regularly scheduled as those from Bangkok or Pattaya.

By boat:

Most boats servicing Koh Chang depart from the town of Laem Ngop, which has three piers: The Laem Ngop pier is approximately 700 meters west of Laem Ngop, the 'Centrepoint' Pier is located about 3.5 km north-west of Laem Ngop, and the Koh Chang vehicle ferry pier is located in Thammachat Bay (Ao Thammachat), around 15 km west of Laem Ngop. All ferries can transport both passengers and vehicles and have regular departures, though Centrepoint has the most frequent boat service.

Boats from Laem Ngop arrive at the two piers that are located at Dan Khao on the east coast of the island: Tha Dan Khao and Tha Ferry Dan Khao.

Boats to or from Laem Ngop and Dan Khao complete the voyage in around 45 minutes, while the car ferry from Laem Ngop takes around 1 hour and arrives at the Tha Ferry Dan Kao pier, 400 meters southeast of the Tha Dan Khao pier. The Koh Chang vehicle ferry from Thaammachat Bay arrives at the Koh Chang Ferry Pier (Tha Ferry Koh Chang) at Sapparot Bay (Ao Sapparot), 3 kilometers northwest of the Dan Khao piers.

Getting around Koh Chang

Getting around Koh Chang isn't particularly difficult as there are only two major roads on the island: one on the east coast and one on the west coast, both of which run parallel to the sea. Other smaller roads branch off these main roads to provide access to individual beaches and various attractions, namely, Keereephet, Klong Neung and Klong Phu waterfalls.

By Motorbike:

Getting around by motorbike is convenient and inexpensive, around 150-200 baht/day. Visitors can either hire their own motorbikes or get around via motorbike-taxi. As the island has some particularly steep and dangerous hills it is best to drive with extreme caution and dress in appropriate attire, including closed toes shoes and helmets, the latter of which are required by law.

By Rental Car:

It is possible to hire a car or four wheel drive truck on the island. As Koh Chang has some particularly steep and dangerous hills it is best to use a 4x4 if you wish to rent a

car. Be aware that only Commercial First Class Insurance provides full coverage on rental cars (as opposed to limited personal or third party only insurance). Most international car rental agencies will offer this insurance (some only for those with a valid international driver's license) while local companies may or may not. You may wish to request a copy of their insurance policy and ensure that it states "For Commercial Use". Regardless, inspect rental vehicles prior to rental and drive with caution, particularly as traffic in Thailand can be quite confusing, especially the habit of Thai motorcycles drivers to drive on the wrong side of the road.

By Songtaew:

The easiest way to get around the island is via songtaew, a pickup truck with padded benches in the rear. Songtaews provide service along the two main roads and can be used as public transport or can be hired privately for a half or full day.

By Long-tail Boat:

For beach hopping or visiting nearby islands, long-tail boats can be hired for half day or full day excursions.

As one of the premier tourist destinations in Thailand, Koh Chang has innumerable activities for visitors to participate in, ensuring that visitors with any interest will find something to keep them entertained on their Koh Chang holiday.

Similar to most other Thai beach destinations, Koh Chang has a variety of dining options for visitors, though prices may be slightly higher as the relatively remote location requires restaurants to pay a bit more for their supplies.

While most resorts will serve a variety of Thai and international dishes and frequently host beachside seafood barbeques, there are a number of international restaurants serving fairly authentic Indian, Italian, and other foreign cuisines, particularly around (Haad Sai Khao) White Sand Beach.

If you are looking to sample something specific to Koh Chang, you can look out for Koh Chang wine, which may not be top shelf, but comes in a variety of flavors, including mangosteen and pineapple.

For those looking to learn some Thai cooking skills, try a cooking class at the Blue Lagoon in Khlong Phrao.

Shopping isn't the prime attraction on Koh Chang, but there are souvenir shops selling standard goods: some handicrafts, t-shirts, tailored clothing, and sarongs.

Some beaches have a few boutique shops and there are many vendors selling goods along the beach: don't worry about finding them, they'll find you.

For daily sundries, there are 7-11 stores on the island, mostly along the main roads in the bigger beach towns.

Koh Kood

Far quieter and less developed than neighboring Koh Chang, Koh Kood is a pristine island ideal for a relaxing beach holiday.

Just south of Koh Chang, its more popular neighboring island, Koh Kood is far less developed and consequently more idyllic. A rather flat island covered almost

entirely with native forest or coconut and rubber plantations, Koh Kood has a number of pristine beaches with crystal clear water. Koh Kood is located near the Cambodian border and consequently has an ethnically mixed population of roughly 2,000 residents that is slowly transitioning from an exclusive plantation and fishing economy to an incipient tourism oriented one. Development of accommodation on Koh Kood has focused on attracting a middle and upper class Thai clientele that is drawn by the island's beauty and tranquility. Both 4-5 hour slow boats and one hour speedboats from Laem Ngob and Dan Kao Piers in Trat Province provide service to the island though nicer resorts have their own boat service.

Despite being the fourth largest island in Thailand, Koh Kood has managed to remain an unspoiled slice of tropical heaven. Located in Trat Province, Koh Kood is the southernmost of the Koh Chang island chain. With gorgeous beaches and little other infrastructure it's a resort destination that caters to those looking for a quiet beach paradise, with soft sand, crystal clear water, and little else.

Relaxing is the predominate activity on this island, whose unspoiled nature and leisurely local lifestyle are the prime attractions. Snorkeling or exploring the islands beaches and forests are activities for the more adventurous, although boat trips to nearby islands for sightseeing, snorkeling, and scuba diving are also options. A small fishing village, located at Ao Salat on the Northeast of the island, provides an opportunity to experience island culture.

Key Tips:

Koh Kood has malaria infected mosquitoes and visitors should bring a supply of mosquito repellent with DEET.

There are no banks or ATMs on the island, so make sure to bring sufficient funds or use the ATM on the mainland near the pier prior to departure.

Trat airport is the most convenient airport for access to Koh Kood.

The best time to travel to Koh Kood is between November and February although the monsoon rains are moderate even during the rainy season months.

In the low season, between April and November, there is limited boat service to the island as tourist arrivals are less frequent.

Accommodation thus far has been oriented toward middle and upper class Thais who have booked package holidays. It may be possible to arrive on the island without a reservation but accommodation options are far more limited than on nearby Koh Chang. However, of the 20 or so resorts on the island there is a decent range of choices from rustic, fan-cooled bungalows to upscale air conditioned hotel rooms with modern amenities.

