ภาพลักษณ์แหล่งท่องเที่ยวของประเทศไทยที่มีผลต่อการเลือกแหล่งท่องเที่ยว ศึกษาจาก
นักท่องเที่ยวชาวเกาหลีใต้

นางสาวปรมาภรณ์ ใจมั่น

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THAILAND'S DESTINATION IMAGE EFFECTS ON SELECTION OF TOURIST
ATTRACTION: CASE STUDY OF SOUTH KOREAN TOURISTS

MISS PORAMAPHORN JAIMUN

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Arts Program in Korean Studies
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          การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อต้องการศึกษาภาพลักษณ์ของประเทศไทยในมุมมองของ
นักท่องเที่ยวชาวเกาหลีใต้   เพื่อนำมาไปปรับและพัฒนารูปแบบการท่องเที่ยวให้เหมาะสมกับนักท่องเที่ยว
ชาวเกาหลีใต้และศึกษาประสบการณ์ตรงของนักท่องเที่ยวชาวเกาหลีใต้ โดยใช้แนวคิดภาพลักษณ์ประเทศ
แหล่งกำเนิด(country of origin image) ประสบการณ์ของนักท่องเที่ยว และปัจจัยกลุ่มประชากรศาสตร์
เป็นกรอบแนวคิดในการวิจัย   โดยขั้นตอนการทำวิจัย ผู้วิจัยได้ ทำการเก็บข้อมูลโดยการออกแบบสอบถาม
นักท่องเที่ยวชาวเกาหลีใต้เป็นจำนวนทั้งสิ้น 329 คนและได้ทำการเก็บแบบสอบถามที่สนามบินสุวรรณภูมิ
รวมไปถึงที่กรุงโซลประเทศเกาหลีใต้   ข้อมูลที่ได้มา ผู้วิจัยได้ใช้สถิติเชิงพรรณนา(Descriptive Statistics)
T-Test และ สถิติ One-way ANOVAมาทดสอบ และผลการศึกษาพบว่า ภาพลักษณ์ของประเทศไทยตรงกับ
ความคิดเห็นของนักท่องเที่ยวชาวเกาหลีใต้ และส่วนของประสบการณ์ของนักท่องเที่ยวทั้งเคยและไม่เคย
ส่วนใหญ่ไม่ได้มีผลต่อการมองภาพลักษณ์ของประเทศไทยสำหรับนักท่องเที่ยวชาวเกาหลีใต้ รวมทั้งส่วน
ของประชากรศาสตร์เมื่อศึกษาจากทัศนคติจริงของนักท่องเที่ยวแล้ว ไม่ได้มีผลต่อการมองภาพลักษณ์ของ
ประเทศไทย มีเพียงบางภาพลักษณ์เท่านั้นที่แตกต่างกัน

สาขาวิชา   เกาหลีศึกษา   ลายมือชื่อนิสิต…………………………….
ปีการศึกษา   2554   ลายมือชื่อ อ.ที่ปรึกษาวิทยานิพนธ์หลัก…………

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KEYWORDS :   COUNTRY OF ORIGIN IMAGE / DESTINATION IMAGE / EXPERIENCE OF SOUTH KOREAN TOURIST / DEMOGRAHPIC FACTOR

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The propose of this research aims to study Destination Images of Thailand in attitudes of South Korean Tourists to develop and improve Thai Tourism which is appropriate for South Korean Tourists and study experience of South Korean Tourist by using Country of Origin image Concept, Experience Concept and Demographic Characteristic for conceptual framework in this research. For data collection, used 329 questionnaires for survey South Korean Tourists from Suvarnabhumi Airport and Seoul city South Korea and use Descriptive Statistics, T-Test and One-way ANOVA Statistics to prove the outcome. And my research outcome researcher can find in Images of Thailand that truly agree with South Korean Tourists opinion, in Experience section (for the all of finding) and Demographic Characteristic almost the outcome does not affect to South Korean Tourist attitudes of images of Thailand but it have a few Images of Thailand which difference.

Field of Study : Korean Studies   Student's Signature

Academic Year : 2011   Advisor's Signature

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CHAPTER I

INTRODUCTION

1.1Research Background

The Thai travel industry is one of the businesses targeted by the government to focus and promote economic development. The role and importance of tourism is not only limited to major industries that generate revenue and bring in six hundred million THB each year of foreign currency which has a direct positive effect on current account and international balance of payments it also leads to the development and expansion of other linked industries.

The market situation of tourism in Asia and the world today is fiercely competitive. Many countries including Thailand have turned to tourism promotion by using pricing strategies and emphasizing low-cost travel in order to increase the number of tourists, to aid the economic situation and trade balance. In the past decade, there have been many fluctuations in the tourism market. Terrorist attacks and the various crises, such as the depressed economic situation in Thailand and Asia (Year 1997-1998, SARs outbreak of 2003, and the Tsunami of December 2004 etc.) along with the change in trends of the travel industry, the forms of tourism are more diverse related to travelling decisions and site selection. Tourists not only consider the price factor but also emphasize value for money for travel and the experience gained from the trip. Korea is fifth of the top ten countries that travel to Thailand. The statistics also show that numbers of South Korean tourists travelling to Thailand is likely to increase. Such statistics are encouraging to note that more South Korean tourists travel to Thailand than in the past.

Figure 1.1 Statistics show that foreign visitors to Thailand during January – December 2008-2009

International Tourist Arrivals to Thailand					
By Nationality at Suvarnabhumi International Airport					
January - December					
Country of Nationality	2009		2008		%Δ 2009/2008
	Number	%Share	Number	%Share	
Japan	930,330	9.62	1,083,555	10.72	-14.14
United Kingdom	682,493	7.06	682,984	6.76	-0.07
China	660,907	6.83	717,004	7.09	-7.82
India	570,573	5.90	495,855	4.91	15.07
USA	527,334	5.45	565,899	5.60	-6.81
Germany	482,449	4.99	457,084	4.52	5.55
Korea	434,153	4.49	623,516	6.17	-30.37
Australia	431,032	4.46	482,925	4.78	-10.75
Singapore	378,655	3.91	396,908	3.93	-4.60
France	346,729	3.58	332,300	3.29	4.34

Resource: Department of Tourism, Thailand

Figure 1.2 Statistics show that foreign visitors to Thailand during January – February 2011

| Nationality | 2011 | | 2010 | | %Δ |
	Number	%Share	Number	%Share	2011/2010
Malaysia	388,788	10.81	352,577	10.95	10.27
China	282,657	7.86	259,637	8.06	8.87
Japan	223,767	6.22	208,966	6.49	7.08
Russia	192,523	5.35	151,727	4.71	26.89
Korea	189,720	5.27	166,275	5.16	14.10
United Kingdom	176,746	4.91	163,145	5.07	8.34
Germany	152,833	4.25	141,277	4.39	8.18
Sweden	143,008	3.98	118,398	3.68	20.79
USA	139,567	3.88	128,139	3.98	8.92
Australia	138,635	3.85	119,548	3.71	15.97

Source of Data : Immigration Bureau, Police Department.

Note : Primary Data

Tourist Arrivals excluded Overseas Thai

หมายเหตุ * ข้อมูลเดือนมกราคม - กุมภาพันธ์ 2554 เป็นข้อมูลเบื้องต้น ยังไม่รวมผู้เดินทางโดยใช้บัตรผ่านแดน

Updated :01/03/2011 / 13.00 PM

Resource: Department of Tourism, Thailand

For the reasons discussed above, the researcher realized that South Korean tourists are one of an important group of many countries in Southeast Asia. The country's economic stability and growth of middle-income population means that South Korean people are likely to travel aboard. However, the researches in the past regarding South Korean tourists are still poorly studied. If the authorities want to increase numbers of tourists from this region, the study of their attitudes and experiences is necessary for a marketing plan to suit the needs of the target visitors.

In conclusion, the research aimed to study the destination image of Thailand in the view of South Korean tourists and study their experiences and demographic characteristic that influence tourist attractions by using the concept of the country of origin image, destination image and experience of tourists as a framework for research. These could be a valuable data source for organizations and entrepreneurs of tourism in Thailand. Information obtained from this research can be used to determine appropriate marketing strategies.

1.1Research objectives

According to the research background mentioned above, the objectives of this research were to explore these three aspects:

1. To study the destination image of Thailand in the view of South Korean tourists.

2. To study the experiences of South Korean tourists and demographic characteristic that influences the destination image of Thailand in the attitudes of South Korean tourists

3. To study the experiences of South Korean tourists and demographic characteristic that influences the selection of tourist attractions of South Korean tourists

Among the above, the important factors that this research aimed to study were country of origin image, the experience of visitors and the demographic characteristic. The goal of this research is to understand the destination image of Thailand from the viewpoint of South Korean tourists and study their experiences and look at demographic characteristic that influences tourist attraction of South Korean Tourists

1.3 Scope and limitations

The research studied South Korean tourists aged between under 25 to 55 years living in Bangkok and Seoul that have or have not travelled to Thailand as they are assumed to be a mature high purchasing power group. The target group needs to know something about Thailand. The period of data collection of this study was April to May 2011.

1.4 Research Methodology

The researcher collected data quantitatively from two data sources:

• Primary data source (Primary data). The survey used a self-administered questionnaire (Questionnaire that respondents fill in the answer to the query themselves) to obtain data of subjects which have a modern outlook that matches the purpose of the research.

• Secondary sources (Secondary data). Data was collected from magazines, marketing articles, relevant literatures from the past and data from various websites to obtain basic information related to this research.

1.5 Research Composition

This research consists of five chapters in total. Each chapter has details in brief as follows:

Chapter 1 will address the principles and rationale of the research, purpose of the study, definitions and scope of the study, data resources used in this study and study schedule.

Chapter 2, the researcher presents theoretical concepts and related literatures to achieve the purpose of this research. It includes important content such as country of origin image, ideas about the image, concept image of the experience and demographic characteristic and conceptual research.

Chapter 3, Research methodology and the scope of the population, sampling method, determination of sample size as well as methods of data collection and tools used in this research.

Chapter 4 Analysis of data. The demographics of the target group of sample, the relationships between the experience of South Korean Tourists and demographic factors that influences the destination images of Thailand in the attitudes of South Korean Tourists and tourist attraction selection.

Chapter 5 Summary and discussion of research results. The benefits to be derived from this research as well as limitations and suggestions will also be provided for further study.

Time Schedule

Activities	November 2010	December 2010	January 2011	February 2011	March 2011	April 2011	May 2011	June 2011	July 2011	August 2011	September 2011
1.Define thesis topic	■										
2.Literature Review		■	■	■							
3.Create Questionnaires					■						
4.Data Collection						■	■				
5.Data Analysis								■	■		
6.Summary										■	■

CHAPTER II

THEORICAL FRAMEWORK AND LITERATURE REVIEWS

This study aimed to investigate the perception of South Korean tourists toward Thai image in order to determine tourist attractions to draw them as mentioned in Chapter 1. Therefore, it is essential to understand basic concepts and related theories to achieve the purpose of this research. The main contents of this chapter are as follows:

        1. Country of origin image concept

        2. Destination image concept

        3. Experience image concept

        4. Demographic factors

        5. Conceptual framework

2.1 Country of origin image concept

Country of origin image is one important strategy that I use for analyzing the research.

2.1.1 Definition of country of origin images

Today, international trade is growing rapidly and continuously, much faster than was experienced in the past. The "Made in" label is of great significance to consumers (Ahmed and d'Astous, 1999). The image of the country of origin has become a critical concept for business and international trade to compete in production and services. In today's world, competition does not only refer to competition within the country anymore but also with a host of imported products. Country of origin represents the image, reputation and typical assumptions of consumers toward the product from a particular country. The assumptions come from several variables such as product features, characteristics of country, political and economic fundamentals, and history and culture of the nation. Country of origin assumes great significance to consumers (nagashima, 1970). So it can be seen that the

image of the country of origin is an essential concept for international trades. For this reason, this researcher has studied and identified country of origin into two types that are country of origin image toward products and services.

Country of Origin Images toward products

Product and label assessment by consumers is influenced by the cultural stereotypes they hold about countries. Country of origin image is correlated closely to the purchasing behavior of consumers (Han, 1989). Country of origin image is significant to encourage and influence perceptions, attitudes and purchasing behavior of consumers. It also refers to the overall perception of consumers toward products from a particular country which is based on the perception of manufacturing and strengths and weaknesses in marketing which affect the assessment of product characteristics and purchasing behavior of consumers. The most important is to increase reliability of the product (Schooler, 1995).

Country of Origin Images toward services

Services are considered to play an important role after the development of efficient production. Country-of-origin toward services focuses on developing services in order to access the competition in today's world. Therefore, service has been classified into three types (Cutler and Winans, 2001).

1. Main services can be found in medical care or travel

2. Value added services probably refer to warrantee and guarantee

3. Cross-national service comparisons

To understand services for tourism in-depth, the researcher conducted additional work on factors affecting the country-of-origin image perception toward tourist destination selection. This will be shown in the next part of research.

Factors affecting the country-of-origin image perception toward tourist destination selection

In the past, findings mostly focused on demographics and found that it was the key factor on different country-of-origin image perceptions. Gender, age, and education are significant factors that influence perceptions of country-of-origin images (Han and Terpstra, 1988). Some major research has found male and female travelers often have difference travel styles. Men like to discover new things and have adventures while women prefer comfortable places with more attention to safety.

The major problem in selecting tourist destinations results from lack of information and a bad image problem of the countries. Significant information can be found in four sources; personal information, public and marketing activities and direct experiences. Direct contact of the tourists affects their attitude toward the destination of the country rather than the demographic factors whether it's a short trip or even a temporary stay. Tourists usually learn about and experience the countries themselves directly. It also gives them a real experience and perception toward the countries differently from what they have known previously (Balabanis et al., 2002). There are also other factors that further the direct experience of tourists that is the consumption of information through various communication mechanisms of the countries such as television, radio or Internet. Data from these sources are considered influential in selecting tourist attractions. It is also found that information from these sources is significant to the decision-making process of tourists.

2.1.2   Limitations of the research related to country-of-origin image

Study of country of origin image can be only associated with tangible products, but it still has limitations in terms of reflecting the attitudes of selecting tourist destinations. This researcher recognized the benefit of further study of the concept of destination image. Please refer to the subsequent section.

2.2 Destination image concept

Since this researcher intended to study the decision-making approach in the selection of tourist destinations, therefore we consider the destination image concept as a critical issue for this research.

2.2.1 Definition of destination images

Past researches have shown that tourist destination image is important in reaching the travel behaviors. This influenced the decision making process in the selection of tourist destinations, defined tourist behaviors after the decision and also has been involved in strategic planning to attract tourist as well. Planners are trying to develop assessment methods for evaluating destination image to be more precise. Due to the complexity of the tourism product, they have developed destination images to be unique with reliable and reasonable conceptual frameworks (Echtner and Ritchie, 2003). Clearly, a study of destination images will be useful in marketing planning policies for tourist destination development.

Destination images refer to the image in the minds of people based on feelings toward an organization or agency, persons or their performance. Image in mind is probably from direct experience or indirect contact that they have heard. If that image was seen through a consumer eyes it is considered to be a consumer perception toward goods or other things (Siriwan, 1996). For building the image, we have to define what the image stands for by revealing the distinctive character of the goods in order to push information into the minds of recipients or consumers. If we associate image position with destination image, it would refer to knowledge, beliefs, feelings and overall perception of tourists toward each destination (Fakeye and Crompton, 1991). Destination images have been defined in several meanings by academic papers and tourism research. Some examples are a sense visitors have toward each destination (Hunt, 1975) including their benefits, ideas and impression on destinations that are not in their homeland.

Image recognition of tourists toward the destination is an essential element in creating tourist expectations. The satisfaction of tourists is based on their expectations and images they recognize. If they have impressive experiences beyond their

expectations, destination images will be changed to positive. On the other hand, when visitors have found that the actual experience does not conform to the information or image they expected, images will be changed in a bad way and lead to the spread of a negative image through WOM and social networks (Katiyaporn, 2003).

Destination image will also play an important role in decision-making prior to the trip, during, and after the actual experience and sway behavior in future. In addition, it can be changed depending on critical factors (Gartner, 1994). This can include information provided by the destination in order to promote itself and other information from independent sources. In addition, the real experience factor is also important in order to change the image (Echtner and Ritchie, 2003).

2.2.2 Limitations of the research related to destination image concept

From this study and reference, previous research shows there are some limitations on the uncertainty of data from tourist real experiences due to the differences of information and personal views of each visitor. Moreover, the difference and variety of tourist destinations are also a critical limitation for this research. For this reason, I appreciate the benefits of further study on tourist behavior image.

2.3 Experience image concept

Experience is an important factor to the consumer will choose various products, which directly impacts on the perception and the country of origin image. That is, when the tourists had an experience or recognized tourist attractions they will have beliefs and attitudes towards tourism.