With gorgeous, unspoiled beaches surrounded by crystal clear waters Koh Kood itself is the attraction and visitors who are planning to do more than simply relax may enjoy exploring the islands beaches, nearby islands, or a charming fishing village.

As Koh Kood is such a popular package tourist destination there are numerous tour packages available from tour operators throughout Thailand.

There are limited dining options on the island, though most resorts specialize in Thai food, particularly featuring fresh seafood.

Source: Tourism Authority of Thailand, 2011.

Appendix E

(Budget of Eastern region in Fiscal year2010 made by OSM & Action Plan of Eastern region in Fiscal year2011)

Classification in provincial cluster

A transitory provision:

Board of Integration Provincial Management makes the Annaul Developing and Action Plans of province and provincial clusters in first time according to a royal decree approved by Board of Integration Provincial Cluster Management simultaneously (Article 36).

This royal decree allocated an annual budget to implementation of province and provincial clusters since 2010 (Article 37).

1. Budget of Eastern region in Fiscal year2010 made by OSM

Project	Budget (฿)	Authority
1. Trade and investment project of provincial cluster in Eastern region by Trade show	10,000,000	Office of Commercial Affairs Rayong
2. The development / exchange and integration of social management	4,250,000	Office of Chanthaburi
3. Integrated management expenditure of provincial cluster	5,000,000	The Eastern Province Cluster Office of Strategy Management
3 projects	**19,250,000**	

2. Action Plan "Thai Khem Khaeng 2012" of Eastern region in Fiscal year2011

Project	Budget (฿)	Authority
1. International sales promotion of the East Coast Trade Fair (ECTF)	19,847,100	Office of Trat
2. Project of image, symbol, and tourism income promotion in Eastern region under "Colors of the East"	45,000,000	Chonburi Provincial Office of Tourism and Sports
3. Construction project of Center of Disaster Prevention and Mitigation	30,094,000	Chanthaburi Provincial Office of Disaster Prevention and Mitigation (Region 17)
4. The network development of tourism management	14,000,000	Tourism Authority of Thailand (Chonburi, Rayong, Chanthaburi ,and Trat provinces)
5. Management project of East-Coast Gulf	14,440,000	Office of the Board of East-Coast Gulf
5 projects	**123,381,100**	

Source: The Office of Strategy Management: OSM, 2011.

The Action Plan of Eastern region in Fiscal year 2011

The strategic plan of Eastern region development (Chonburi, Rayong, Chanthaburi, and Trat provinces) in 2010 – 2013 has specified the development strategy and approach according to local people's potentials, problems, and actual demands. The strategy is classified by the developing tactics for achievement of value-added products, results of continuous project, and strategic goal. The Action Plan of government consists of 3 parts as follows:

Part 1:

The strategies and tactics of Government Action Plan in 2011 are linked with Strategic Plan of provincial cluster in Eastern region.

Part 2:

The details are in form of an annual Government Action Plan of provincial cluster in Eastern region in 2011.

Part 3:

The details of provincial cluster project are the basic data of Support Activities.

Each of the projects in Action Plan of provincial cluster in Eastern region is indicated the role and responsibility of stakeholders, the results and the expected

effectiveness of project. The implementation of provincial cluster in Eastern region is following details:

Vision:

The provincial cluster in Eastern region is source of international quality tourism sites and tropical fruit.

Strategic goal 1: To increase tourism income.

Strategic goal 2: To add the value of agricultural products.

Strategy 1:

The sustainable development and linkage of tourism is among the provincial cluster in Eastern region by implementing 9 projects under budget of 169,534,200 baht.

Strategy 2:

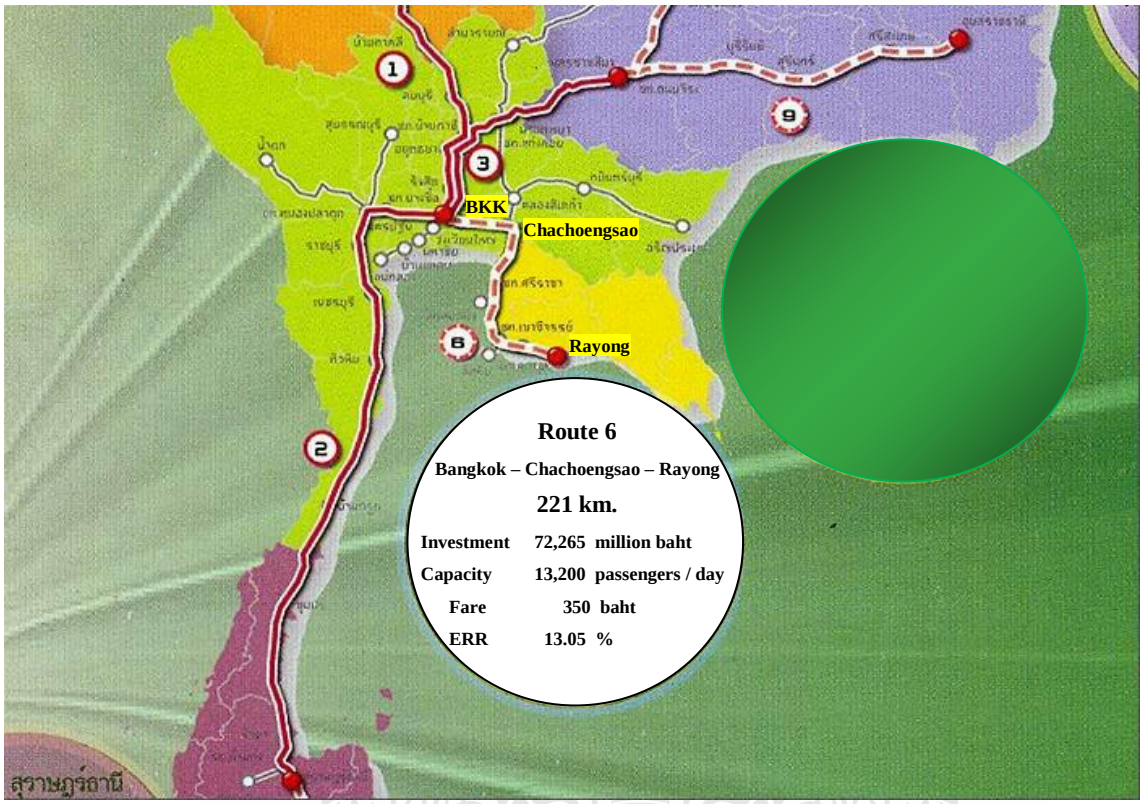
The development of the processing productivity and fruit market of the provincial cluster in Eastern region has 4 projects under budget of 149,144,400 baht.

Source: Adapted from the Eastern Province Cluster Office of Strategy Management: OSM, 2011.

Appendix F

(Project of Eastern High Speed Electric Train from Bangkok – Rayong in 2020)

Project of Eastern High Speed Electric Train Bangkok – Rayong in 2020



Source: www.rotfaithai.com. , 2011.

Appendix G

(Tables of Research Result)

Table G.1 Mode and Mean of Thai visitors' frequencies variables.

Frequencies variables	Statistics	
	Mean	**Mode**
Quarter	2.88	4
Age	31.19 years	30 years
Tour provinces	1.31 province	1 province
N_Prov_in_Group	1.11 province	1 province
Tour_Day	2.37 days	2 days
N_Trip	1.76 trip / year	1 trip / year
SIZE	6.01 persons	5 persons
Income	10,001 – 15,000 ฿	10,001 – 15,000 ฿
Occu	Employee	Employee
Obj	Convention/ Conference/ Exhibition	Holiday / Vacation
Trans	Car	Car
DISTANCE	261.95 km.	179 km.
Provstay	Trat	Bangkok
Domicile	Western region	Eastern region
Arrange	Self arrangement	Self arrangement
Revisit1	Year 2010	Year 2010
Visit1 (2011)	-	**Krabi**
Visit2 (2011)	-	Mae Hongsorn
Visit3 (2011)	-	Chiang Mai

Table G.1 Mode and Mean of Thai visitors' frequencies variables (Cont.).

Frequencies variables	Statistics	
	Mean	Mode
Reason1	Tourist attraction	Tourist attraction
Provisit	-	**Bangsaen**
Prov1	-	**Bangsaen**
Prov2	-	Chanthaburi
Prov3	-	Rayong
Prov4	-	Chon Buri
Prov5	-	Bangkok
Prov6	-	Nakornpathom
Prov7	-	Nan
Infor_Friend	✓	✓
Inter_no	✓	✓
D_SEX	Female	Female
Quality	Good	Good
Clean	Good	Good
Food	Good	Good
Dishon_Lv	Critical level	Critical level
Safety_Lv	Critical level	Critical level
Hygiene_Lv	Critical level	Critical level
Access_Lv	Critical level	Critical level
Pollut_Lv	Critical level	Critical level
Facil_Lv	Critical level	Critical level
Service_Lv	Critical level	Critical level
Safe_Lv	Critical level	Critical level
Clean_Lv	Critical level	Critical level

Table G.2 Mode and Mean of foreign visitors' frequencies variables.

Frequencies variables	Statistics	
	Mean	Mode
Quarter	3.06	4
Age	36.16 years	30 years
Tour provinces	3.20 province	3 province
N_Prov_in_Group	1.17 province	1 province
Tour_Day	10.90 days	1 day
N_Trip	1.14 trip / year	1 trip / year
SIZE	3.71 persons	4 persons
Income	USD 20,000 – 39,999 / year	USD 20,000 – 39,999 / year
Occu	Student	Self employed/ Professional/ Administrative
D_SEX	Male	Male
Obj	Holiday / Vacation	Holiday / Vacation
Trans	Bus	Boat/ Ship
C_residence	Russia	U.S.A.
C_citizenship	Russian	British
Region	Oceania	Europe
Friends	✓	✓
Arrange	Self arrangement	Self arrangement
Reason1	Tourist attraction	Tourist attraction
Provisit	-	**Pattaya**

Table G.2 Mode and Mean of foreign visitors' frequencies variables (Cont.).

Frequencies variables	Statistics	
	Mean	Mode
Prov1	-	**Pattaya**
Prov2	-	Bangkok
Prov3	-	-
Prov4	-	-
Prov5	-	-
Prov6	-	-
Visit(2010)	-	Krabi
Visit(2011)	-	**Krabi**
Visit(2012)	-	Suratthani
Infor_Internet	✓	✓
Inter_Infor	✓	✓
Quality	Good	Good
Clean	Good	Good
Food	Good	Good
Dishon_Lv	Warning level	Warning level
Safety_Lv	Warning level	Warning level
Hygiene_Lv	Warning level	Warning level
Access_Lv	Warning level	Warning level
Pollut_Lv	Warning level	Warning level
Facil_Lv	Warning level	Warning level
Service_Lv	Critical level	Critical level
Safe_Lv	Critical level	Critical level
Clean_Lv	Critical level	Critical level

Table G.3 The Thai visitors' Double Log Demand Function.