2.3.1 Definition of experience

From research the definition of experience is to learn from real-life situations and is the most factual or caused by their actions, such as contact, seeing, and learning from genuine interactions. (Edgar, 1985). Experience is a very important factor for the selection of tourist attractions. Belief in the experience of consumers towards another country will determine the attitude of consumers towards the products from that

country (Nagashima, 1970). Whether the visit is a short stopover or to stay temporarily (Sojourn) to make consumers have a direct experience with that country itself. It makes them see and think twice about the countries and products from that country in a different perspective to their previous standpoint (Balabanis et al., 2002).

Consumer experiences with the products all affect perceptions in the country of origin image, beliefs and attitudes of consumers. The country of origin image is affected by beliefs and attitudes and demographic factors. In addition, these factors also affect the weight of importance of the country of origin image in creating the belief of the consumer that will lead to developing attitudes. While it would affect the belief in the product is a continuing relationship with each other. With regard to traveling, then it will be the experience of South Korean tourists on their attitude towards Thailand. This means that experience is the most important factor influencing tourist attraction selection. (Kao, 2004).

2.3.2 Limitations of experience

Experiences and attitudes of tourists vary according to in each person. Therefore, this researcher perceives a significant benefit to seeing more studies on the subject.

2.4 Demographic Characteristic

Past research focused on the importance of individual variables such as income, occupation, age, gender, educational level, and homeland and so on. These features are most important in the study of consumer behavior. The factors can be divided as follows (Properties, 1998).

Income is a significant economic factor affecting purchase and travel issues. High-income travelers are able to travel to places and more often have the capability to select various forms of tourism. While those with low purchasing power have restrictions on the decisions to travel including destinations or travel styles of tourism. High-income tourists have the ability to travel overseas whilst low-income travelers may only have enough buying power to travel within the country. This shows that income is related to tourism. It was found that family income is positively related to tourism demand. However, we need to accept that income may not always affect

tourism. Although some tourists have a low income they sometimes are willing to meet the expense in order to have an interesting holiday. (Nutthakan, 2001).

Education level, those with a higher education are often interested in the history, architecture and culture of a new country. They see travel as an opportunity to increase their knowledge and satisfy curiosity about alternative ways of life.

Gender is a factor that affects travel behavior. Male and female travelers often have different travel patterns. Male tourists often prefer novel tourism travel challenges and adventure, whilst female tourists usually prefer security and convenience. Males are often the decision makers. (Warunee, 2001).

Age is considered as another factor affecting the taste and patterns of consumer behavior. For example, older travelers with health restrictions often select attractions in a convenient format. Younger travelers select challenging and adventurous attractions. (Nawarat, 2002) Because the researcher found that the information on tourism can build credibility and confidence or uncertainty towards the decision to travel so the media is important because it carries information to tourists. Good and effective media helps visitors get information (Tideswell and Brenda, 1999) to build the tourism product and help consumers make a purchase decision more quickly. So, the researcher is of the view that media that provides information about the attractions would be useful in the promotion of tourism.

2.5 Conceptual framework

Researchers have concluded the relationship between variables related to The goal of this research is to understand the destination image of Thailand from the viewpoint of South Korean tourists and study their experiences and look at demographic characteristic that influences tourist attraction of South Korean Tourists. To structure the relationship between all variables used in this study. As shown in Figure 2.1.

Figure 2.1

Conceptual framework

| Independent Variable | Dependent Variable |

| Country of Origin Image |

| Destination of Tourists Attraction selection to South Korean Tourists |

| Consumer Behavior |
- Experience of Tourists
- Demographic Characteristic
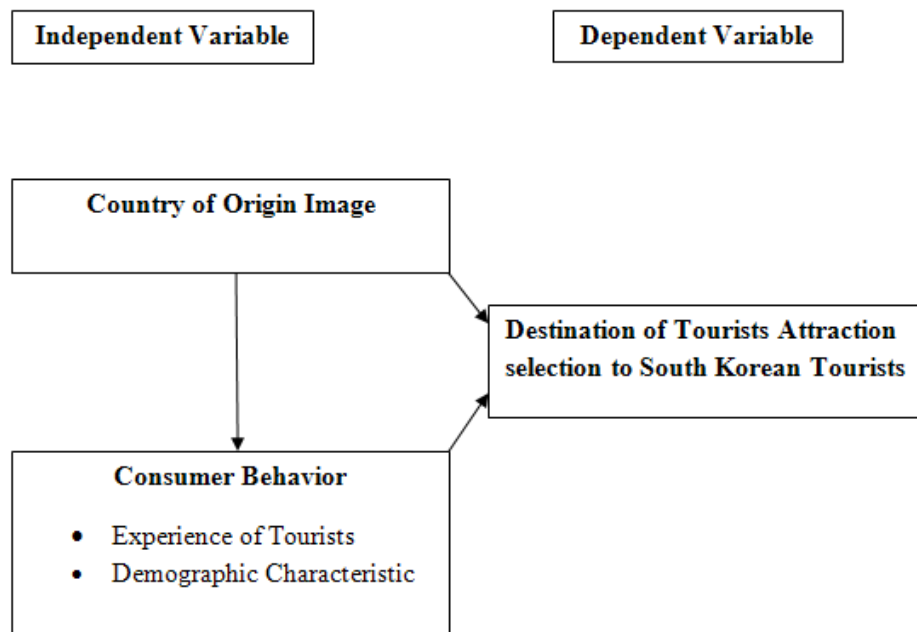
The concept in the study mentioned above. The researcher aimed to explore the goal to understand the destination image of Thailand from the viewpoint of South Korean tourists and study their experiences and look at demographic characteristic that influences tourist attraction. For this reason the researcher has determined that the variables used in the study, which were based on the factors influencing the tour package. The researcher classified the research variables into two categories as follows.

    1. Independent variables including:

        • Country of origin image.

        • The experience of tourists.

    2. Dependent variable is.

        • Destination image of Thailand in the view of South Korean tourists.

Summary

Chapter 2 of this research aimed to study various theories, concepts and research related influences to study the destination image of Thailand in the view of South Korean tourists. The experiences of South Korean tourists and demographic factors that influences tourist attraction presently only has limited research on the country of origin image factors associated with tangible goods. But not the country of origin image of products reflects the attitudes of selected tourist destinations of tourists directly. Therefore, the researcher sees the benefits to study ideas about the destination image, but it still has limitations on the experiences of different tourists. There is a need to study about the nature of the concept image of the experience. Demographic factors of tourists are also an important issue.

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the researcher has designed the study methodology aimed to achieve the specified objectives. I use a one-shot study, which is one type of survey research method. All details are shown below.

3.1. Population

South Korean tourists age between under 25 to 55 years living in Bangkok and Seoul that have or have not travelled to Thailand as they are assumed to be a mature group with disposable incomes.

3.2. Sampling

I have classified these populations into two sampling groups; those who had travelled to Thailand and those who have never been to Thailand before but know about the country. Data in this research were collected from 360 samples, divided into two sampling groups as mentioned above. This study used a quota sampling method in order to ensure the adequacy of each quota sampling for data analyzing. Sampling methods are represented in section 3.3 below

3.3. Sampling methods

Non-probability sampling methods are applied. Data were collected from South Korean tourists aged between under 25 to 55 years living in Bangkok and Seoul that have or have not travelled to Thailand as they are assumed to be a high purchasing power group with authority and have enough maturity and they know about Thailand. The sampling was divided into subgroups according to age range. Data in this research were collected by a quota sampling method and balancing sampling number in each subgroup in order to distribute the data into each subgroup as shown in Table 3.1

Table 3.1

Showing the sample group proportion classified by age range and gender for South Korean tourists living in Bangkok and have traveled in Thailand

Age range (years-old)	Gender		Total (People)
	Male	Female	
25 - 35	30	30	60
36 - 45	30	30	60
46 - 55	30	30	60
Total	90	90	180

(For South Korean tourists living in Seoul and have not traveled in Thailand)

Age range (year-old)	Gender		Total (People)
	Male	Female	
25 - 35	30	30	60
36 - 45	30	30	60
46 - 55	30	30	60
Total	90	90	180

Since this research aimed to study the destination image of Thailand in the view of South Korean tourists and study the experiences of South Korean tourists and demographic factors that influence tourist attractions, the data must include both data of the tourists who have travelled to Thailand and those who have not been before.

For ease, I have divided the questionnaire into two sets with the same structure and content with some differences about country-of-origin image of Thailand. First questionnaire (A) was prepared for the tourists who have visited the country while (B) contains questions for tourists who have never been before but know some information about tourism in Thailand, further details about these are shown in section 3.5

Bangkok was chosen as a research area in this study because there is a diversity of demographics. It also allows me to work an easier location. Researcher conducted the data collecting in three different areas.

1. Korean town in the Sukhumvit area
2. Suvarnabhumi International Airport
3. Tourist attractions such as shopping centers or the grand palace (Wat Phra Kaew)

As stated, I collected data from tourists who live in Seoul, South Korea.

3.4. Data collection

The research data were collected from all 360 samplings with data portion dividing by age range and gender in order to obtain dispersion data and achieve the specified objectives. I have used questionnaires as a tool in this study. The questionnaires were distributed to all respondents and they were allowed time to read and respond regardless of the time limitation. We have assisted them in case of any inquiries as well as observed their behavior during responding and returned questionnaires by hand. The data collection was completed within five weeks from the 10th of June until the 8th of July 2011.

3.5 Research Instrument

The questionnaires were prepared on "THAILAND'S DESTINATION IMAGE EFFECTS ON THE SELECTION OF TOURIST ATTRACTION: CASE STUDY OF SOUTH KOREAN TOURISTS" which are based on the different understanding levels of tourists toward country of origin image of Thailand. I divided the questionnaire into two sets with the same structure and slight content differences in questions about the country-

of-origin image of Thailand. We provided questions about what kind of Thai tourism image can attract the attention of South Korean tourists and what they need for decision-making on tourism selection.

The questionnaire consists of four parts as follows.

Part I: Asked for personal information of each respondent, consisting of six questions on the demographics with open and closed-ended questions appropriate for each one.

Part II: Eight experiences of tourists to country of origin, consisting of closed-ended questions as follows:

1. Eating Thai Food
2. Having a Thai friend or acquaintance
3. Knowing Thai culture/tradition
4. Knowing Thai history
5. Knowing Thai language
6. Writing Thai language
7. Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.)
8. Ever stay in Thailand more than six months

Table 3.2 showing the eight experience questions

Tourist Experience	Ever	Never
Eating Thai Food		
Having Thai Friend or Acquaintance		
Knowing Thai Culture/Tradition		
Knowing Thai History		
Knowing Thai Language		
Writing Thai Language		
Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.)		
Ever stay in Thailand more than six months		

Part III: Thai destination images attracting Korean tourists, consisting of 25 closed-ended questions. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions. We used a Likerts scale to measure respondents' attitudes by asking the extent to which they agree or disagree with a particular question or statement. Our six scales will be "very high, high, rather high, rather low, low, and very low" for example questions as shown in table 3.2

Table 3.3 showing the 25 questions of Image

Destination Image of Thailand attracts Korean tourist	Score of Image Assessment					
	Very low	Low	Rather Low	Rather High	High	Very High
1. Thailand has beautiful beaches	1	2	3	4	5	6
2. Thailand has a unique culture/tradition	1	2	3	4	5	6
3. Thai food is famous	1	2	3	4	5	6
4. Thailand has old and beautiful historic sites and antiques	1	2	3	4	5	6
5. Thailand has unique and attractive festivals	1	2	3	4	5	6
6. Thailand has beautiful natural resources	1	2	3	4	5	6
7. Thailand has beautiful night attractions	1	2	3	4	5	6
8. Prices and services in Thailand are cheap	1	2	3	4	5	6
9. Thai people are hospitable and courteous	1	2	3	4	5	6
10. Thailand has life and asset security	1	2	3	4	5	6
11. Thai people have a unique and interesting way of life	1	2	3	4	5	6
12. Thailand is the land of smiles	1	2	3	4	5	6
13. Thai political situation is stable and firm	1	2	3	4	5	6
14. Thailand is a peaceful land of Buddhism	1	2	3	4	5	6
15. Thailand has a good welcome and service towards tourists	1	2	3	4	5	6
16. Thailand has a strong economy	1	2	3	4	5	6
17. Thailand has sacred items that foreign visitors believe in	1	2	3	4	5	6
18. Thailand has nice weather for travel	1	2	3	4	5	6
19. Thailand has unique vehicles such as tricycles (Took Took car)	1	2	3	4	5	6
20. Thai language is famous and unique	1	2	3	4	5	6
21. Thai people are associated with the Royal Institution	1	2	3	4	5	6
22. Sports in Thailand are excellent	1	2	3	4	5	6
23. Thailand is an undeveloped country	1	2	3	4	5	6
24. Thai people are not disciplined	1	2	3	4	5	6
25. Thailand is polluted	1	2	3	4	5	6

Part IV: This part asked open and closed-ended questions to know the needs of tourists toward Thai destinations and allow the respondents to leave comments freely.

3.6 Questionnaire Testing

The researcher has performed a validity check on the questionnaire by discussing it with an advisor who specializes in research in order to examine the contents of the questionnaires to ensure that they can achieve the purpose of this research. Also to ensure that the question sequences are in correct order and using understandable language as well as checking the accuracy of the data collection method.

Summary

Quantitative research is used for this study, which performed a non-probability sampling in order to collect useful data from South Korean tourists who had been and had not been to Thailand before. The sampling age is between under 25-55 years old. The research area refers to Bangkok, Thailand and Seoul, South Korea. Total sampling reach was 360 people; the data collection was conducted in different locations such as Korean town, Suvarnabhumi international airport Bangkok. I used a quota sampling and data classification by gender and age. The questionnaire was used as a research tool, also divided into two sets which contained four parts of close-ended questions and open-ended questions appropriate for each question.

CHAPTER IV

INFORMATION ANALYSIS

In this chapter, all the information gathered from the survey will be analyzed. This process is conducted firstly by giving out a set of 360 questionnaires which were sent back approximately 329 papers, then dividing them into three categories. The results of this evaluation are listed as follows:

1. **The analysis results based on Descriptive Statistics**

   1.1 Demographic characteristic

   1.2 Experience of Tourists

   1.3 Images of Thailand according to the tourist perspective

   1.4 Desired traits of tourists attractions

2. **The analysis results based on T-Test and One-way ANOVA statistics**

   2.1 Analysis and comparison of demographic characteristic and average experiences of Korean tourists on the destination images of Thailand

   2.2 Analysis and comparison of demographic characteristic and average experiences of Korean tourists in choosing a tourists attractions

4.1 **The analysis results based on Descriptive Statistics**

4.1.1 Demographic characteristic of the group sampling

The demographic profile of the total sample can be summarized as shown in the table 4.1 which indicates that the characteristics of this group of 329 samples contains the information as follows:

Demographic data on the gender of the sample includes female and male sample of 329 people with 162 men, representing 49.2 percent, and167 women representing 50.8 percent of the total average.

Demographic data on the age group shows that the group of 69 samples in the range of being less that 25 years old representing 21 percent, followed by the age group of 124 samples of 25-35 years old as 37.7 percent, then a group of 72 samples

being between 36-45 years old as 21.9 percent, and lastly, a group of 64 samples in the range of 46-55 years old representing 19.5 percent. This statistics show that the major group of the samples is in their working age.

Demographic data on the Family status of the sample is characterized as 24.3 percent of the total average (80 persons) being single and living alone, 41.6 percent being married (137 persons), 30.1 percent being single and living with parents (99 persons), and 4 percent being married and still living with parents (13 persons).

Demographic data on the education level of the sample shows that 8.5 percent of the total average has their level of education being below high-school level (26 persons), followed by 25.8 percent of people being high-school graduated (85 persons), then 45.9 percent of people having a bachelor degree (151 persons), and 19.8 percent at a higher level (65 persons).

Demographic data on the Occupation of the sample also illustrates respectively that the majority of the respondents are working in the fields that are not featured in the survey (90 persons) which represents 27.4 percent of the total average, followed by 26.1 percent being people who work in private companies (86 persons), then a group of 59 students representing 17.9 percent, then 10.3 percent being housewives (34 persons), then 9.4 percent being public servants or officials (31 persons), and lastly, 8.8 percent being the owner of their own companies or enterprises (29 persons).

From the demographic data on income of the sample, it's clearly shown that most of the sample has their monthly income over 2,200US dollar (131 persons), thus representing 39.8 percent of the total average. Next is people who have their monthly income below 450US dollar (55 persons) as 16.7 percent. Then, those who gain 1,700-2,200US dollar per month represents 15.5 percent (51 persons), then at 1,300 US dollar / month (39 persons) represents 11.9 percent, then at 880-1,300US dollar/ month (35 persons) which is 10.6 percent of the total average, and finally, those who earn between 450-880US dollar per month (18 persons), representing 5.5 person respectively.