lnTC3_DAY

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
35	(Constant)	3.943	0.097		40.761	0.000	3.753	4.132					
	D_Out_Provin	0.245	0.013	0.256	19.377	0.000	0.220	0.270	0.551	0.324	0.207	0.653	1.532
	ln_TC3_DAY	-0.499	0.012	-0.767	-41.11	0.000	-0.523	-0.476	-0.424	-0.588	-0.439	0.327	3.056
	Exp_On_Way	0.111	0.005	0.405	24.389	0.000	0.102	0.120	0.087	0.396	0.260	0.413	2.420
	Exp_Before	0.077	0.004	0.316	18.366	0.000	0.069	0.085	-0.049	0.309	0.196	0.385	2.598
	income	0.053	0.004	0.169	11.951	0.000	0.045	0.062	0.111	0.207	0.128	0.568	1.761
	quarter	0.029	0.006	0.069	4.790	0.000	0.017	0.040	0.035	0.084	0.051	0.556	1.799
	D_Bus	-0.141	0.014	-0.141	-9.856	0.000	-0.169	-0.113	-0.205	-0.172	-0.105	0.558	1.792
	D_Car	-0.136	0.014	-0.132	-9.444	0.000	-0.164	-0.108	-0.298	-0.165	-0.101	0.586	1.708
	reason8	-0.106	0.014	-0.094	-7.736	0.000	-0.132	-0.079	-0.054	-0.136	-0.083	0.764	1.308
	Quality	0.042	0.016	0.047	2.605	0.009	0.010	0.073	0.029	0.046	0.028	0.351	2.852
	D_Package	-0.091	0.016	-0.076	-5.652	0.000	-0.123	-0.060	0.096	-0.100	-0.060	0.622	1.608
	Vehicle	3.52E-05	0.000	0.065	6.005	0.000	0.000	0.000	0.021	0.106	0.064	0.977	1.024
	DISTANCE	0.00E+00	0.000	0.085	6.750	0.000	0.000	0.000	0.325	0.119	0.072	0.720	1.390
	SIZE	-3.00E-03	0.001	-0.076	-5.857	0.000	-0.004	-0.002	0.007	-0.103	-0.063	0.678	1.476
	reason4	9.30E-02	0.032	0.034	2.931	0.003	0.031	0.156	-0.004	0.052	0.031	0.829	1.206
	Infor_Friend	0.039	0.011	0.041	3.434	0.001	0.017	0.061	0.069	0.061	0.037	0.809	1.236
	reason2	-0.044	0.013	-0.041	-3.420	0.001	-0.069	-0.019	0.005	-0.060	-0.036	0.806	1.241
	D_Friend	0.027	0.010	0.031	2.836	0.005	0.008	0.046	0.134	0.050	0.030	0.949	1.054
	D_OBJ1	0.076	0.019	0.058	3.968	0.000	0.039	0.114	0.030	0.070	0.042	0.533	1.878
	Cleanl_Lv	0.098	0.030	0.040	3.271	0.001	0.039	0.156	0.029	0.058	0.035	0.779	1.284
	Inter_Accom	0.048	0.016	0.035	3.010	0.003	0.017	0.079	0.240	0.053	0.032	0.861	1.161
	reason3	0.042	0.016	0.033	2.728	0.006	0.012	0.073	0.043	0.048	0.029	0.798	1.253
	access_Lv	-0.024	0.008	-0.039	-3.030	0.002	-0.039	-0.008	-0.262	-0.054	-0.032	0.695	1.439
	Infor_TV	-0.039	0.015	-0.030	-2.629	0.009	-0.068	-0.010	-0.119	-0.046	-0.028	0.847	1.180
	N_Trip	0.007	0.003	0.029	2.611	0.009	0.002	0.012	0.038	0.046	0.028	0.923	1.083
	Domicile7	-0.050	0.018	-0.031	-2.824	0.005	-0.084	-0.015	0.015	-0.050	-0.030	0.945	1.059
	D_OCCU2	-0.025	0.014	-0.020	-1.797	0.072	-0.053	0.002	0.017	-0.032	-0.019	0.907	1.103
	Food	0.040	0.016	0.045	2.478	0.013	0.008	0.072	0.017	0.044	0.026	0.350	2.859
	D_Arrange	0.056	0.020	0.040	2.751	0.006	0.016	0.096	0.050	0.049	0.029	0.528	1.895
	Infor_Agent	-0.043	0.020	-0.028	-2.196	0.028	-0.082	-0.005	-0.011	-0.039	-0.023	0.710	1.408
	Domicile5	-0.042	0.018	-0.025	-2.300	0.022	-0.077	-0.006	0.031	-0.041	-0.025	0.949	1.054
	D_OCCU4	0.098	0.034	0.033	2.865	0.004	0.031	0.166	0.023	0.051	0.031	0.881	1.135
	age	-0.002	0.001	-0.034	-2.496	0.013	-0.003	0.000	0.084	-0.044	-0.027	0.628	1.593
	D_OBJ2	0.064	0.029	0.033	2.200	0.028	0.007	0.120	-0.057	0.039	0.023	0.496	2.017
	D_OBJ8	0.258	0.123	0.023	2.109	0.035	0.018	0.499	0.070	0.037	0.023	0.949	1.054

a **Dependent Variable: lnTour_Day**

R^2 = 0.636 ; Adjusted R^2 = 0.632 F = 159.629 ; Sig. F = 0.000

Table G.4 The ranking of factors' importance to Days per trip of Thai visitors in the Eastern region.

No.	Factors	Meanings
1	lnTC3_DAY	Total Travel Cost per day with opportunity cost using 1/3 of the wage rate
2	Exp_On_Way	Expenditure on way to provinces in Eastern region
3	Exp_Before	Expenditure before the trip at provinces in Eastern region
4	D_Out_Provin	Tour outside provinces of Eastern region
5	Income	Visitors' income
6	D_Bus	Visit to provinces in Eastern region by bus
7	D_Car	Visit to provinces in Eastern region by car
8	reason8	Reason of visit to provinces in Eastern region was accessibility.
9	DISTANCE	Visitors' distance from stay province to visited province
10	D_Package	Visitors' the purchase of packaged tour
11	SIZE	Tour group
12	Quarter	Quarter of trip
13	Vehicle	Expenditure of local transportation
14	D_OBJ1	The main purpose of visiting was holiday / vacation.
15	Quality	Quality of accommodation at provinces in Eastern region
16	Food	Food of accommodation at provinces in Eastern region
17	Infor_Friend	Source of tourism information was visitors' friends.
18	reason2	Reason of visit to provinces in Eastern region was the security / safety.
19	Cleanl_Lv	Evaluation of local transportation in aspect of cleanliness
20	D_Arrange	Tourism arrangement by tour agency
21	access_Lv	Evaluation of tourism sites in aspect of accessibility
22	Inter_Accom	Reservation of accommodation through internet
23	reason4	Reason of visit to provinces in Eastern region was good value of money.
24	age	Visitors' age
25	D_OCCU4	Visitors' occupation was unemployed.

Table G.4 The ranking of factors' importance to Days per trip of Thai visitors in the Eastern region (Cont.).

No.	Factors	Meanings
26	D_OBJ2	The main purpose of visiting was Convention / Conference / Exhibition.
27	reason3	Reason of visit to provinces in Eastern region was the delicious food.
28	D_Friend	The visitors were accompanied by their friends.
29	Domicile7	**Visitors' domiciles were in Northeastern region.**
30	Infor_TV	Source of tourism information from TV
31	N_Trip	The number of visitors' trip per year
32	Infor_Agent	Source of tourism information was tour agency.
33	Domicile5	**Visitors' domiciles were in Northern region.**
34	D_OBJ8	The main purpose of visiting was religious purpose.
35	D_OCCU2	Visitors' occupation was Government and Military Personnel.

Table G.5 The foreign visitors' Double Log Demand Function.

lnTC1_DAY

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
39	(Constant)	5.647	0.113		49.949	0.000	5.426	5.869					
	ln_tc1_day	-0.447	0.007	-0.645	-61.802	0.000	-0.461	-0.433	-0.729	-0.648	-0.446	0.477	2.097
	D_Trian	-0.612	0.025	-0.378	-24.961	0.000	-0.660	-0.564	-0.102	-0.325	-0.180	0.227	4.414
	q6	0.184	0.007	0.240	25.164	0.000	0.169	0.198	0.531	0.327	0.181	0.571	1.753
	Inter_Reserve	-0.154	0.016	-0.085	-9.845	0.000	-0.185	-0.123	-0.321	-0.134	-0.071	0.704	1.420
	D_Car	-0.270	0.024	-0.165	-11.213	0.000	-0.317	-0.223	0.063	-0.152	-0.081	0.240	4.166
	reason2	-0.153	0.016	-0.074	-9.722	0.000	-0.184	-0.122	-0.078	-0.133	-0.070	0.888	1.126
	income	0.044	0.005	0.080	9.498	0.000	0.035	0.053	0.157	0.130	0.069	0.731	1.368
	Infor_Agent	-0.120	0.016	-0.058	-7.617	0.000	-0.151	-0.089	0.013	-0.104	-0.055	0.882	1.134
	Family	-0.118	0.016	-0.071	-7.310	0.000	-0.149	-0.086	-0.173	-0.100	-0.053	0.546	1.831
	N_Trip	0.088	0.012	0.055	7.162	0.000	0.064	0.112	0.032	0.098	0.052	0.890	1.123
	D_Asia	-0.109	0.015	-0.054	-7.142	0.000	-0.139	-0.079	-0.013	-0.098	-0.052	0.894	1.119
	Infor_Others	-0.211	0.038	-0.042	-5.546	0.000	-0.286	-0.137	-0.111	-0.076	-0.040	0.923	1.083
	Inter_Accom	0.055	0.014	0.032	3.930	0.000	0.027	0.082	0.222	0.054	0.028	0.795	1.259
	reason7	0.064	0.013	0.038	4.815	0.000	0.038	0.090	0.115	0.066	0.035	0.837	1.194
	SIZE	0.020	0.003	0.051	6.522	0.000	0.014	0.026	0.100	0.089	0.047	0.863	1.158
	Entrance_Fee	-5.01E-05	0.000	-0.048	-6.296	0.000	0.000	0.000	-0.145	-0.086	-0.045	0.878	1.139
	Cost_Trans	2.83E-05	0.000	0.031	3.766	0.000	0.000	0.000	0.087	0.052	0.027	0.755	1.324
	reason9	-0.074	0.017	-0.039	-4.337	0.000	-0.108	-0.041	0.086	-0.060	-0.031	0.628	1.592
	reason4	0.070	0.015	0.039	4.569	0.000	0.040	0.100	0.198	0.063	0.033	0.714	1.401
	D_OBJ7	0.466	0.120	0.028	3.894	0.000	0.231	0.700	0.005	0.053	0.028	0.979	1.022
	Inter_Trans	0.055	0.018	0.024	3.108	0.002	0.020	0.090	0.100	0.043	0.022	0.900	1.111
	D_OBJ3	0.143	0.037	0.029	3.882	0.000	0.071	0.216	0.032	0.053	0.028	0.908	1.102
	D_OCCU2	-0.081	0.031	-0.019	-2.620	0.009	-0.142	-0.020	0.008	-0.036	-0.019	0.950	1.052
	Accomod	4.02E-06	0.000	0.023	2.931	0.003	0.000	0.000	0.064	0.040	0.021	0.822	1.216
	Cleanl_Lv	-0.147	0.045	-0.025	-3.256	0.001	-0.236	-0.059	-0.161	-0.045	-0.023	0.906	1.103
	Shopping	-1.39E-05	0.000	-0.028	-3.592	0.000	0.000	0.000	-0.161	-0.049	-0.026	0.830	1.205
	D_OCCU5	0.106	0.031	0.025	3.407	0.001	0.045	0.166	-0.060	0.047	0.025	0.940	1.064
	reason5	0.067	0.019	0.028	3.495	0.000	0.029	0.104	0.064	0.048	0.025	0.838	1.194
	hygiene_Lv	-0.110	0.022	-0.048	-4.913	0.000	-0.154	-0.066	-0.057	-0.067	-0.035	0.540	1.852
	pollut_Lv	0.095	0.022	0.042	4.237	0.000	0.051	0.139	-0.049	0.058	0.031	0.530	1.888
	D_America	-0.045	0.018	-0.019	-2.539	0.011	-0.079	-0.010	-0.005	-0.035	-0.018	0.935	1.069
	Infor_TV	0.043	0.016	0.023	2.778	0.005	0.013	0.073	0.061	0.038	0.020	0.783	1.278
	Quarter	-0.027	0.008	-0.032	-3.227	0.001	-0.043	-0.010	0.403	-0.044	-0.023	0.544	1.838
	reason10	-0.182	0.069	-0.019	-2.632	0.009	-0.318	-0.046	-0.114	-0.036	-0.019	0.956	1.046
	D_OCCU1	0.043	0.016	0.020	2.640	0.008	0.011	0.075	0.053	0.036	0.019	0.923	1.083
	N_Prov_in_Group	-0.046	0.018	-0.020	-2.603	0.009	-0.080	-0.011	0.048	-0.036	-0.019	0.853	1.173
	Friends	-0.037	0.016	-0.023	-2.352	0.019	-0.067	-0.006	0.058	-0.032	-0.017	0.562	1.780
	Food_Bever	6.26E-06	0.000	0.018	2.151	0.032	0.000	0.000	-0.058	0.030	0.016	0.730	1.370
	D_SEX	-0.025	0.012	-0.015	-2.082	0.037	-0.048	-0.001	-0.054	-0.029	-0.015	0.972	1.029

a **Dependent Variable:lnTour_Day**

R^2 = 0.725 ; Adjusted R^2 = 0.723

F = 357.323 ; Sig. F = 0.000

Table G.6 The ranking of factors' importance to Days per trip of foreign visitors in the Eastern region.

No.	Factors	Meanings
1	lnTC1_DAY	Total Travel Cost per day without opportunity cost
2	D_Train	Visit to provinces in Eastern region by train
3	q6	Total visited provinces
4	D_Car	Visit to provinces in Eastern region by car
5	Inter_Reserve	Reservation of tourism site through internet
6	income	Visitors' income
7	reason2	Reason of visit to provinces in Eastern region was the security / safety.
8	Family	The visitors were accompanied by their family.
9	Infor_Agent	Source of tourism information was tour agency.
10	N_Trip	The number of visitors' trip per year
11	D_Asia	**Visitors lived in Asia region.**
12	SIZE	Tour group
13	hygiene_Lv	Evaluation of tourism sites in aspect of hygiene
14	Entrance_Fee	Expenditure of entrance fee / service fee (s)
15	pollut_Lv	Evaluation of tourism sites in aspect of pollution
16	Infor_Others	Source of tourism information from the others
17	reason4	Reason of visit to provinces in Eastern region was the accessibility.
18	reason9	Reason of visit to provinces in Eastern region was the traveling times.
19	reason7	Reason of visit to provinces in Eastern region was good value of money.
20	Inter_Accom	Reservation of accommodation through internet
21	Quarter	Quarter of trip
22	Cost_Trans	Expenditure of local transportation
23	D_OBJ3	The main purpose of visiting was business.
24	D_OBJ7	The main purpose of visiting was Incentive / Sponsored.
25	reason5	Reason of visit to provinces in Eastern region was the festival.
26	Shopping	Expenditure of shopping
27	D_OCCU5	Visitors' occupation was retirement.