Table 4.1 Demographic characteristic of the group sampling

Gender	NUMBER	PERCENT
Male	162	49.2
Female	167	50.8
Total	**329**	**100.0**
Age		
Under 25 years	69	21
25-35 years	124	37.7
36-45 years	72	21.9
46-55 years	64	19.5
Total	**329**	**100.0**
Family Status		
Single (Stay Alone)	80	24.3
Marriage (Stay with Spouse)	137	41.6
Single (Stay with Parents)	99	30.1
Marriage (Stay with Parents)	13	4
Total	**329**	**100.0**
Education Level		
Lower than High School	26	8.5
High School	85	25.8
Bachelor's degree	151	45.9
High than Bachelor's degree	65	19.8
Total	**329**	**100.0**
Occupation		
Student	59	17.9
Officer	86	26.1
Government Officer	31	9.4
Merchant / Business Owner	29	8.8
House Wife	34	10.3
Other	90	27.4
Total	**329**	**100.0**
Income /Month		
Under than 450 US dollar	55	16.7

450-880 US dollar	18	5.5
880-1,300 US dollar	35	10.6
1,300-1,700 US dollar	39	11.9
1,700-2,200 US dollar	51	15.5
More than 2,200 US dollar	131	39.8
Total	**329**	**100.0**

Figure 4.1 Show where the tourists receive Thai travel information
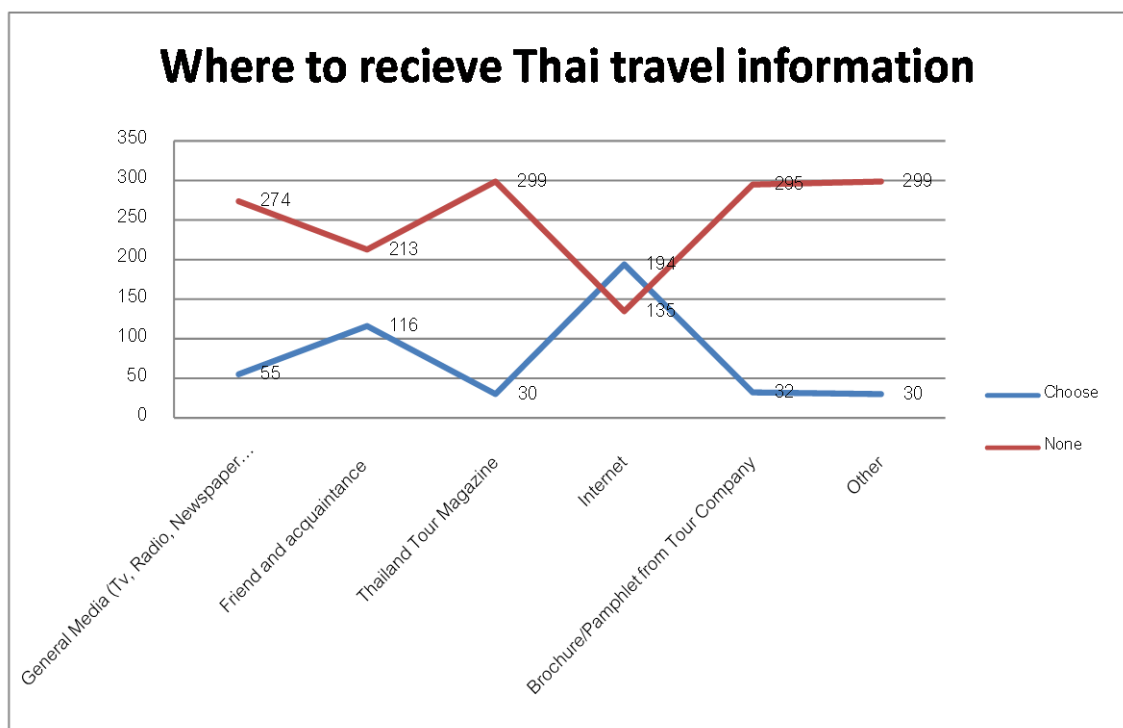
From Figure 1 This graph show that Internet is the most way that tourists will receive Thai travel information and Thailand Tour Magazine is the least way that tourists will choose and understand

4.1.2 Experience of Tourists

From the section 2 of the questionnaire about 'first hand' experience of the tourists, the questions are placed within 8 groups of experience for the respondants to choose the 'yes' or 'no' answers.

Table 4.2 shows the number and percentage of samples according to their direct experiences as a tourist.

Tourist Experience		Percentage	People
Eating Thai Food	**Ever**	92.1	303
	Never	7.9	26
Having Thai Friend or Acquaintance	**Ever**	29.48	232
	Never	70.52	97
Knowing Thai Culture/Tradition	**Ever**	42.55	189
	Never	57.45	140
Knowing Thai History	**Ever**	30.09	99
	Never	69.91	230
Knowing Thai Language	**Ever**	23.4	77
	Never	76.6	252
Writing Thai Language	**Ever**	10.94	36
	Never	89.06	293
Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.)	**Ever**	56.84	187
	Never	43.16	142
Ever stay in Thailand more than 6 months	**Ever**	8.51	28
	Never	91.49	301

Table 4.2 show that the group sampling of South Korean Tourist that ever have Eating Thai Food experience as 92.1 percent The tourists that having Thai friend or acquaintance for 29.48 percent Knowing Thai Culture/Tradition as 42.55 percent the group of sampling that Knowing Thai History as 30.09 percent Knowing Thai Language as 23.4 percent Writing Thai Language as 10.94 percent Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.) as 56.84 percent and finally Ever stay in Thailand more than 6 months as 8.51 percent

4.1.3 Destination Images of Thailand according to the tourist perspective

The Analysis of Thailand's image from South Korean tourists' perspective: in order to divide each of the question into separate characteristic, a table 4.3 is put here to display the average value of Thailand's image from tourists' perspective.

Destination Image of Thailand attracts Korean tourist	MINIMUM	MAXIMUM	$\bar{X}$
1. Thailand has beautiful beach	1	6	4.42
2. Thailand has unique culture/tradition	1	6	4.51
3. Thai food is famous	1	6	4.09
4. Thailand has old and beautiful historic sites and antiques	1	6	4.35
5. Thailand has unique and attractive festival	1	6	4.14
6. Thailand has beautiful natural resources	1	6	4.27
7. Thailand has beautiful night attractions	1	6	4.07
8. Goods price and service of Thailand are cheap	1	6	4.03
9. Thai people are hospitable and courteous	1	6	4.33
10. Thailand has life and asset security	1	6	3.63
11. Thai people have unique and interesting way of life	1	6	4.11
12. Thailand is land of smile	1	6	4.25
13. Thai political is stable and firm	1	6	3.69
14. Thailand is land of Buddhism with peacefulness	1	6	4.42
15. Thailand has good welcome and service to tourist	1	6	4.32
16. Thailand has strong economic	1	6	3.24
17. Thailand has sacred items the foreigner believe in	1	6	3.5
18. Thailand has nice weather for travel	1	6	3.51
19. Thailand has unique vehicle such as tricycle (Took Took car)	1	6	4.19
20. Thai language is famous and unique	1	6	3.87
21. Thai people are attached with Royal Institution	1	6	4.59
22. Sports of Thailand are excellent	1	6	3.29
23. Thailand is undeveloped country	1	6	3.29
24. Thai people are not disciplinary	1	6	3.32
25. Thailand is full of pollution	1	6	3.18

From table 4.3 will show that almost of South Korean Tourists attitude will rather agree with Thailand's destination image secondary the tourist's attitude will rather disagree rate

4.1.4 Desired traits of tourists attractions

From the question from section 4 concerning the demand of tourists, the researcher allowed tourists to choose the location which they desire with the following nine questions. Question 1 to 6 is the close ended question but question 7 to 9 is the open ended question, then the Likert scale is used to analyze the results. The outcome can be concluded into three tables, table 4.3, table 4.4 and graph diagram 28

Table 4.4 Analysis of question number 4.1-4.3

Question	Number of people		Percentage	
	Choose	**None**	**Choose**	**None**
4.1 Your reason on choosing to travel in Thailand (More than 1 item)				
- Interesting attraction	224	105	68.1	31.9
- Cheap expenses	125	204	38	62
- Good weather	25	304	7.6	22.4
- High security	30	299	9.1	90.9
- Food site	30	299	9.1	90.9
- Other	58	271	17.5	82.4
4.2 Your reason on traveling (More than 1 item)				
- For more life flavor	133	196	40.4	59.5
- Daily boring life	88	241	26.7	73.3
- Joining with friends	15	314	4.6	95.4
- For new atmosphere	119	210	36.2	63.8
- More life experiences	143	186	43.5	56.5
- For helping Thai economy	9	320	2.7	97.3
- Other	33	296	10	90
4.3 How do you travel for your trip?				
- Travel by Myself	108	221	39.8	67.2

- All of travel services	140	189	42.6	57.4
- Welfare of your company	16	313	4.9	95.1
- Travel by myself and local traveling company service	52	277	15.8	84.2
- Other	35	294	10.6	89.4

From Table 4.4 This table show that for the group sampling of South Korean

Tourists from 329 person select at the question 4.1 almost South Korean tourists will travel in Thailand because the reason of Thailand have interesting attraction as 68.1 percent, secondary is Thailand have cheap expenses as 38 percent and the final reason that tourists least selected Thailand have good weather as 7.6 percent. From the question 4.2 what is reason on traveling the most reason that tourists selected tourists want more life experiences as 43.5 percent, secondary reason is tourist want new atmosphere as 36.2 and final reason that tourists least selected for helping Thai economy as 2.7 percent. From question 4.3 How do tourists travel for their trip? The most reason that tourists select is all of travel services as 42.6 Percent , secondary travel by themselves as 39.8 and final reason that tourists least selected Welfare of their company as 4.9 percent

Table 4.5 Analysis of question number 4.4-4.6

Question	Percentage	Number of people
4.4 How do you prepare yourself for your trip?		
- Travel by myself and no certain plan	10.9	35
- Travel by myself and having a good plan, no booking accommodation and vehicle	5.5	18
- Travel by myself and having a good plan, booking accommodation and vehicle	33.4	110
- Travel with tour company/with flight package/hotel package	40.7	134
- Other	9.4	31
Total	**100**	**329**

4.5 What is a accommodation style you want when you are traveling in Thailand?		
- Hotel	62.9	207
- Resort/Bungalow	19.5	64
- Guesthouse / Homestead	10.9	36
- Relative's house/Friend's house	4	13
- Accommodation in park	0.6	2
- Other	2.1	7
Total	**100**	**329**
4.6 What season is your trip on for traveling in Thailand?		
- Summer season	21	69
- Rainy season	6.4	21
- Winter season	28.6	94
- Not related with season	44.1	154
Total	**100**	**329**

From Table 4.5 This table show that for the group sampling of South Korean Tourists from 329 person select at the question 4.4 How do tourists prepare themselves for their trip the result show that most of tourists selected travel with tour company/with flight package/hotel package as 40.7 percent, secondary is travel by myself and having a good plan, booking accommodation and vehicle as 33.4 percent and the least result that tourists select is Travel by myself and having a good plan, no booking accommodation and vehicle as 5.5 percent. At the question 4.5 a accommodation style that tourists want when they are traveling in Thailand and most of tourists selected Hotel as 62.9 percent, secondary is Resort/Bungalow as 19.5 percent and the least result that tourists selected Accommodation in park as only 0.6 percent. The last question 4.6 what season that tourists want to traveling in Thailand, the result show that most of tourists selected not related with season as 44.1 percent, secondary is winter as 28.6 and the least result that tourists selected rainy season as 6.4 percent

Figure 4.2 show graph or the question 4.7
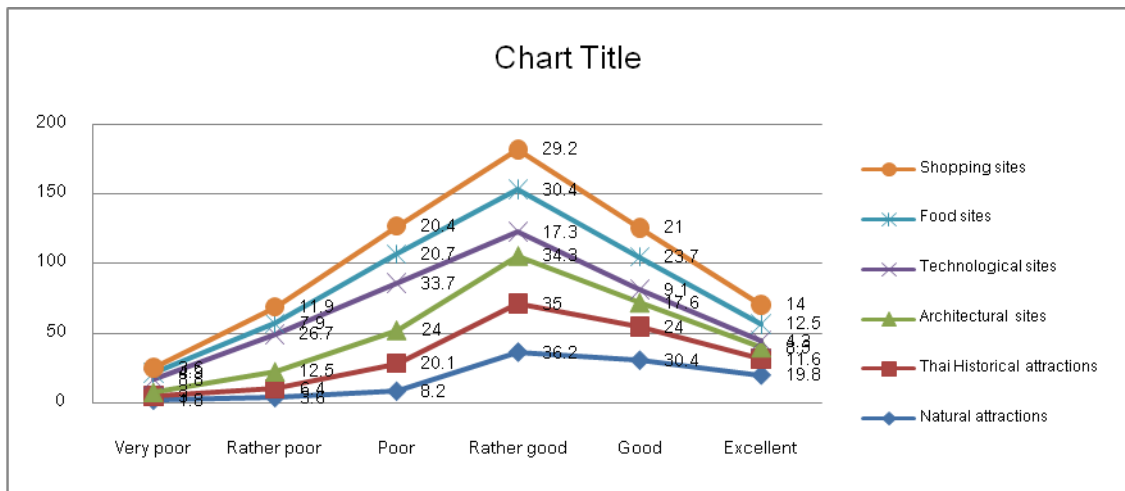
From figure 4.2 This graph show that for the group sampling of South Korean

Tourists from 329 person select at the question 4.7 what kinds of attractions do tourists prefer to go, the result show that most of tourists selected Natural attractions for rather high scale as 36.2 percent, secondary Thai Historical attractions for rather high scale as 35 percent, Architectural sites for rather high scale as 34.3 percent, Technological sites for rather low scale as 33.7 percent , Food sites for rather low scale as 30.4 percent and final Shopping sites for rather high scale as 29.2 percent

Figure 4.3 show graph or the question 4.8
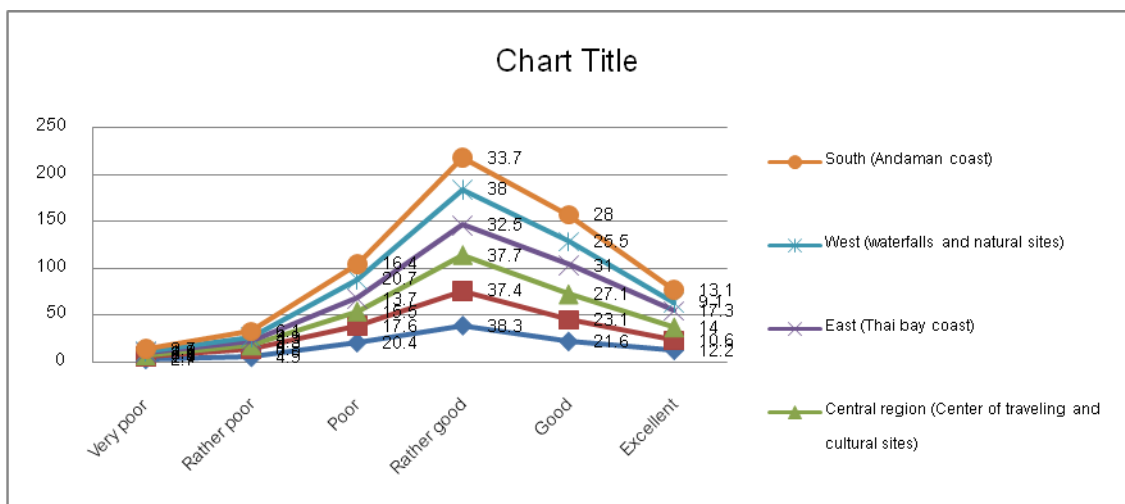
From figure 4.3 This graph show that for the group sampling of South Korean

Tourists from 329 person select at the question 4.8 which region in Thailand do

tourists want to visit, the result show that most of tourists selected North (waterfalls, natural sites) for rather high scale as 38.3 percent, North east (cultural traveling sites) for rather high scale as 37.4 percent, Central region (Center of traveling and cultural sites) for rather high scale as 37.7 percent, East (Thai bay coast) for rather high scale as 32.5 percent, West (waterfalls and natural sites) for rather high scale as 38 percent and final South (Andaman coast) for rather high scale as 33.7 percent

Figure 4.4 show graph or the question 4.9
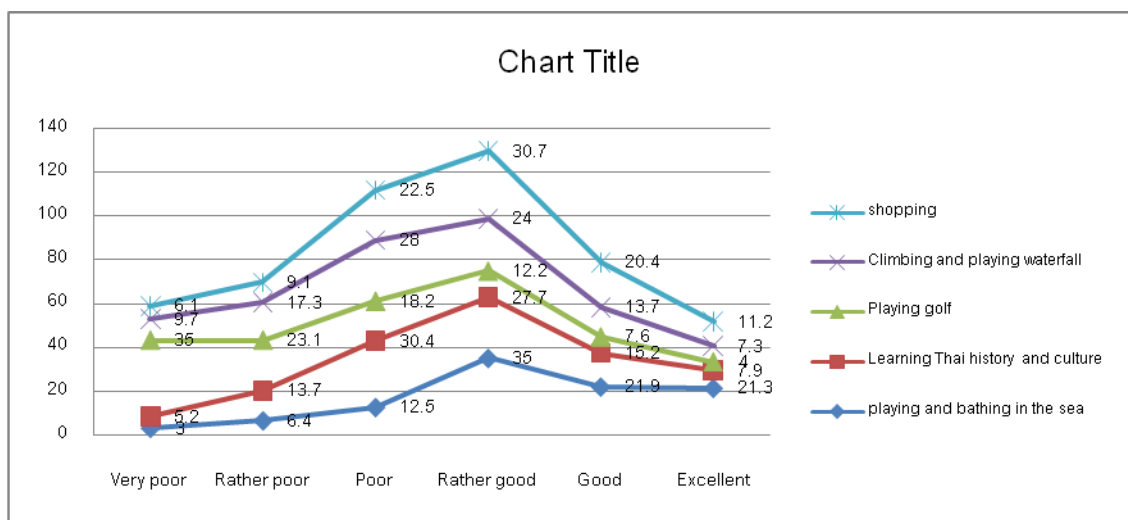
From figure 4.4 This graph show that for the group sampling of South Korean Tourists from 329 person select at the question 4.9 What are their favorite activities when tourists visit Thailand, the result show that most of tourists selected, firstly playing and bathing in the sea for rather high scale as 35 percent, secondary Learning Thai history and culture for rather low scale as 30.4 percent, Playing golf for very low scale as 35 percent, Climbing and playing waterfall for rather low scale as 28 percent and final Shopping for rather high as 30.7 percent

Summary of 4.1

The destination image of Thailand is a Thailand has beautiful beach, Thailand has unique culture/tradition , Thai food is famous, Thailand has old and beautiful historic sites and antiques, Thailand has unique and attractive festival, beautiful natural sites such as mountain etc., Thailand has beautiful night attractions, cheap goods price and service, Thai people are hospitable and courteous , Thai people have unique and interesting way of life, Thailand is land of smile, Thailand is land of Buddhism with peacefulness, Thailand has good welcome and service to tourist,

Thailand has unique vehicle such as tricycle (Took Took car) and Thai people are attached with Royal Institution is value $\bar{x}$ more than 4 up, it is shown that the South Korean tourists have more agreed attitude with these images. But the image of Thailand has life and asset security, Thai political is stable and firm , Thailand has strong economic, Thailand has sacred items the foreigner believe in, Thailand has nice weather for travel, Thai language is famous and unique, Sports of Thailand are excellent, Thailand is undeveloped country, Thai people are not disciplinary and image Thailand is full of pollution with its value $\bar{x}$ is greater than 3 but less than 4 thus it can be concluded that the South Korean tourist less agreed attitude to these images.