Table G.6 The ranking of factors' importance to Days per trip of foreign visitors in the Eastern region (Cont.).

No.	Factors	Meanings
28	Cleanl_Lv	Evaluation of local transportation in aspect of cleanliness
29	Inter_Trans	Reservation of transportation through internet
30	Infor_TV	Source of tourism information from TV
31	Friends	The visitors were accompanied by their friends.
32	Accomod	Expenditure of accommodation
33	D_OCCU1	Visitors' occupation was Government and Military Personnel.
34	N_Prov_in_Group	The number of tourism provinces in Eastern region
35	reason10	Reason of visit to provinces in Eastern region is the others
36	D_OCCU2	Visitors' occupation was Agricultural Worker.
37	D_America	**Visitors lived in America region.**
38	Food_Bever	Expenditure of food and beverage
39	D_SEX	Visitors' gender

Table G.7 The factors affecting Demand Elasticity (Days per trip) of Thai visitors in the Eastern region.

No.	The relatively positive effect (+)		The relatively negative effect (-)	
	Elasticity of Demand	Factors	Elasticity of Demand	Factors
1	0.258	The main purpose of visiting was religious purpose.	0.499	Total Travel Cost per day with opportunity cost using 1/3 of the wage rate
2	0.245	Tour outside provinces of Eastern region	0.141	Visit to provinces in Eastern region by bus
3	0.111	Expenditure on way to provinces in Eastern region	0.136	Visit to provinces in Eastern region by car
4	0.098	Evaluation of local transportation in aspect of cleanliness	0.106	Reason of visit to provinces in Eastern region was accessibility.
5	0.098	Visitors' occupation was unemployed.	0.091	Visitors' the purchase of packaged tour
6	9.30E-02	Reason of visit to provinces in Eastern region was good value of money.	0.050	**Visitors' domiciles were in Northeastern region.**
7	0.077	Expenditure before the trip at provinces in Eastern region	0.044	Reason of visit to provinces in Eastern region was the security / safety.
8	0.076	The main purpose of visiting was holiday / vacation.	0.043	Source of tourism information was tour agency.
9	0.064	The main purpose of visiting was Convention / Conference / Exhibition.	0.042	**Visitors' domiciles were in Northern region.**
10	0.056	Tourism arrangement by tour agency	0.039	Source of tourism information from TV
11	0.053	Visitors' income	0.025	Visitors' occupation was Government and Military Personnel.
12	0.048	Reservation of accommodation through internet	0.024	Evaluation of tourism sites in aspect of accessibility
13	0.042	Quality of accommodation at provinces in Eastern region	0.002	Visitors' age
14	0.042	Reason of visit to provinces in Eastern region was the delicious food.	3.00E-03	Tour group

Table G.7 The factors affecting Demand Elasticity (Days per trip) of Thai visitors in the Eastern region (Cont.).

No.	The relatively positive effect (+)		The relatively negative effect (-)	
	Elasticity of Demand	Factors	Elasticity of Demand	Factors
15	0.040	Food of accommodation at provinces in Eastern region		
16	0.039	Source of tourism information was visitors' friends.		
17	0.029	Quarter of trip		
18	0.027	The visitors were accompanied by their friends.		
19	0.007	The number of visitors' trip per year		
20	3.52E-05	Expenditure of local transportation		
21	0.00E+00	Visitors' distance from stay province to visited province		

Table G.8 The factors affecting Demand Elasticity (Days per trip) of foreign visitors in the Eastern region.

No.	The relatively positive effect (+)		The relatively negative effect (-)	
	Elasticity of Demand	Factors	Elasticity of Demand	Factors
1	0.466	The main purpose of visiting was Incentive / Sponsored.	0.612	Visit to provinces in Eastern region by train
2	0.184	Total visited provinces	0.447	Total Travel Cost per day without opportunity cost
3	0.143	The main purpose of visiting was business.	0.270	Visit to provinces in Eastern region by car
4	0.106	Visitors' occupation was retirement.	0.211	Source of tourism information from the others
5	0.095	Evaluation of tourism sites in aspect of pollution	0.182	Reason of visit to provinces in Eastern region is the others
6	0.088	The number of visitors' trip per year	0.154	Reservation of tourism site through internet
7	0.070	Reason of visit to provinces in Eastern region was the accessibility.	0.153	Reason of visit to provinces in Eastern region was the security / safety.
8	0.067	Reason of visit to provinces in Eastern region was the festival.	0.147	Evaluation of local transportation in aspect of cleanliness
9	0.064	Reason of visit to provinces in Eastern region was good value of money.	0.120	Source of tourism information was tour agency.
10	0.055	Reservation of accommodation through internet	0.118	The visitors were accompanied by their family.
11	0.055	Reservation of transportation through internet	0.110	Evaluation of tourism sites in aspect of hygiene
12	0.044	Visitors' income	0.109	**Visitors lived in Asia region.**
13	0.043	Source of tourism information from TV	0.081	Visitors' occupation was Agricultural Worker.
14	0.043	Visitors' occupation was Government and Military Personnel.	0.074	Reason of visit to provinces in Eastern region was the traveling times.
15	0.020	Tour group	0.046	The number of tourism provinces in Eastern region
16	2.83E-05	Expenditure of local transportation	0.045	**Visitors lived in America region.**

Table G.8 The factors affecting Demand Elasticity (Days per trip) of foreign visitors in the Eastern region (Cont.).

No.	The relatively positive effect (+)		The relatively negative effect (-)	
	Elasticity of Demand	Factors	Elasticity of Demand	Factors
17	6.26E-06	Expenditure of food and beverage	0.037	The visitors were accompanied by their friends.
18	4.02E-06	Expenditure of accommodation	0.027	Quarter of trip
19			0.025	Visitors' gender
20			5.01E-05	Expenditure of entrance fee / service fee (s)
21			1.39E-05	Expenditure of shopping

Table G.9 The General Logit Model for Thai visitors at provinces in the Eastern region.