4.2 The analysis results based on T-Test and One-way ANOVA statistics

4.2.1 Demographic Characteristic

The research is conducted to compare the average experiences and comparative analysis of the demographics characteristic of Korean tourists on the image of Thailand which resulted in two main categories:

1. The analytical value of the experience on the view to image of Thailand.

2. The demographic characteristic and comparative analysis of the average on the view to image of Thailand.

1.   Tourist Experience, researcher divide the experience of tourists into 8 experiences as follow   Eating Thai Food-experience Having Thai Friend or Acquaintance-experience Knowing Thai Culture/Tradition-experience Knowing Thai History-experience Knowing Thai Language-experience Writing Thai Language-experience Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.)-experience and Ever stay in Thailand more than 6 months-experience by 2 options are Ever and Never and researcher use T-Test statistic for test can be classify as follow

Table 4.6 show The mean of Eating Thai food experience to a view of Image

Destination Image of Thailand attracts Korean tourist	Eating Thai Food		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to view Image
	Ever	Never				
Thai food is famous	4.43	3.35	0.714	Equal	0.736	Equal

From graph 4.6 The P-value is more than 0.05 can conclude that Eating Thai Food-experience did not affect to the view of Thai food is famous Image.

Table 4.7 show The mean of Having Thai friend experience to a view of Image

Destination Image of Thailand attracts Korean tourist	Having Thai Friend or Acquaintance		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to view Image
	Ever	Never				
1. Thailand has beautiful beach	4.74	4.29	0.339	Equal	0.002	Unequal
2. Thailand has unique culture/tradition	4.78	4.4	0.525	Equal	0.001	Unequal
3. Thai food is famous	4.43	3.95	0.075	Equal	0.001	Unequal
4. Thailand has old and beautiful historic sites and antiques	4.6	4.24	0.719	Equal	0.009	Unequal
5. Thailand has unique and attractive festival	4.61	3.94	0.38	Equal	0.000	Unequal
6. Thailand has beautiful natural resources	4.39	4.22	0.343	Equal	0.215	Unequal
7. Thailand has beautiful night attractions	4.26	4	0.283	Equal	0.077	Unequal
8. Goods price and service of Thailand are cheap	4.31	3.91	0.103	Equal	0.011	Unequal
9. Thai people are hospitable and courteous	4.51	4.26	0.365	Equal	0.082	Equal
10. Thailand has life and asset security	3.79	3.56	0.542	Equal	0.094	Equal
11. Thai people have unique and interesting way of life	4.09	4.12	0.426	Equal	0.814	Equal
12. Thailand is land of smile	4.45	4.16	0.376	Equal	0.029	Unequal
13. Thai political is stable and firm	3.76	3.66	0.372	Equal	0.439	Equal
14. Thailand is land of	4.45	4.41	0.737	Equal	0.704	Equal

Buddhism with peacefulness						
15. Thailand has good welcome and service to tourist	4.6	4.2	0.157	Equal	0.003	Unequal
16. Thailand has strong economic	3.48	3.14	0.699	Equal	0.002	Unequal
17. Thailand has sacred items the foreigner believe in	3.68	3.43	0.533	Equal	0.031	Unequal
18. Thailand has nice weather for travel	3.6	3.48	0.488	Equal	0.425	Equal
19. Thailand has unique vehicle such as tricycle (Took Took car)	4.22	4.17	0.541	Equal	0.739	Equal
20. Thai language is famous and unique	4.1	3.77	0.107	Equal	0.01	Unequal
21. Thai people are attached with Royal Institution	4.73	4.53	0.485	Equal	0.128	Equal
22. Sports of Thailand are excellent	3.25	3.3	0.437	Equal	0.681	Equal
23. Thailand is undeveloped country	3.2	3.34	0.566	Equal	0.284	Equal
24. Thai people are not disciplinary	3.13	3.4	0.313	Equal	0.034	Unequal
25. Thailand is full of pollution	2.98	3.26	0.421	Equal	0.047	Unequal

From graph 4.7 The P-value of Thailand has beautiful beach Image , Thailand has unique culture/tradition Image, Thai food is famous Image, Thailand has old and beautiful historic sites and antiques Image ,Thailand has unique and attractive festival Image, Goods price and service of Thailand are cheap Image, Thai people are hospitable and courteous Image, Thailand has good welcome and service to tourist Image, Thailand has strong economic Image, Thailand has sacred items the foreigner believe in Image, Thai language is famous and unique Image, Thai people are not disciplinary Image and Thailand is full of pollution image are less than 0.05 can conclude that Having Thai Friend or Acquaintance-experience affected to the view of image but others image which The P-value is more than 0.05 can conclude that Having Thai Friend or Acquaintance-experience did not affect to the view of image.

Then, research has compare the mean between the mean of Image with the group sampling of South Korean Tourists which Ever and Never have Having Thai Friend or Acquaintance-experience as shown in figure 31

Figure4.5 show the comparison of Having Thai Friend experience

Having Thai Friend or Acquaintance

From figure 4.5 shown the mean that if almost of group sampling which ever had Having Thai Friend or Acquaintance-experience not too difference with group sampling which never had this experience. Have only Thailand has unique and attractive festival Image that quite difference Mean. (4.61 and 3.94)

Table 4.8 show the mean of Knowing Thai culture and tradition experience to a view of Image

Destination Image of Thailand attracts Korean tourist	Knowing Thai Culture/Tradition		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to view Image
	Ever	Never				
Thailand has unique culture/tradition	4.68	4.39	0.168	Equal	0.008	Unequal
Thailand has old and beautiful historic sites and antiques	4.51	4.22	0.844	Equal	0.021	Unequal
Thailand has unique and attractive festival	4.4	3.94	0.65	Equal	0.000	Unequal
Thailand is land of Buddhism with peacefulness	4.38	4.45	0.206	Equal	0.544	Equal
Thailand has sacred items the foreigner believe in	3.56	3.46	0.053	Equal	0.373	Equal
Thai people are attached with Royal Institution	4.77	4.46	0.020	Unequal	0.009	Unequal

From table 4.8 shown that The P-value of Thailand is land of Buddhism with peacefulness Image , Thailand has sacred items the foreigner believe in Image are more than can conclude that Knowing Thai Culture/Tradition-experience are more than 0.05 did not affect to the view of image. On the other hand others Image that have The P-value less than 0.05 can conclude that Knowing Thai Culture/Tradition-experience affected to the view of image

Table 4.9 show The mean of Knowing Thai History experience to a view of Image

Destination Image of Thailand attracts Korean tourist	Knowing Thai History		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to view Image
	Ever	Never				
Thailand has unique culture/tradition	4.61	4.47	0.674	Equal	0.254	Equal
Thailand has old and beautiful historic sites and antiques	4.7	4.2	0.022	Unequal	0.000	Unequal
Thailand has unique and attractive festival	4.46	4	0.323	Equal	0.000	Unequal
Thai people have unique and interesting way of life	4.18	4.08	0.646	Equal	0.4	Equal
Thailand is land of Buddhism with peacefulness	4.48	4.39	0.295	Equal	0.46	Equal
Thailand has sacred items the foreigner believe in	4.46	3.52	0.56	Equal	0.653	Equal
Thai people are attached with Royal Institution	4.91	4.45	0.189	Equal	0.000	Unequal

From table 4.9 shown that The P-value of Thailand has old and beautiful historic sites and antiques Image, Thailand has unique and attractive festival Image and Thai people are attached with Royal Institution Image are less than 0.05 can conclude that Knowing Thai History-experience affected to the view of image. On the other hand others Image that have The P-value more than 0.05 can conclude that Knowing Thai History-experience did not affect to the view of image.

Table 4.10 show the mean of Knowing Thai Language experience to a view of Image

Destination Image of Thailand attracts Korean tourist	Knowing Thai Language		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to view Image
	Ever	Never				
Thailand has unique culture/tradition	4.68	4.46	0.561	Equal	0.097	Equal
Thai language is famous and unique	4.03	3.82	0.835	Equal	0.141	Equal

From table 4.10 shown that The P-value of Thailand has unique culture/tradition Image and Thai language is famous and unique Image are more than 0.05 can conclude that Knowing Thai Language -experience did not affect to the view of image.

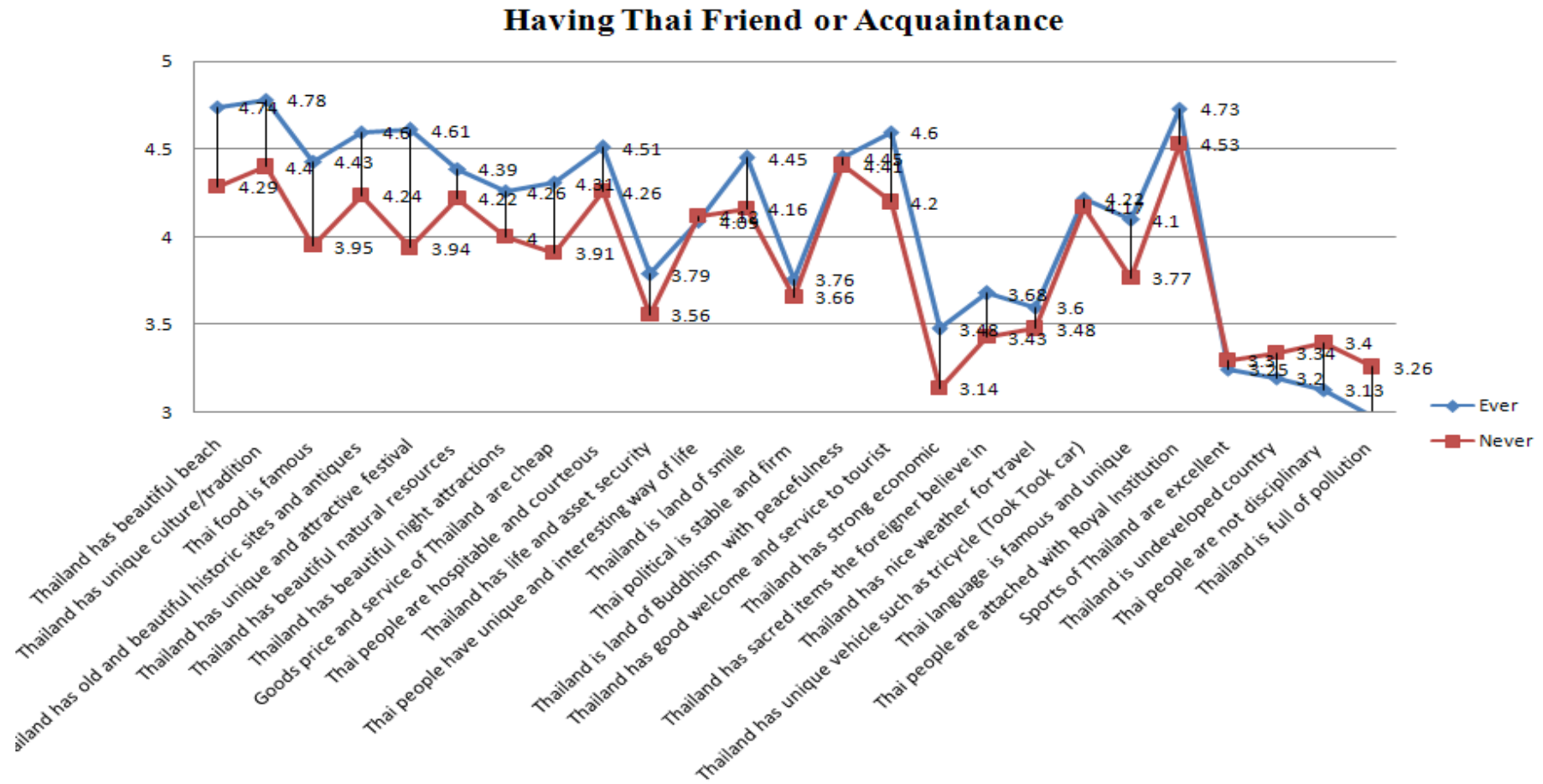Table 4.11 show the mean of Writing Thai Language experience to a view of Image

Destination Image of Thailand attracts Korean tourist	Writing Thai Language		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to view Image
	Ever	Never				
Thai language is famous and unique	3.86	3.87	0.479	Equal	0.961	Equal

From table 4.11 shown that The P-value of Thailand has unique culture/tradition Image and Thai language is famous and unique Image are more than 0.05 can conclude that Writing Thai Language-experience did not affect to the view of image.

Table 4.12 show the mean of Ever come to visit Thailand experience to a view of Image

Destination Image of Thailand attracts Korean tourist	Ever come to visit Thailand		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to view Image
	Ever	Never				
1. Thailand has beautiful beach	4.52	4.3	0.568	Equal	0.096	Equal
2. Thailand has unique culture/tradition	4.62	4.37	0.771	Equal	0.021	Unequal
3. Thai food is famous	4.26	3.87	0.237	Equal	0.003	Unequal
4. Thailand has old and beautiful historic sites and antiques	4.46	4.2	0.978	Equal	0.038	Unequal
5. Thailand has unique and attractive festival	4.31	3.91	0.538	Equal	0.001	Unequal
6. Thailand has beautiful natural resources	4.3	4.23	0.404	Equal	0.572	Equal
7. Thailand has beautiful night attractions	4.1	4.04	0.707	Equal	0.627	Equal
8. Goods price and service of Thailand are cheap	4.03	4.04	0.776	Equal	0.953	Equal
9. Thai people are hospitable and courteous	4.33	3.34	0.567	Equal	0.928	Equal
10. Thailand has life and asset security	4.68	4.56	0.675	Equal	0.319	Equal
11. Thai people have unique and interesting way of life	4.06	4.18	0.276	Equal	0.255	Equal
12. Thailand is land of smile	4.34	4.13	0.872	Equal	0.098	Equal
13. Thai political is stable and firm	3.62	3.78	0.354	Equal	0.189	Equal

14. Thailand is land of Buddhism with peacefulness	4.36	4.5	0.191	Equal	0.226	Equal
15. Thailand has good welcome and service to tourist	4.42	4.18	0.234	Equal	0.047	Unequal
16. Thailand has strong economic	3.29	3.18	0.727	Equal	0.254	Equal
17. Thailand has sacred items the foreigner believe in	3.53	3.46	0.474	Equal	0.551	Equal
18. Thailand has nice weather for travel	3.58	3.43	0.503	Equal	0.283	Equal
19. Thailand has unique vehicle such as tricycle (Took Took car)	4.21	4.16	0.736	Equal	0.681	Equal
20. Thai language is famous and unique	3.91	3.83	0.375	Equal	0.44	Equal
21. Thai people are attached with Royal Institution	4.69	4.46	0.097	Equal	0.057	Equal
22. Sports of Thailand are excellent	3.33	3.23	0.719	Equal	0.382	Equal
23. Thailand is undeveloped country	3.32	3.26	0.974	Equal	0.59	Equal
24. Thai people are not disciplinary	3.26	3.41	0.725	Equal	0.192	Equal
25. Thailand is full of pollution	3.17	3.2	0.142	Equal	0.811	Equal

From table 4.12 shown that The P-value of Thailand has unique culture/tradition Image, Thai food is famous Image, Thailand has old and beautiful historic sites and antiques Image, Thailand has unique and attractive festival Image and Thailand has good welcome and service to tourist Image are less than 0.05 can conclude that Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.) experience affected to the view of image. On the other hand others Image that have The P-value are more than 0.05 can conclude that Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.)-experience did not affect to the view of Image.

Then, research has compare the mean between the mean of Image with the group sampling of South Korean Tourists which Ever and Never had Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.)-experience as shown in figure 32

Figure 4.6 show the comparison of Ever come to visit Thailand experience

Ever come to visit Thailand
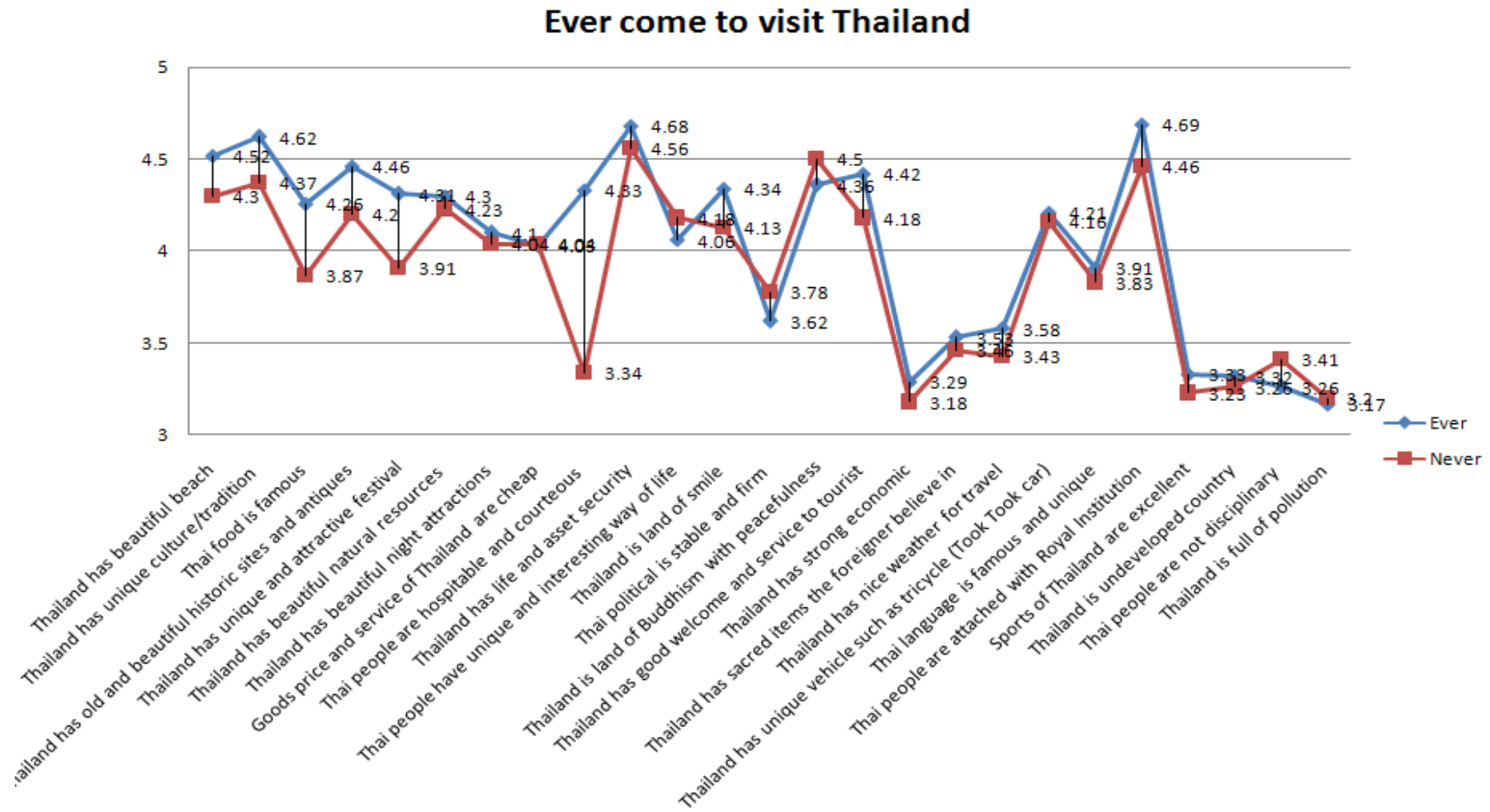
From figure 4.6 shown The mean that if almost of group sampling which ever have Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.)-experience not too difference with group sampling which never had this experience. Have only Thai people are hospitable and courteous Image that has quite difference Mean. (4.33 and 3.34)

Table 4.13 show The mean of Ever come to visit Thailand experience to a view of Image

Destination Image of Thailand attracts Korean tourist	Ever stay in Thailand more than 6 months		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to view Image
	Ever	Never				
1. Thailand has beautiful beach	4.82	4.39	0.06	Equal	0.068	Equal
2. Thailand has unique culture/tradition	4.64	4.5	0.036	Unequal	0.379	Equal
3. Thai food is famous	4.68	4.04	0.208	Equal	0.006	Unequal
4. Thailand has old and beautiful historic sites and antiques	4.43	4.32	0.597	Equal	0.695	Equal
5. Thailand has unique and attractive festival	4.75	4.08	0.147	Equal	0.003	Unequal
6. Thailand has beautiful natural resources	4.71	4.23	0.008	Unequal	0.004	Unequal
7. Thailand has beautiful night attractions	4.11	4.07	0.04	Unequal	0.836	Equal
8. Goods price and service of Thailand are cheap	4.32	4	0.436	Equal	0.216	Equal
9. Thai people are hospitable and courteous	4.5	4.32	0.098	Equal	0.43	Equal
10. Thailand has life and asset security	3.54	3.64	0.329	Equal	0.648	Equal
11. Thai people have unique and interesting way of life	4.14	4.11	0.41	Equal	0.852	Equal
12. Thailand is land of smile	4.46	4.23	0.641	Equal	0.283	Equal
13. Thai political is stable and firm	3.71	3.69	0.252	Equal	0.899	Equal
14. Thailand is land of Buddhism with peacefulness	4.14	4.45	0.357	Equal	0.144	Equal
15. Thailand has good welcome and service to tourist	4.39	4.31	0.466	Equal	0.708	Equal
16. Thailand has strong economic	3.36	3.23	0.297	Equal	0.501	Equal

17. Thailand has sacred items the foreigner believe in	3.5	3.5	0.4	Equal	1	Equal
18. Thailand has nice weather for travel	4.04	3.46	0.419	Equal	0.019	Unequal
19. Thailand has unique vehicle such as tricycle (Took Took car)	4.18	4.19	0.06	Equal	0.969	Equal
20. Thai language is famous and unique	4.11	3.85	0.687	Equal	0.219	Equal
21. Thai people are attached with Royal Institution	4.89	4.56	0.151	Equal	0.129	Equal
22. Sports of Thailand are excellent	3.39	3.28	0.7	Equal	0.591	Equal
23. Thailand is undeveloped country	3.71	3.26	0.317	Equal	0.021	Unequal
24. Thai people are not disciplinary	3.64	3.29	0.374	Equal	0.091	Equal
25. Thailand is full of pollution	3.64	3.14	0.986	Equal	0.03	Unequal

From graph 4.13 shown that The P-value of Thai food is famous Image, Thailand has unique and attractive festival Image, Thailand has unique and attractive festival Image, Thailand has nice weather for travel Image, Thailand is undeveloped country Image and Thailand is full of pollution Image are less than 0.05 can conclude that Ever stay in Thailand more than 6 months-experience affected to the view of image. On the other hand others Image that have The P-value are more than 0.05 can conclude that Ever stay in Thailand more than 6 months-experience did not affect to the view of Image.

Then, research has compared the mean between the mean of Image with the group sampling of South Korean Tourists which Ever and Never had Ever stay in Thailand more than 6 months-experience -experience as shown in figure 33

Figure 4.7 show the comparison of Ever stay in Thailand more than 6 mouths experience

Ever stay in Thailand more than 6 mouths
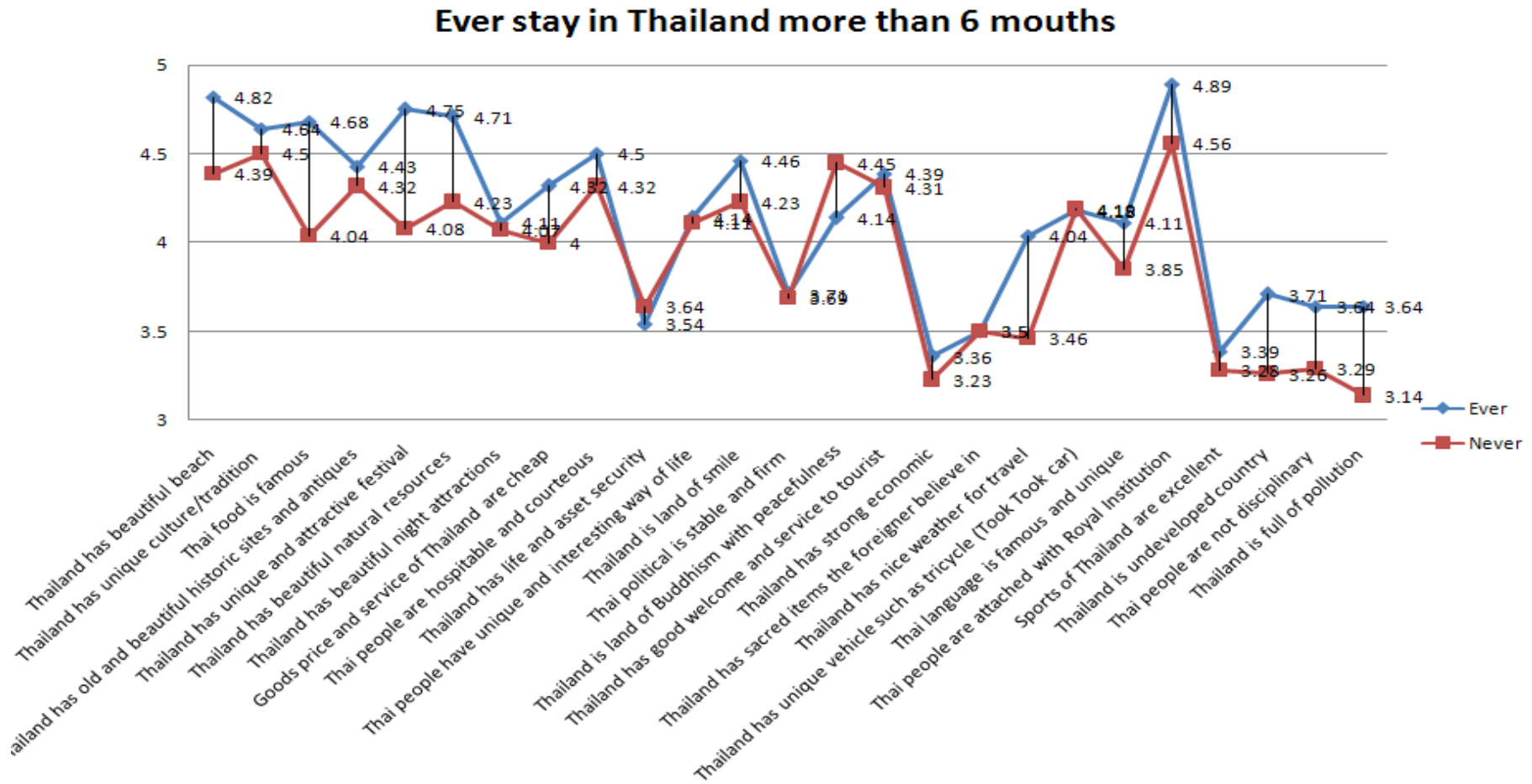
From figure 4.7 shown the mean that if almost of group sampling which ever had Ever stay in Thailand more than 6 months-experience not too difference with group sampling which never had this experience. Have only Thailand has unique and attractive festival Image that quite difference Mean. (4.75 and 4.08)

2. Demographic characteristic, researcher divide the Demographic characteristic as follow Gender, Age, Family Status, Education Level, Occupation and Income /Month by researcher use T-Test and One-way ANOVA statistic for test can be classify as follow

Table 4.14 show The mean of Gender to a view of Image

Destination Image of Thailand attracts Korean tourist	Gender		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to view Image
	Male	Female				
1. Thailand has beautiful beach	4.6	4.25	0.619	Equal	0.007	Unequal
2. Thailand has unique culture/tradition	4.61	4.41	0.164	Equal	0.071	Equal
3. Thai food is famous	4.1	4.08	0.647	Equal	0.872	Equal
4. Thailand has old and beautiful historic sites and antiques	4.42	4.28	0.648	Equal	0.251	Equal
5. Thailand has unique and attractive festival	4.17	4.1	0.007	Unequal	0.569	Equal
6. Thailand has beautiful natural resources	4.24	4.29	0.511	Equal	0.685	Equal
7. Thailand has beautiful night attractions	4.17	3.98	0.36	Equal	0.146	Equal
8. Goods price and service of Thailand are cheap	4.05	4.01	0.036	Unequal	0.79	Equal
9. Thai people are hospitable and courteous	4.37	4.29	0.027	Unequal	0.553	Equal
10. Thailand has life and asset security	3.83	3.43	0.522	Equal	0.001	Unequal
11. Thai people have unique and interesting way of life	4.16	4.07	0.475	Equal	0.382	Equal
12. Thailand is land of smile	4.38	4.13	0.034	Unequal	0.039	Unequal
13. Thai political is stable and firm	3.86	3.52	0.996	Equal	0.005	Unequal

14. Thailand is land of Buddhism with peacefulness	4.55	4.29	0.241	Equal	0.27	Equal
15. Thailand has good welcome and service to tourist	4.46	4.18	0.644	Equal	0.024	Unequal
16. Thailand has strong economic	3.27	3.22	0.479	Equal	0.585	Equal
17. Thailand has sacred items the foreigner believe in	3.48	3.52	0.739	Equal	0.713	Equal
18. Thailand has nice weather for travel	3.59	3.44	0.696	Equal	0.255	Equal
19. Thailand has unique vehicle such as tricycle (Took Took car)	4.2	4.17	0.435	Equal	0.843	Equal
20. Thai language is famous and unique	3.87	3.87	0.436	Equal	0.986	Equal
21. Thai people are attached with Royal Institution	4.68	4.5	0.303	Equal	0.145	Equal
22. Sports of Thailand are excellent	3.22	3.35	0.479	Equal	0.254	Equal
23. Thailand is undeveloped country	3.4	3.19	0.918	Equal	0.058	Equal
24. Thai people are not disciplinary	3.36	3.28	0.16	Equal	0.473	Equal
25. Thailand is full of pollution	3.28	3.08	0.03	Unequal	0.114	Equal

From table 4.14 shown that The P-value of Thailand has beautiful beach Image, Thailand has life and asset security Image, Thailand is land of smile Image, Thai political is stable and firm Image and Thailand has good welcome and service to tourist Image are less than 0.05 can conclude that Gender affected to the view of image. On the other hand others Image that have The P-value are more than 0.05 can conclude that Gender did not affect to the view of Image.