Dependent Variable (No. of visited provinces In Eastern region)[a]		Parameter Estimates							
		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
4 provinces (j=1)		***There is only one Thai respondent chosen 4 provinces in Eastern region.***							
3 provinces (j=2)	quarter	-0.870	0.412	4.449	1	0.035	0.419	0.187	0.940
	access_Lv	6.726	2.995	5.043	1	0.025	833.409	2.353	295195.886
	Entertain	0.001	0.000	4.322	1	0.038	1.001	1.000	1.001
	[D_Out_Provin=0]	-2.82	0.65	18.83	1	0.000	0.060	0.017	0.213
	[D_Bus=0]	4.117	1.570	6.879	1	0.009	61.402	2.830	1332.02
	[D_Car=0]	10.984	3.607	9.275	1	0.002	58906.496	50.144	6.92E+07
	[D_Family=0]	-1.704	0.836	4.158	1	0.041	0.182	0.035	0.936
	[Inter_no=0]	-3.035	1.177	6.650	1	0.010	0.048	0.005	0.483
	[Inter_Accom=0]	-3.512	0.846	17.228	1	0.000	0.030	0.006	0.157
	[Inter_Package=0]	-2.386	0.958	6.201	1	0.013	0.092	0.014	0.602
	[Inter_Reserve=0]	-2.903	1.288	5.081	1	0.024	0.055	0.004	0.685
	[Domicile2=0]	-2.513	0.886	8.045	1	0.005	0.081	0.014	0.460
2 provinces (j=3)	quarter	0.231	0.098	5.584	1	0.018	1.260	1.040	1.526
	Exp_Before	-0.174	0.067	6.866	1	0.009	0.840	0.737	0.957
	Exp_On_Way	0.168	0.074	5.212	1	0.022	1.183	1.024	1.367
	N_Trip	0.070	0.034	4.146	1	0.042	1.072	1.003	1.147
	Accommod	0.000	0.000	10.834	1	0.001	1.000	1.000	1.000
	Shopping	0.000	0.000	6.555	1	0.010	1.000	0.999	1.000
	Entertain	0.000	0.000	4.115	1	0.043	1.000	1.000	1.000
	Serv_Charge	0.000	0.000	16.156	1	0.000	1.000	1.000	1.001
	Miscellan	-0.001	0.000	19.468	1	0.000	0.999	0.998	0.999
	[D_OCCU6=0]	3.458	1.556	4.937	1	0.026	31.749	1.503	670.479
	[D_OCCU7=0]	1.995	0.975	4.182	1	0.041	7.350	1.086	49.721
	[Infor_Agent=0]	0.795	0.394	4.073	1	0.044	2.214	1.023	4.791

Table G.9 The General Logit Model for Thai visitors at provinces in the Eastern region (Cont.).

Dependent Variable (No. of visited provinces In Eastern region)[a]		Parameter Estimates							
		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
2 provinces (j=3)	[Infor_Internet=0]	1.010	0.184	30.076	1	0.000	2.746	1.914	3.940
	[Infor_Friend=0]	9.179	0.206	1977.498	1	0.000	9692.499	6467.471	14525.698
	[D_Out_Provin=0]	-2.423	0.172	197.601	1	0.000	0.089	0.063	0.124
	[D_Package=0]	0.766	0.232	10.883	1	0.001	2.151	1.365	3.391
	[D_Bus=0]	1.211	0.264	20.979	1	0.000	3.356	1.999	5.635
	[D_Car=0]	1.146	0.278	16.987	1	0.000	3.147	1.824	5.428
	[D_Friend=0]	-1.113	0.267	17.435	1	0.000	0.328	0.195	0.554
	[D_Family=0]	-1.168	0.260	20.246	1	0.000	0.311	0.187	0.517
	[Inter_no=0]	-0.802	0.354	5.145	1	0.023	0.448	0.224	0.897
	[Inter_Accom=0]	-1.111	0.21	27.918	1	0.000	0.329	0.218	0.497
	[Inter_Package=0]	-1.019	0.332	9.425	1	0.002	0.361	0.188	0.692
	[Inter_Infor=0]	-1.296	0.322	16.216	1	0.000	0.274	0.146	0.514
	[Domicile1=0]	-0.644	0.271	5.632	1	0.018	0.525	0.309	0.894
	[Domicile2=0]	-0.854	0.286	8.926	1	0.003	0.426	0.243	0.746
	[Domicile3=0]	1.005	0.459	4.793	1	0.029	2.733	1.111	6.722

Note: 1. **The reference category** is: 1 visited province in Eastern region.

2. **Exp(B)** means the odds ratio (% or Times) of the predicted case (Dependent variable) when the factor (Independent variable) increases 1 unit and other variables are controlled.

3. There were 3,228 Thai respondents who visited to 1, 2, 3, and 4 provinces in Eastern region.

Table G.10 The General Logit Model for foreign visitors at provinces in the Eastern region.

Dependent Variable (No. of visited provinces In Eastern region)[a]		Parameter Estimates							
		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
4 provinces (j=1)		***There is only two foreign respondents chosen 4 provinces in Eastern region.***							
3 provinces (j=2)	Tour_Day	-0.357	0.135	6.962	1	0.008	0.700	0.537	0.912
	TC1_DAY	0.000	0.000	9.470	1	0.002	0.999	0.999	1.000
	Exp_Before	0.994	0.284	12.266	1	0.000	2.702	1.549	4.712
	Exp_On_Way	-2.928	0.621	22.208	1	0.000	0.053	0.016	0.181
	[D_OCCU8=0]	-2.808	1.083	6.723	1	0.010	0.060	0.007	0.504
	[Infor_Friend=0]	2.526	1.109	5.186	1	0.023	12.501	1.422	109.909
	[reason3=0]	-2.060	0.892	5.340	1	0.021	0.127	0.022	0.731
	[reason6=0]	-3.669	1.588	5.337	1	0.021	0.026	0.001	0.573
	[D_Trian=0]	3.861	1.832	4.443	1	0.035	47.499	1.311	1721.189
	[Inter_Pack=0]	-5.413	1.262	18.408	1	0.000	0.004	0.000	0.053
2 provinces (j=3)	income	-0.206	0.076	7.242	1	0.007	0.814	0.701	0.946
	Tour_Day	-0.06	0.015	15.085	1	0.000	0.942	0.914	0.971
	access_Lv	0.736	0.329	5.013	1	0.025	2.087	1.096	3.974
	Exp_Before	-0.091	0.036	6.279	1	0.012	0.913	0.850	0.980
	Exp_On_Way	-0.224	0.042	27.964	1	0.000	0.800	0.736	0.869
	Clothes	0.000	0.000	11.145	1	0.001	1.000	1.000	1.000
	Food_Bever	0.000	0.000	24.025	1	0.000	1.000	1.000	1.000
	Entrance_Fee	0.000	0.000	5.323	1	0.021	1.000	1.000	1.000
	[D_OCCU3=0]	-0.708	0.262	7.302	1	0.007	0.493	0.295	0.823
	[D_OCCU8=0]	-0.601	0.292	4.223	1	0.040	0.549	0.309	0.973
	[reason3=0]	-0.395	0.189	4.371	1	0.037	0.674	0.465	0.976
	[reason9=0]	0.514	0.226	5.178	1	0.023	1.673	1.074	2.606
	[D_Out_Provin=0]	-5.996	0.240	624.184	1	0.000	0.002	0.002	0.004
	[D_Trian=0]	0.759	0.327	5.408	1	0.020	2.137	1.127	4.053

Table G.10 The General Logit Model for foreign visitors at provinces in the Eastern region (Cont.).

Dependent Variable (No. of visited provinces In Eastern region)[a]		Parameter Estimates							
		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
2 provinces (j=3)	[D_Car=0]	0.934	0.314	8.831	1	0.003	2.545	1.374	4.713
	[Inter_no=0]	-0.571	0.279	4.183	1	0.041	0.565	0.327	0.976
	[Inter_Accom=0]	2.569	0.200	164.205	1	0.000	13.047	8.808	19.325
	[Inter_Pack=0]	-1.846	0.269	47.169	1	0.000	0.158	0.093	0.267
	[Inter_Infor=0]	0.632	0.224	7.933	1	0.005	1.881	1.212	2.919
	[Loner=0]	2.355	0.534	19.415	1	0.000	10.537	3.697	30.037
	[Friends=0]	2.957	0.456	42.016	1	0.000	19.240	7.868	47.043
	[Family=0]	2.507	0.450	31.067	1	0.000	12.262	5.079	29.605
	[Colleague=0]	1.814	0.532	11.616	1	0.001	6.137	2.162	17.421

Note: 1. **The reference category** is: 1 visited province in Eastern region.

2. **Exp(B)** means the odds ratio (% or Times) of the predicted case (Dependent variable) when the factor (Independent variable) increases 1 unit and other variables are controlled.

3. There were 5,556 foreign respondents who visited to 1, 2, 3, and 4 provinces in Eastern region.

Appendix H

(The draft 11th National Economic and Social Development Plan)

The National Economic and Social Development Plan (2012 – 2016)

Vision:

"A happy society with equality, fairness and resilience"

Mission:

- To promote better income distribution, and fair, harmony and democratic society in order to achieve better quality of life.
- To create socio-economic security through strengthening production of goods and services based on knowledge, creativity and environmental friendliness, improving social protection for better coverage, and ensuring food and energy security.
- To strengthen resilience to changes and crises and develop human resources.

Targets:

- Thai society is more peaceful and has good governance.
- All citizens acquire social protection.
- Total factor productivity in every sector is increased.
- Shares of agricultural and service sectors in the economy are increased.
- Share of creative economy is increased.

- Thailand's competitiveness ranking is improved.
- Natural resources and environmental quality are improved.

6 Development Strategies:

1. Strategy of promoting the just society

Key measures:

- Enhance socio-economic security for all citizens to be capable of managing risks and creating opportunities in life.
- Ensure social inclusion to generate opportunity for all to gain access to social services according to one's own entitlement, to create self-immunity, and to employ the participatory approach to country development.
- Empower all citizens to be able to make choices and have ability to participate with dignity in social, economic and politic activities.
- Enhance social cohesion.

2. Strategy of developing human resources to promote lifelong learning society

Key measures:

- Improve the quality of newborns with appropriate population distribution.
- Develop human resources aiming at increasing resilience of individual to future changes.
- Promote lifelong learning.

- Encourage good cultural values as a driving mechanism for the national economic and social development.

3. Strategy of balancing food and energy security

Key measures:

- Develop natural resources in order to strengthen the agricultural base.
- Enhance the agricultural productivity and value creation.
- Promote job and income security for farmers.
- Enhance food and fuel security at household and community level.
- Develop energy security to support the national development and agricultural sector.
- Improve the agricultural management to ensure the balance of food and energy.

4. Strategy of creating the knowledge-based economy and enabling economic environment

Key measures:

- Develop the agro-industry via increasing productivity and value of agricultural products for the long term competitiveness.
- Deepen the manufacturing sector by boosting the competitiveness, creating the resilience, and accommodating changes in the global context.

- Develop the service sector by utilizing inherent potential to create or add value to prospective business and elevating quality of the country's attractions for being a main engine of inclusive growth.
- Develop creative products so as to initiate new products and services based on creative ideas to generate jobs and income and be the pride of the country.
- Develop the trade and investment sectors to ensure market diversification for reducing dependence on major export markets and resolve the shortage of labor and raw materials in the country.
- Develop science and technology, research, and innovation as driving forces to foster the Thai economy to grow sustainably.
- Develop infrastructures and logistics systems by seeking support from the private sector participation based on Public-Private Partnership (PPP).
- Reform business laws as well as rules and regulations to yield fair business practice.

5. Strategy of strengthening economic and security cooperation in the Region

Key measures:

- Expand the co-operation through various international frameworks and strengthen trade partnership with other countries.
- Strengthen the area development mechanisms.
- Promote the investment opportunities to increase the country's competitiveness in the region.

- Prevent terrorism, crimes, drugs, disasters and communicable diseases affecting the security of life, economic stability and living conditions in the Region.
- Integrate all development partners to formulate policies and strategies for protecting national interests in both inland and marine.

6. Strategy of managing natural resources and environment towards sustainability

Key measures:

- Conserve, restore and secure natural resource and environment bases.
- Shift the development paradigm and consumption behaviors towards the environmentally friendly society.
- Improving ecological efficiency of the production and service sectors towards the environmentally friendly society.
- Reinforce urban environment and infrastructure management.
- Enhance adaptive capacity to achieve climate-resilient society.
- Enhance good governance in the natural resource management.

Roles of development partners:

Government / Politic / Private / Institution / Media / Community / People

Driving towards implementation:

Under participation of development partners.

Source: www.nesdb.go.th., 2011.

Curriculum Vitae

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