Then, research has compared the mean between the mean of Image with the Gender of group sampling of South Korean Tourists which can divine to male and female as shown in figure 34

Figure 4.8 show the comparison of Gender
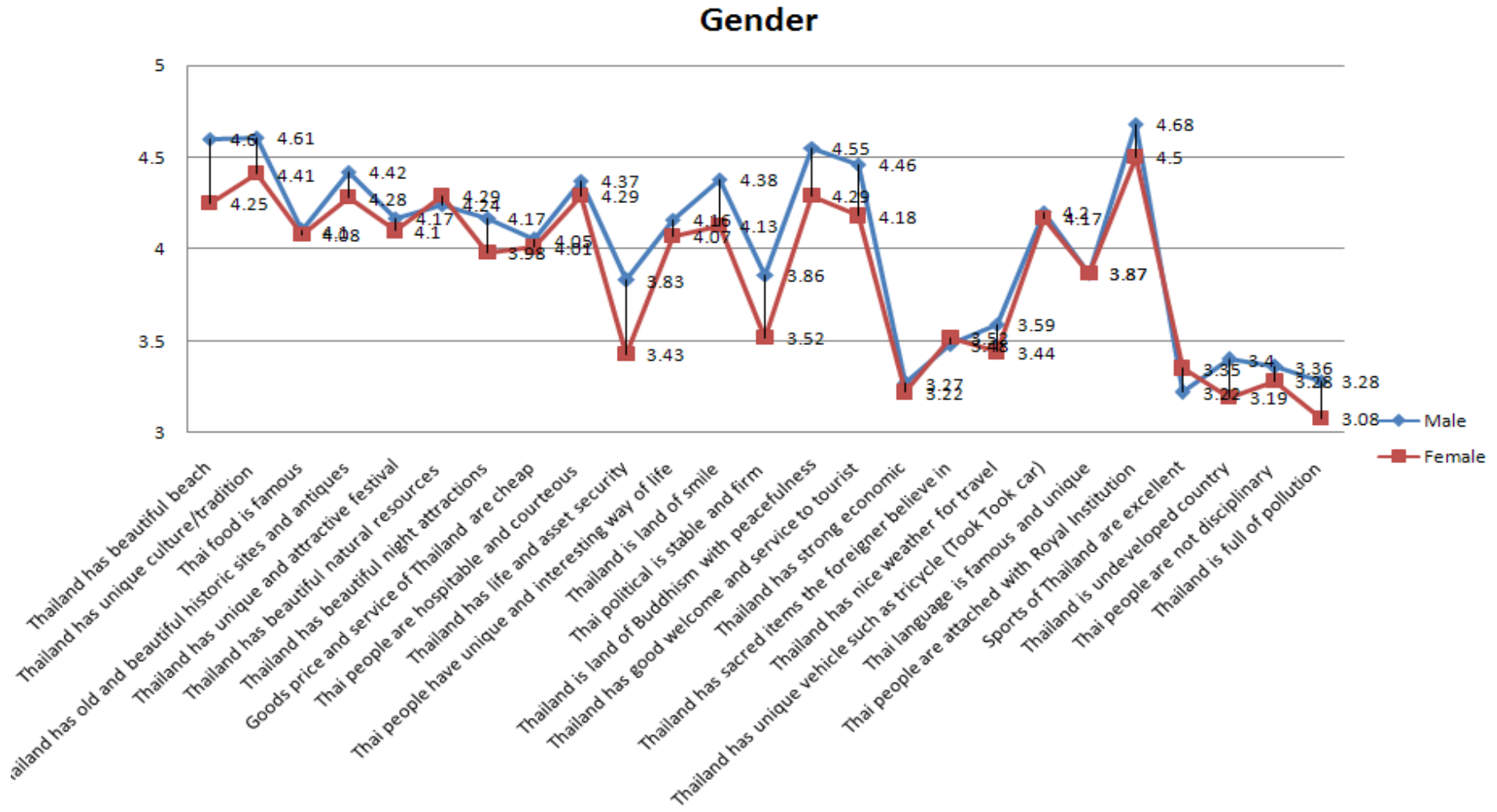
Figure 4.8: Obviously, the mean in this figure has shown that if almost of group sampling that being male is not too different from group sampling rather than female. And only Thailand has life and asset security Image that is quite different from the Mean as mentioned above. (3.83 and 4.43)

Table 4.15 show The mean of Age to a view of Image

Destination Image of Thailand attracts Korean tourist	Age				P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to view Image
	Under 25	26-35	36-45	46-55				
1. Thailand has beautiful beach	4.67	4.47	4.33	4.17	0.179	Equal	0.102	Equal
2. Thailand has unique culture/tradition	4.754	4.58	4.28	4.38	0.472	Equal	0.019	Unequal
3. Thai food is famous	4.14	4.29	3.99	3.78	0.442	Equal	0.034	Unequal
4. Thailand has old and beautiful historic sites and antiques	4.49	4.39	4.25	4.22	0.207	Equal	0.455	Equal
5. Thailand has unique and attractive festival	4.33	4.16	4.04	3.98	0.103	Equal	0.28	Equal
6. Thailand has beautiful natural resources	4.62	4.21	4.24	4.03	0.195	Equal	0.25	Equal
7. Thailand has beautiful night attractions	4.61	4.06	4.07	3.53	0.067	Equal	0.000	Unequal
8. Goods price and service of Thailand are cheap	4.29	4.02	3.94	3.86	0.19	Equal	0.242	Equal
9. Thai people are hospitable and courteous	4.71	4.27	4.38	3.98	0.449	Equal	0.004	Unequal
10. Thailand has life and asset security	3.68	3.65	3.47	3.7	0.003	Unequal	0.619	Equal
11. Thai people have unique and interesting way of life	4.42	4.12	3.93	3.97	0.398	Equal	0.013	Unequal
12. Thailand is land of smile	4.36	4.27	4.22	4.11	0.851	Equal	0.602	Equal
13. Thai political is stable and firm	3.67	3.66	3.64	3.83	0.024	Unequal	0.737	Equal
14. Thailand is land of Buddhism with peacefulness	4.45	4.39	4.36	4.52	0.987	Equal	0.819	Equal
15. Thailand has good welcome and service to tourist	4.7	4.23	4.22	4.17	0.865	Equal	0.016	Unequal
16. Thailand has strong economic	3.19	3.31	3.24	3.19	0.001	Unequal	0.79	Equal
17. Thailand has sacred items the foreigner believe in	3.7	3.46	3.42	3.47	0.05	Equal	0.309	Equal
18. Thailand has nice weather for travel	3.41	3.59	3.65	3.33	0.004	Unequal	0.345	Equal
19. Thailand has unique vehicle such as tricycle (Took Took car)	4.78	4.17	4	3.8	0.109	Equal	0.000	Unequal

20. Thai language is famous and unique	4.01	3.98	3.75	3.73	0.471	Unequal	0.315	Equal
21. Thai people are attached with Royal Institution	4.61	4.63	4.57	4.52	0.069	Equal	0.92	Equal
22. Sports of Thailand are excellent	3.39	3.39	3.15	3.13	0.021	Unequal	0.242	Equal
23. Thailand is undeveloped country	3.33	3.3	3.43	3.09	0.224	Equal	0.263	Equal
24. Thai people are not disciplinary	3.29	3.4	3.36	3.17	0.057	Equal	0.554	Equal
25. Thailand is full of pollution	3.29	3.15	3.15	3.14	0.074	Equal	0.857	Equal

From table 4.15 shown that The P-value of Thailand has unique culture/tradition Image, Thai food is famous Image, Thailand has beautiful night attractions Image, Thai people have unique and interesting way of life Image, Thailand has good welcome and service to tourist Image and Thailand has unique vehicle such as tricycle (Took Took car) are less than 0.05 can conclude that Age affected to the view of image. On the other hand others Image that have The P-value are more than 0.05 can conclude that Age did not affect to the view of Image.

Then, research has compared the mean between the mean of Image with the Age of group sampling of South Korean Tourists which can divine to under 25years 26-35years and 46-55 years as shown in figure 34

Figure 4.9 show the comparison of Age

Age
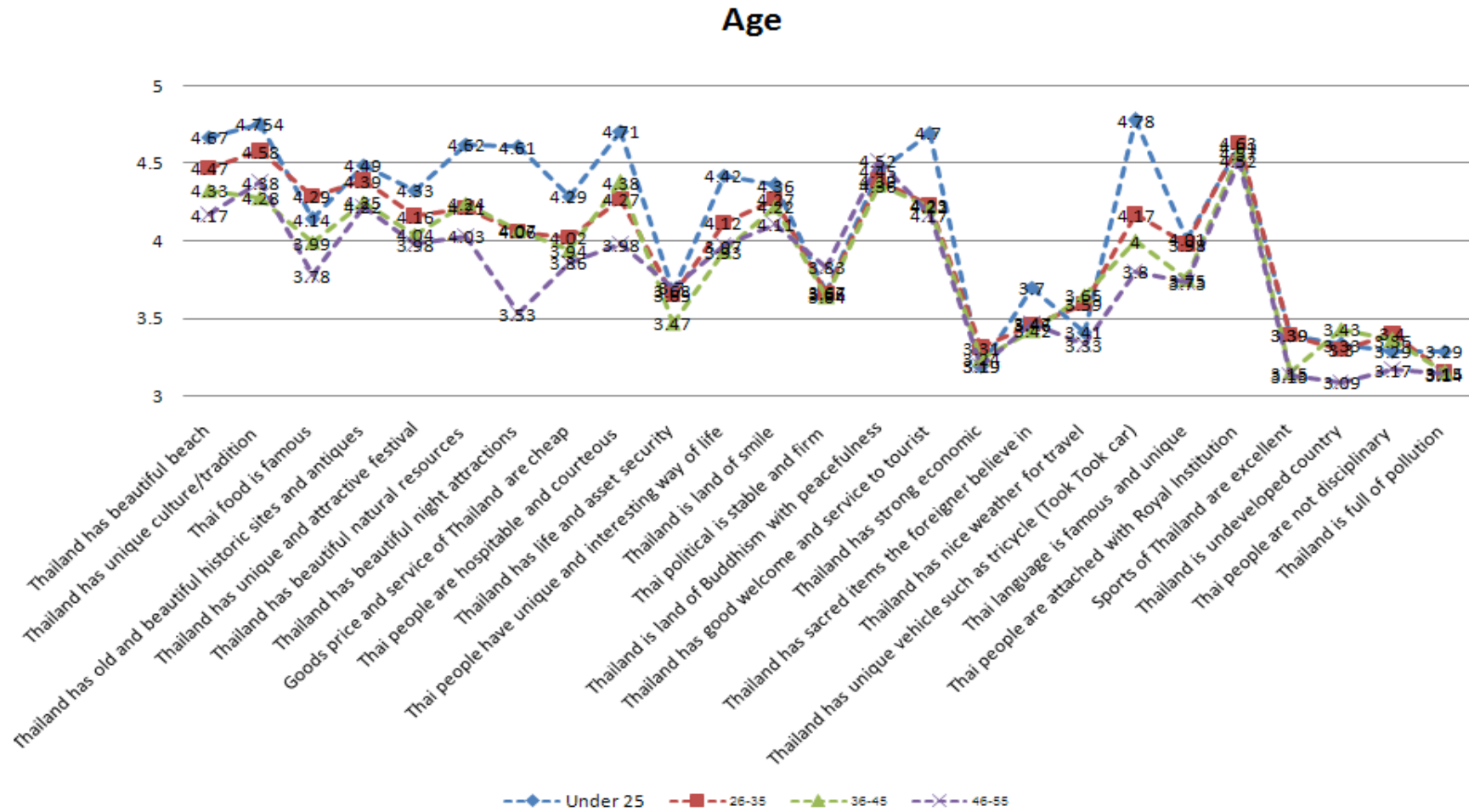
From figure 4.9 shown the mean that if almost of group sampling, Age not too difference. Have only Thailand has beautiful night attractions Image that quite difference Mean. (4.61, 4.06, 4.07 and 4.43)

Table 4.16 show The mean of Family Status to a view of Image

Destination Image of Thailand attracts Korean tourist	Family Status				P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to view Image
	Single (Stay Alone)	Marriage (Stay with Spouse)	Single (Stay with Parents)	Marriage (Stay with Parents)				
1. Thailand has beautiful beach	4.64	4.14	4.51	4.46	0.178	Equal	0.000	Unequal
2. Thailand has unique culture/tradition	4.6	4.28	4.66	5.23	0.958	Equal	0.01	Unequal
3. Thai food is famous	4.41	3.83	4.11	4.77	0.77	Equal	0.01	Unequal
4. Thailand has old and beautiful historic sites and antiques	4.5	4.17	4.38	5	0.823	Equal	0.26	Equal
5. Thailand has unique and attractive festival	4.18	3.98	4.36	4.38	0.676	Equal	0.23	Equal
6. Thailand has beautiful natural resources	4.26	4.09	4.42	4.92	0.018	Unequal	0.32	Equal
7. Thailand has beautiful night attractions	4.08	3.82	4.43	3.92	0.17	Equal	0.002	Unequal
8. Goods price and service of Thailand are cheap	4.25	3.74	4.19	4.46	0.291	Equal	0.007	Unequal
9. Thai people are hospitable and courteous	4.39	4.11	4.52	4.92	0.612	Equal	0.012	Unequal
10. Thailand has life and asset security	3.78	3.54	3.66	3.46	0.362	Equal	0.491	Equal
11. Thai people have unique and interesting way of life	4.2	3.94	4.25	4.31	0.682	Equal	0.061	Equal
12. Thailand is land of smile	4.35	4.09	4.33	4.69	0.955	Equal	0.097	Equal
13. Thai political is stable and firm	3.7	3.71	3.64	3.85	0.019	Unequal	0.911	Equal
14. Thailand is land of Buddhism with peacefulness	4.53	4.42	4.28	4.77	0.329	Equal	0.271	Equal
15. Thailand has good welcome and service to tourist	4.46	4.1	4.43	4.77	0.9	Equal	0.021	Unequal
16. Thailand has strong economic	3.38	3.16	3.26	3.15	0.182	Equal	0.415	Equal
17. Thailand has sacred items the foreigner believe in	3.5	3.33	3.7	3.85	0.115	Equal	0.018	Equal
18. Thailand has nice weather for travel	3.66	3.43	3.49	3.62	0.684	Equal	0.599	Equal
19. Thailand has unique vehicle such as tricycle (Took Took car)	4.39	3.79	3.57	4.23	0.415	Equal	0.000	Unequal
20. Thai language is famous and unique	3.93	3.72	3.99	4.15	0/174	Equal	0.174	Equal

21. Thai people are attached with Royal Institution	4.58	4.5	4.72	4.62	0.175	Equal	0.532	Equal
22. Sports of Thailand are excellent	3.44	3.16	3.37	3	0.307	Equal	0.179	Equal
23. Thailand is undeveloped country	3.3	3.3	3.29	3.23	0.121	Equal	0.996	Equal
24. Thai people are not disciplinary	3.55	3.3	3.22	3.32	0.091	Equal	0.082	Equal
25. Thailand is full of pollution	3.18	3.18	3.18	3.23	0.518	Equal	0.999	Equal

From table 4.16 shown that The P-value of Thailand has beautiful beach Image, Thailand has unique culture/tradition Image, Thai food is famous Image, Thailand has beautiful night attractions Image, Goods price and service of Thailand are cheap Image, Thai people are hospitable and courteous Image, Thailand has good welcome and service to tourist Image and Thailand has unique vehicle such as tricycle (Took Took car) are less than 0.05 can conclude that Family Status affected to the view of image. On the other hand others Image that have The P-value are more than 0.05 can conclude that Family Status did not affect to the view of Image.

Table 4.17 show The mean of Education Level to a view of Image

Destination Image of Thailand attracts Korean tourist	Education Level				P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to view Image
	Lower than High School	High School	Bachelor's degree	Higher than Bachelor's degree				
1. Thailand has beautiful beach	4.61	4.24	4.44	4.54	0.279	Equal	0.339	Equal
2. Thailand has unique culture/tradition	4.96	4.41	4.44	4.62	0.698	Equal	0.041	Unequal
3. Thai food is famous	3.79	4.04	4.05	4.4	0.724	Equal	0.083	Equal
4. Thailand has old and beautiful historic sites and antiques	4.5	4.36	4.3	4.35	0.339	Equal	0.865	Equal
5. Thailand has unique and attractive festival	4.71	4.06	4.11	4.06	0.377	Equal	0.042	Unequal
6. Thailand has beautiful natural resources	5.21	4.25	4.11	4.25	0.329	Equal	0.000	Unequal
7. Thailand has beautiful night attractions	4.75	4.08	3.93	4.11	0.579	Equal	0.013	Unequal
8. Goods price and service of Thailand are cheap	4.75	4.14	3.82	4.06	0.444	Equal	0.004	Unequal
9. Thai people are hospitable and courteous	4.71	4.4	4.22	4.34	0.879	Equal	0.197	Equal
10. Thailand has life and asset security	3.54	3.61	3.61	3.74	0.002	Unequal	0.843	Equal
11. Thai people have unique and interesting way of life	4.89	4.12	3.97	4.09	0.783	Equal	0.000	Unequal
12. Thailand is land of smile	4.61	4.15	4.26	4.18	0.768	Equal	0.277	Equal
13. Thai political is stable and firm	4.07	3.72	3.66	3.57	0.087	Equal	0.228	Equal
14. Thailand is land of Buddhism with peacefulness	4.82	4.41	4.36	4.38	0.495	Equal	0.205	Equal
15. Thailand has good welcome and service to tourist	5.04	4.27	4.24	4.25	0.208	Equal	0.005	Unequal
16. Thailand has strong economic	3.36	3.21	3.2	3.34	0.203	Equal	0.672	Equal
17. Thailand has sacred items the foreigner believe in	4.11	3.44	3.38	3.6	0.445	Equal	0.002	Unequal
18. Thailand has nice weather for travel	3.57	3.49	3.46	3.65	0.000	Unequal	0.768	Equal
19. Thailand has unique vehicle such as tricycle (Took Took car)	4.86	4.39	4.09	3.85	0.054	Equal	0.000	Unequal
20. Thai language is famous and unique	4.25	3.85	3.81	3.88	0.904	Equal	0.253	Equal
21. Thai people are attached with Royal Institution	4.46	4.67	4.62	4.48	0.449	Equal	0.66	Equal
22. Sports of Thailand are excellent	3.57	3.24	3.28	3.25	0.411	Equal	0.533	Equal
23. Thailand is undeveloped country	3.39	3.32	3.29	3.23	0.054	Equal	0.902	Equal
24. Thai people are not	3.11	3.49	3.34	3.14	0.045	Equal	0.134	Equal

disciplinary							
25. Thailand is full of pollution	2.96	3.34	3.16	3.11	0.409	Equal	0.423	Equal

From table 4.17 shown that The P-value Thailand has unique culture/tradition Image, Thailand has unique and attractive festival Image, Thailand has beautiful natural resources Image, Thailand has beautiful night attractions Image, Goods price and service of Thailand are cheap Image, Thai people have unique and interesting way of life Image, Thailand has good welcome and service to tourist Image, Thailand has sacred items the foreigner believe in Image and Thailand has unique vehicle such as tricycle (Took Took car) are less than 0.05 can conclude that Education Level affected to the view of image. On the other hand others Image that have The P-value are more than 0.05 can conclude that Education Level did not affect to the view of Image.

Table 4.18 show The mean of Occupation to a view of Image

Destination Image of Thailand attracts Korean tourist	Occupation						P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to view Image
	Student	Officer	Government Officer	Merchant / Business Owner	House Wife	Other				
1. Thailand has beautiful beach	4.47	4.38	4.61	4.59	3.71	4.58	0.891	Equal	0.009	Unequal
2. Thailand has unique culture/tradition	4.63	4.34	4.52	4.86	3.94	4.7	0.023	Unequal	0.001	Unequal
3. Thai food is famous	4.05	4.15	4.29	4.14	3.56	4.19	0.439	Equal	0.119	Equal
4. Thailand has old and beautiful historic sites and antiques	4.51	4.27	4.42	4.62	3.88	4.38	0.788	Equal	0.102	Equal
5. Thailand has unique and attractive festival	4.37	4.13	4.16	4.34	3.59	4.12	0.824	Equal	0.038	Unequal
6. Thailand has beautiful natural resources	4.53	4.12	4.16	4.24	3.94	4.41	0.105	Equal	0.129	Equal
7. Thailand has beautiful night attractions	4.49	3.91	4.35	4.14	3.47	4.07	0.231	Equal	0.002	Unequal
8. Goods price and service of Thailand are cheap	4.29	3.79	4.13	3.9	3.56	4.28	0.848	Equal	0.018	Unequal
9. Thai people are hospitable and courteous	4.71	4.26	4.19	4.38	3.85	4.37	0.161	Equal	0.024	Unequal

10. Thailand has life and asset security	3.68	3.79	3.65	3.72	3.12	3.6	0.56	Equal	0.119	Equal
11. Thai people have unique and interesting way of life	4.24	4.03	4	4.17	3.68	4.29	0.13	Equal	0.038	Unequal
12. Thailand is land of smile	4.36	4.31	4.19	4.69	3.68	4.21	0.685	Equal	0.01	Unequal
13. Thai political is stable and firm	3.58	3.86	3.74	3.86	3.26	3.69	0.602	Equal	0.129	Equal
14. Thailand is land of Buddhism with peacefulness	4.37	4.51	4.48	4.72	4.12	4.36	0.226	Equal	0.264	Equal
15. Thailand has good welcome and service to tourist	4.61	4.31	4.23	4.41	3.74	4.34	0.307	Equal	0.016	Unequal
16. Thailand has strong economic	3.19	3.38	3.36	3.24	3.85	3.29	0.626	Equal	0.133	Equal
17. Thailand has sacred items the foreigner believe in	3.61	3.37	3.32	3.69	3.03	3.73	0.108	Equal	0.003	Unequal
18. Thailand has nice weather for travel	3.41	3.5	3.65	3.41	3.21	3.7	0.025	Unequal	0.401	Equal
19. Thailand has unique vehicle such as tricycle (Took Took car)	4.67	4.03	4.13	3.97	3.68	4.3	0.309	Equal	0.001	Unequal
20. Thai language is famous and unique	3.97	3.91	4	4	3.26	3.91	0.11	Equal	0.028	Unequal
21. Thai people are attached with Royal Institution	4.54	4.58	4.65	4.97	4.29	4.6	0.377	Equal	0.298	Equal
22. Sports of Thailand are excellent	3.39	3.41	3.48	3	2.75	3.32	0.32	Equal	0.027	Unequal
23. Thailand is undeveloped country	3.37	3.19	3.58	3.24	3.03	3.37	0.007	Unequal	0.236	Equal
24. Thai people are not disciplinary	3.15	3.4	3.48	3.24	3.09	3.42	0.08	Equal	0.368	Equal
25. Thailand is full of pollution	3.1	3.17	3.06	3.38	3.12	3.23	0.263	Equal	0.895	Equal

From table 4.18 shown that The P-value Thailand has beautiful beach Image, Thailand has unique culture/tradition Image, Thailand has unique and attractive festival Image, Thailand has beautiful night attractions Image, Goods price and service of Thailand are cheap Image, Thai people are hospitable and courteous Image, Thai people have unique and interesting way of life Image, Thailand is land of smile Image, Thailand has good welcome and service to tourist Image, Thailand has sacred items the foreigner believe in Image, Thailand has unique vehicle such as tricycle (Took Took car) Image, Thai language is famous and unique Image and Sports of Thailand are excellent Image are less than 0.05 can conclude that Occupation affected to the view of image. On the other hand others Image that have

The P-value are more than 0.05 can conclude that Occupation did not affect to the view of Image.

Table 4.19 show The mean of Income to a view of Image

Destination Image of Thailand attracts Korean tourist	Income /Month						P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to view Image
	Under than 450 US dollar	450-880 US	880-1,300 US	1,300-1,700 US	1,700-2,200 US	More than 2,200				
1. Thailand has beautiful beach	4.55	4.28	4.49	4.44	4.61	4.3	0.757	Equal	0.617	Equal
2. Thailand has unique culture/tradition	4.55	4.67	4.57	4.41	4.75	4.4	0.055	Equal	0.35	Equal
3. Thai food is famous	3.95	4.44	4.09	4.21	4.2	4.04	0.846	Equal	0.631	Equal
4. Thailand has old and beautiful historic sites and antiques	4.51	4.44	4.09	4.44	4.51	4.24	0.198	Equal	0.365	Equal
5. Thailand has unique and attractive festival	4.25	4.06	4.26	4.1	4.33	4	0.73	Equal	0.468	Equal
6. Thailand has beautiful natural resources	4.58	3.94	4.26	4.31	4.14	4.22	0.294	Equal	0.29	Equal
7. Thailand has beautiful night attractions	4.58	3.67	4.03	4.26	3.96	3.92	0.065	Equal	0.01	Unequal
8. Goods price and service of Thailand are cheap	4.51	3.83	4.11	4	3.92	3.89	0.285	Equal	0.072	Equal
9. Thai people are hospitable and courteous	4.69	4.11	4.29	4.28	4.31	4.24	0.162	Equal	0.247	Equal
10. Thailand has life and asset security	3.58	3.61	3.6	3.62	3.61	3.67	0.137	Equal	0.997	Equal
11. Thai people have unique and interesting way of life	4.27	4.17	4.03	3.95	4.06	4.13	0.255	Equal	0.693	Equal
12. Thailand is land of smile	4.31	4	4.34	4.15	4.35	4.22	0.117	Equal	0.828	Equal
13. Thai political is stable and firm	3.58	3.33	3.69	3.72	3.76	3.75	0.085	Equal	0.697	Equal
14. Thailand is land of Buddhism with peacefulness	4.45	3.83	4.51	4.49	4.47	4.42	0.602	Equal	0.285	Equal
15. Thailand has good welcome and service to tourist	4.69	4.06	4.29	4.33	4.33	4.19	0.654	Equal	0.113	Equal
16. Thailand has strong economic	3.11	2.94	3.51	3.54	3.27	3.17	0.487	Equal	0.053	Equal
17. Thailand has sacred items the foreigner believe in	3.67	3.17	3.69	3.85	3.49	3.33	0.636	Equal	0.014	Unequal
18. Thailand has nice weather for travel	3.42	3	3.63	3.79	3.59	3.48	0.041	Unequal	0.305	Equal
19. Thailand has unique vehicle such as tricycle (Took Took car)	4.83	4.28	4.09	4.54	4.18	3.83	0.202	Equal	0.000	Unequal

20. Thai language is famous and unique	3.95	4.11	3.74	3.97	4.12	3.71	0.108	Equal	0.172	Equal
21. Thai people are attached with Royal Institution	4.53	4.56	4.4	4.72	4.86	4.53	0.098	Equal	0.373	Equal
22. Sports of Thailand are excellent	3.4	3	3.31	3.56	3.53	3.09	0.315	Equal	0.048	Equal
23. Thailand is undeveloped country	3.49	3.06	3.2	3.18	3.33	3.29	0.199	Equal	0.548	Equal
24. Thai people are not disciplinary	3.18	3.17	3.49	3.18	3.33	3.4	0.048	Unequal	0.603	Equal
25. Thailand is full of pollution	3.09	3.17	3.23	3.05	3.31	3.19	0.09	Equal	0.914	Equal

From table 4.19 shown that The P-value Thailand has beautiful night attractions Image, Thailand has sacred items the foreigner believe in Image and Thailand has unique vehicle such as tricycle (Took Took car) are less than 0.05 can conclude that Income /Month affected to the view of image. On the other hand others Image that have The P-value are more than 0.05 can conclude that Income /Month did not affect to the view of Image.

Summary of 4.2.1

From the tourists that have Having Thai friends or acquaintance-experience to a view of Thailand is polluted Image have the mean too different from the tourists who have never experience. Because the result of most tourists ever get to Thailand,it is believed that Thailand is known as a city filled with pollution so the mean of tourists for the rest of the population look quite different, showing that tourists who Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.)-experience, they know that Thai people are good and Thailand have good image. And the tourists that who have Ever stay in Thailand more than six months-experience shows that the destination image of Thailand is polluted which have the mean less than any other experience because the tourists who come to Thailand to see this image clearly and do not think the fact that Thailand is a country full of pollutants.

The gender to a view of destination image of Thailand, the image can be seen that males and females with the mean level not too different. However only the image of Thailand has life and asset security, the male has belief in security than females and

from the fact that women still worried about her safety. The mean of image are quite different age to a view of images. It can be seen that the mean tourists is between the age of 45-55 years, it has agreed to look at quite a few image. As a relatively of old age of tourists to see the image. It can be seen from the difference between the mean of Thailand has sacred items that foreigner visitors believe in, the tourists have a higher education degree is the mean of the image is quite low, and the tourists with higher education don't believe many of these issues. That people with lower education would believe this. Occupation to a view of image, the mean is very low. As housewife, a career do not have contact with anyone so that it is a relatively narrow, in contact with society. The mean of image of housewife group is relatively low, as in other occupations. Income to a view of image, the tourists who earn more than 2,200 US dollar have the mean of image is relatively low. Because high-income tourists who can go in a different from the tourists who have low income. Then the mean is relatively too difference.

4.2.2 The research is conducted to compare the average experiences and comparative analysis of the demographics characteristic of Korean tourists on the selection of tourist attractions which resulted in two main categories:

    1. The analytical value of the experience on the selection of tourists attractions of Thailand.

    2. The demographic characteristic and comparative analysis of the average on the selection of tourists attractions of Thailand.

1. Tourist Experience, researcher divide the experience of tourists into 8 experience as follow Eating Thai Food-experience Having Thai Friend or Acquaintance-experience Knowing Thai Culture/Tradition-experience Knowing Thai History-experience Knowing Thai Language-experience Writing Thai Language-experience Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.)-experience and Ever stay in Thailand more than 6 months-experience and researcher use T-Test statistic for 3 Thai attraction selecting test can be classify as follow

Table 4.20 show The mean of Eating Thai Food experience to selection of style attractions

Style of attraction	Eating Thai Food		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
Natural attractions	4.53	4.04	0.000	Unequal	0.001	Unequal
Thai Historical attractions	4.08	3.77	0.045	Unequal	0.088	Equal
Architectural sites	3.76	3.85	0.035	Unequal	0.67	Equal
Technological sites	3.02	3.27	0.84	Equal	0.327	Equal
Food sites	3.99	3.85	0.046	Unequal	0.511	Equal
Shopping sites	3.95	3.77	0.126	Equal	0.499	Equal

From table 4.20 shown that The P-value of Natural attractions are less than 0.05 can conclude that Eating Thai Food-experience affected to the selecting of attractions. On the other hand others styles of attraction that have The P-value are more than 0.05 can conclude that Eating Thai Food-experience did not affect to the selecting of attractions.

Table 4.21 show The mean of Eating Thai Food experience to selection of Regions

Regions of Thailand	Eating Thai Food		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
North (waterfalls, natural sites)	4.08	4	0.005	Unequal	0.591	Equal
North east (cultural traveling sites)	4.04	3.81	0.027	Unequal	0.143	Equal
Central region (Center of traveling and cultural sites)	4.29	3.96	0.001	Unequal	0.031	Unequal
East (Thai bay coast)	4.42	4.08	0.005	Unequal	0.054	Equal
West (waterfalls and natural sites)	4.1	3.85	0.248	Equal	0.256	Equal
South (Andaman coast)	4.19	4	0.004	Unequal	0.281	Equal

From table 4.21 shown that The P-value of Central region (Center of traveling and cultural sites) are less than 0.05 can conclude that Eating Thai Food-experience affected to the selecting of attractions. On the other hand others Regions of Thailand that have The P-value are more than 0.05 can conclude that Eating Thai Food-experience did not affect to the selecting of attractions.

Table 4.22 show The mean of Eating Thai Food experience to selection of Styles of activity

Styles of activities	Eating Thai Food		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
playing and bathing in the sea	4.3	4.27	0.058	Equal	0.896	Equal
Learning Thai history and culture	3.58	3.58	0.142	Equal	0.998	Equal
Playing golf	2.44	2.69	0.111	Equal	0.402	Equal
Climbing and playing waterfall	3.39	3.04	0.002	Unequal	0.103	Equal
Shopping	3.86	3.58	0.159	Equal	0.296	Equal

From table 4.22 shown that The P-value of all Styles of activities are more than 0.05 can conclude that Eating Thai Food-experience did not affect to the selecting of attractions.

Table 4.23 show The mean of Having Thai friend experience to selection of style attractions

Style of attraction	Having Thai Friend or Acquaintance		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
Natural attractions	4.77	4.37	0.456	Equal	0.003	Unequal
Thai Historical attractions	4.25	3.97	0.937	Equal	0.055	Equal
Architectural sites	3.85	3.73	0.383	Equal	0.445	Equal
Technological sites	2.94	3.08	0.667	Equal	0.339	Equal
Food sites	4.04	3.95	0.867	Equal	0.556	Equal
Shopping sites	4.09	3.88	0.916	Equal	0.177	Equal

From table 4.23 shown that The P-value of Natural attractions are less than 0.05 can conclude that Having Thai Friend or Acquaintance-experience affected to the selecting of attractions. On the other hand others style of attraction that have The P-value are more than 0.05 can conclude that Having Thai Friend or Acquaintance-experience did not affect to the selecting of attractions.

Table 4.24 show The mean of Having Thai friend experience to selection of Regions

Regions of Thailand	Having Thai Friend or Acquaintance		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
North (waterfalls, natural sites)	4.13	4.05	0.065	Equal	0.558	Equal
North east (cultural traveling sites)	4.08	3.99	0.006	Unequal	0.552	Equal
Central region (Center of traveling and cultural sites)	4.43	4.19	0.186	Equal	0.071	Equal
East (Thai bay coast)	4.47	4.35	0.058	Equal	0.385	Equal
West (waterfalls and natural sites)	3.99	4.12	0.718	Equal	0.336	Equal
South (Andaman coast)	4.34	4.1	0.066	Equal	0.102	Equal

From table 4.24 shown that The P-value of all Regions of Thailand are more than 0.05 can conclude that Having Thai Friend or Acquaintance-experience did not affect to the selecting of attractions.

Table 4.25 show The mean of Having Thai friend experience to selection of styles of activities

Styles of activities	Having Thai Friend or Acquaintance		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
playing and bathing in the sea	4.47	4.23	0.136	Equal	0.112	Equal
Learning Thai history and culture	3.71	3.51	0.907	Equal	0.128	Equal
Playing golf	2.59	2.41	0.063	Equal	0.313	Equal
Climbing and playing waterfall	3.21	3.43	0.451	Equal	0.175	Equal
Shopping	3.9	3.81	0.178	Equal	0.61	Equal

From table 4.25 shown that The P-value of all Styles of activities are more than 0.05 can conclude that Having Thai Friend or Acquaintance-experience did not affect to the selecting of attractions.

Table 4.26 show The mean of Knowing Thai Culture and Tradition experience to selection of styles of attraction

Style of attraction	Knowing Thai Culture/Tradition		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
Natural attractions	4.69	4.34	0.89	Equal	0.006	Unequal
Thai Historical attractions	4.08	4.03	0.199	Equal	0.726	Equal
Architectural sites	3.82	3.72	0.578	Equal	0.477	Equal
Technological sites	3.03	3.01	0.481	Equal	0.624	Equal
Food sites	4.09	3.89	0.626	Equal	0.188	Equal
Shopping sites	4.09	3.83	0.029	Unequal	0.072	Equal

From table 4.26 shown that The P-value of Natural attractions are less than 0.05 can conclude that Knowing Thai Culture/Tradition-experience affected to the selecting of attractions. On the other hand others style of attraction that have The P-value are more than 0.05 can conclude that Knowing Thai Culture/Tradition-experience did not affect to the selecting of attractions.

Table 4.27 show The mean of Knowing Thai Culture and Tradition experience to selection of regions

Regions of Thailand	Knowing Thai Culture/Tradition		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
North (waterfalls, natural sites)	4.42	3.97	0.079	Equal	0.05	Equal
North east (cultural traveling sites)	4.08	3.97	0.272	Equal	0.429	Equal
Central region (Center of traveling and cultural sites)	3.31	4.23	0.076	Equal	0.523	Equal
East (Thai bay coast)	4.44	4.35	0.69	Equal	0.527	Equal
West (waterfalls and natural sites)	4.14	4.04	0.554	Equal	0.417	Equal
South (Andaman coast)	4.24	4.14	0.054	Equal	0.363	Equal

From table 4.27 shown that The P-value of all Regions of Thailand are more than 0.05 can conclude that Knowing Thai Culture/Tradition-experience did not affect to the selecting of attractions.

Table 4.28 show The mean of Knowing Thai Culture and Tradition experience to selection of styles of activities

Styles of activities	Knowing Thai Culture/Tradition		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
playing and bathing in the sea	4.31	4.3	0.784	Equal	0.94	Equal
Learning Thai history and culture	3.68	3.5	0.662	Equal	0.214	Equal
Playing golf	2.46	2.46	0.866	Equal	0.981	Equal
Climbing and playing waterfall	3.44	3.31	0.906	Equal	0.374	Equal
Shopping	3.96	3.75	0.932	Equal	0.166	Equal

From table 4.28 shown that The P-value of all Styles of activities are more than 0.05 can conclude that Having Thai Friend or Knowing Thai Culture/Tradition-experience did not affect to the selecting of attractions.

Table 4.29 show The mean of Knowing Thai History experience to selection of styles of attraction

Style of attraction	Knowing Thai History		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
Natural attractions	4.62	4.43	0.948	Equal	0.178	Equal
Thai Historical attractions	4.2	3.99	0.206	Equal	0.135	Equal
Architectural sites	3.93	3.7	0.72	Equal	0.11	Equal
Technological sites	3.18	2.98	0.318	Equal	0.173	Equal
Food sites	4.02	3.96	0.056	Equal	0.685	Equal
Shopping sites	4.1	3.87	0.667	Equal	0.149	Equal

From table 4.29 shown that The P-value of all style of attractions are more than 0.05 can conclude that Knowing Thai History -experience did not to the selecting of attractions.

Table 4.30 show The mean of Knowing Thai History experience to selection of region

Regions of Thailand	Knowing Thai History		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
North (waterfalls, natural sites)	4.12	4.06	0.04	Unequal	0.643	Equal
North east (cultural traveling sites)	3.94	4.05	0.072	Equal	0.43	Equal
Central region (Center of traveling and cultural sites)	4.27	4.26	0.29	Equal	0.904	Equal
East (Thai bay coast)	4.41	4.38	0.81	Equal	0.795	Equal
West (waterfalls and natural sites)	4.14	4.05	0.409	Equal	0.496	Equal
South (Andaman coast)	4.29	4.12	0.015	Unequal	0.234	Equal

From table 4.30 shown that The P-value of all Regions of Thailand are more than 0.05 can conclude that Knowing Thai History -experience did not affect to the selecting of attractions.

Table 4.31 show The mean of Knowing Thai History experience to selection of styles of activities

Styles of activities	Knowing Thai History		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
playing and bathing in the sea	4.32	4.29	0.482	Equal	0.836	Equal
Learning Thai history and culture	3.83	3.47	0.227	Equal	0.018	Unequal
Playing golf	2.72	2.35	0.044	Unequal	0.048	Unequal
Climbing and playing waterfall	3.32	3.38	0.8	Equal	0.719	Equal
Shopping	3.9	3.81	0.61	Unequal	0.592	Equal

From table 4.31 shown that The P-value of playing and bathing in the sea and learning Thai history and culture are less than 0.05 can conclude that Knowing Thai History -experience affected to selecting of attractions. On the other hand others style of activities that have The P-value are more than 0.05 can conclude that Knowing Thai History -experience did not to the selecting of attractions.

Table 4.32 show The mean of Knowing Thai Language experience to selection of styles of attractions

Style of attraction	Knowing Thai Language		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
Natural attractions	4.81	4.39	0.683	Equal	0.004	Unequal
Thai Historical attractions	4.18	4.01	0.207	Equal	0.276	Equal
Architectural sites	3.92	3.72	0.757	Equal	0.198	Equal
Technological sites	3.09	3.02	0.042	Unequal	0.702	Equal
Food sites	4.25	3.89	0.638	Equal	0.037	Unequal
Shopping sites	4.44	3.79	0.212	Equal	0.000	Unequal

From table 4.32 shown that The P-value of Natural attractions and shopping sites are less than 0.05 can conclude that Knowing Thai Language-experience affected to the selecting of attractions. On the other hand others styles of attractions that have The P-value are more than 0.05 can conclude that Knowing Thai Language-experience did not affect to the selecting of attractions.

Table 4.33 show The mean of Knowing Thai Language experience to selection of regions

Regions of Thailand	Knowing Thai Language		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
North (waterfalls, natural sites)	4.32	4	0.019	Unequal	0.045	Unequal
North east (cultural traveling sites)	4.01	4.02	0.01	Unequal	0.968	Equal
Central region (Center of traveling and cultural sites)	4.47	4.2	0.002	Unequal	0.099	Equal
East (Thai bay coast)	4.56	4.34	0.064	Equal	0.139	Equal
West (waterfalls and natural sites)	4.10	4.07	0.052	Equal	0.819	Equal
South (Andaman coast)	4.38	4.11	0.005	Unequal	0.13	Equal

From table 4.33 shown that The P-value of North (waterfalls, natural sites) are less than 0.05 can conclude that Knowing Thai Language-experience affected to the selecting of attractions. On the other hand others Regions of Thailand that have The

P-value are more than 0.05 can conclude that Knowing Thai Language-experience did not affect to the selecting of attractions.

Table 4.34 show The mean of Knowing Thai Language experience to selection of styles of activities

Styles of activities	Knowing Thai Language		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
playing and bathing in the sea	4.44	4.26	0.153	Equal	0.271	Equal
Learning Thai history and culture	3.77	3.52	0.427	Equal	0.136	Equal
Playing golf	2.29	2.52	0.315	Equal	0.226	Equal
Climbing and playing waterfall	3.53	3.31	0.023	Equal	0.22	Equal
Shopping	4.13	3.75	0.489	Equal	0.028	Equal

From table 4.34 shown that The P-value of all Styles of activities are more than 0.05 can conclude that Knowing Thai Language-experience did not affect to the selecting of attractions.

Table 4.35 show The mean of Writing Thai Language experience to selection of styles of attractions

Style of attraction	Writing Thai Language		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
Natural attractions	4.42	4.5	0.527	Equal	0.68	Equal
Thai Historical attractions	4	4.06	0.752	Equal	0.784	Equal
Architectural sites	3.75	3.77	0.445	Equal	0.934	Equal
Technological sites	3	3.04	0.652	Equal	0.84	Equal
Food sites	4.22	3.95	0.536	Equal	0.23	Equal
Shopping sites	4.39	3.88	0.942	Equal	0.032	Equal

From table 4.35 shown that The P-value of styles of attractions are more than 0.05 can conclude that Writing Thai Language-experience did not affect to the selecting of attractions.

Table 4.36 show The mean of Writing Thai Language experience to selection of region

Regions of Thailand	Writing Thai Language		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
North (waterfalls, natural sites)	4.25	4.05	0.434	Equal	0.341	Equal
North east (cultural traveling sites)	3.83	4.04	0.227	Equal	0.323	Equal
Central region (Center of traveling and cultural sites)	4.5	4.23	0.007	Unequal	0.262	Equal
East (Thai bay coast)	4.58	4.37	0.778	Equal	0.283	Equal
West (waterfalls and natural sites)	3.83	4.11	0.591	Equal	0.151	Equal
South (Andaman coast)	4.5	4.13	0.112	Equal	0.082	Equal

From table 4.36 shown that The P-value of all Regions of Thailand are more than 0.05 can conclude that Writing Thai Language-experience did not affect to the selecting of attractions.

Table 4.37 show The mean of Writing Thai Language experience to selection of styles of activities

Styles of activities	Writing Thai Language		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
playing and bathing in the sea	4.25	4.31	0.654	Equal	0.801	Equal
Learning Thai history and culture	3.56	3.58	0.873	Equal	0.913	Equal
Playing golf	2.36	2.47	0.031	Unequal	0.705	Equal
Climbing and playing waterfall	3.39	3.36	0.32	Equal	0.911	Equal
Shopping	4.22	3.78	0.468	Equal	0.67	Equal

From table 4.37 shown that The P-value of all Styles of activities are more than 0.05 can conclude that Writing Thai Language-experience did not affect to the selecting of attractions.

Table 4.38 show The mean of Ever come to visit Thailand experience to selection of styles of attractions

Style of attraction	Ever come to visit Thailand		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
Natural attractions	4.6	4.35	0.905	Equal	0.41	Equal
Thai Historical attractions	4.07	4.02	0.384	Equal	0.687	Equal
Architectural sites	3.78	3.75	0.443	Equal	0.801	Equal
Technological sites	3.1	2.96	0.795	Equal	0.299	Equal
Food sites	3.98	3.96	0.791	Equal	0.895	Equal
Shopping sites	4.05	3.79	0.385	Equal	0.074	Equal

From table 4.38 shown that The P-value of styles of attractions are more than 0.05 can conclude that Ever come to visit Thailand-experience did not affect to the selecting of attractions.

Table 4.39 show The mean of Ever come to visit Thailand experience to selection of region

Regions of Thailand	Ever come to visit Thailand		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
North (waterfalls, natural sites)	4.19	3.93	0.013	Unequal	0.042	Unequal
North east (cultural traveling sites)	4.04	3.99	0.004	Unequal	0.73	Equal
Central region (Center of traveling and cultural sites)	4.33	4.17	0.049	Unequal	0.191	Equal
East (Thai bay coast)	4.44	4.32	0.182	Equal	0.321	Equal
West (waterfalls and natural sites)	4.16	3.98	0.875	Equal	0.146	Equal
South (Andaman coast)	4.25	4.08	0.892	Equal	0.206	Equal

From table 4.39 shown that The P-value of North (waterfalls, natural sites) are less than 0.05 can conclude that Ever come to visit Thailand-experience affected to the selecting of attractions. On the other hand others Regions of Thailand that have The P-value are more than 0.05 can conclude that Ever come to visit Thailand-experience did not affect to the selecting of attractions.

Table 4.40 show The mean of Ever come to visit Thailand experience to selection of styles of activities

Styles of activities	Ever come to visit Thailand		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
playing and bathing in the sea	4.29	4.31	0.691	Equal	0.912	Equal
Learning Thai history and culture	3.61	3.54	0.818	Equal	0.599	Equal
Playing golf	2.53	2.37	0.001	Unequal	0.289	Equal
Climbing and playing waterfall	3.4	3.32	0.992	Equal	0.639	Equal
Shopping	3.95	3.7	0.656	Equal	0.092	Equal

From table 4.40 shown that The P-value of all Styles of activities are more than 0.05 can conclude that Ever come to visit Thailand-experience did not affect to the selecting of attractions.

Table 4.41 show The mean of Ever stay in Thailand more than 6 months experience to selection of styles of attractions

Style of attraction	Ever stay in Thailand more than 6 months		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
Natural attractions	4.71	4.47	0.277	Equal	0.27	Equal
Thai Historical attractions	3.96	4.06	0.312	Equal	0.687	Equal
Architectural sites	3.75	3.77	0.82	Equal	0.934	Equal
Technological sites	2.86	3.06	0.159	Equal	0.41	Equal
Food sites	4	3.98	0.016	Unequal	0.905	Equal
Shopping sites	4.25	3.91	0.569	Equal	0.198	Equal

From table 4.41 shown that The P-value of styles of attractions are more than 0.05 can conclude that Ever stay in Thailand more than 6 months-experience did not affect to the selecting of attractions.

Table 4.42 show The mean of Ever stay in Thailand more than 6 months experience to selection of region

Regions of Thailand	Ever stay in Thailand more than 6 months		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
North (waterfalls, natural sites)	4.25	4.06	0.821	Equal	0.409	Equal
North east (cultural traveling sites)	3.61	4.06	0.362	Equal	0.054	Equal
Central region (Center of traveling and cultural sites)	4.14	4.27	0.207	Equal	0.555	Equal
East (Thai bay coast)	4.32	4.4	0.246	Equal	0.729	Equal
West (waterfalls and natural sites)	3.98	4.1	0.273	Equal	0.435	Equal
South (Andaman coast)	4.79	4.12	0.493	Equal	0.005	Unequal

From table 4.42 shown that The P-value of South (Andaman coast) are less than 0.05 can conclude that Ever stay in Thailand more than 6 months-experience affected to the selecting of attractions. On the other hand others Regions of Thailand that have The P-value are more than 0.05 can conclude that Ever stay in Thailand more than 6 months-experience did not affect to the selecting of attractions.

Table 4.43 show The mean of Ever stay in Thailand more than 6 months experience to selection of styles of activities

Styles of activities	Ever stay in Thailand more than 6 months		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Ever	Never				
playing and bathing in the sea	4.36	4.3	0.527	Equal	0.812	Equal
Learning Thai history and culture	3.61	3.57	0.431	Equal	0.893	Equal
Playing golf	2.68	2.44	0.047	Unequal	0.416	Equal
Climbing and playing waterfall	3.39	3.37	0.467	Equal	0.923	Equal
Shopping	4.11	3.81	0.053	Equal	0.265	Equal

From table 4.43 shown that The P-value of all Styles of activities are more than 0.05 can conclude that Ever stay in Thailand more than 6 months-experience did not affect to the selecting of attractions.

2. Demographic characteristic, researcher divide the Demographic characteristic as follow Gender, Age, Family Status, Education Level, Occupation and Income /Month by researcher use T-Test and One-way ANOVA statistic for test can be classify as follow

Table 4.44 show The mean of gender to selection of styles of attractions

Style of attraction	Gender		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Male	Female				
Natural attractions	4.52	4.46	0.126	Equal	0.642	Equal
Thai Historical attractions	4.13	3.98	0.551	Equal	0.245	Equal
Architectural sites	3.8	3.73	0.801	Equal	0.592	Equal
Technological sites	2.96	3.15	0.286	Equal	0.235	Equal
Food sites	3.91	4.04	0.567	Equal	0.396	Equal
Shopping sites	3.77	4.1	0.844	Equal	0.024	Unequal

From table 4.44 shown that The P-value of shopping sites are less than 0.05 can conclude that Gender affected to the selecting of attractions. On the other hand others styles of attractions that have The P-value are more than 0.05 can conclude that Gender did not affect to the selecting of attractions.

Table 4.45 show The mean of gender to selection of styles of region

Regions of Thailand	Gender		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Male	Female				
North (waterfalls, natural sites)	4.12	4.04	0.37	Equal	0.525	Equal
North east (cultural traveling sites)	4.04	4	0.184	Equal	0.778	Equal
Central region (Center of traveling and cultural sites)	4.23	4.29	0.41	Equal	0.668	Equal
East (Thai bay coast)	4.42	4.36	0.155	Equal	0.06	Equal
West (waterfalls and natural sites)	4.08	4.08	0.413	Equal	0.984	Equal
South (Andaman coast)	4.07	4.28	0.123	Equal	0.116	Equal

From table 4.45 shown that The P-value of all Regions of Thailand are more than 0.05 can conclude that Gender did not affect to the selecting of attractions.

Table 4.46 show The mean of gender to selection of styles of activities

Styles of activities	Gender		P-Value Variance	Comparison of Variance	P- Value Mean	Comparison of Mean to select attraction
	Male	Female				
playing and bathing in the sea	4.27	4.33	0/825	Equal	0.683	Equal
Learning Thai history and culture	3.65	3.5	0.616	Equal	0.28	Equal
Playing golf	2.55	2.38	0.634	Equal	0.285	Equal
Climbing and playing waterfall	3.25	3.47	0.205	Equal	0.146	Equal
Shopping	3.67	4.01	0.218	Equal	0.02	Unequal

From table 4.46 shown that The P-value of Shopping is less than 0.05 can conclude that Gender affected to the selecting of attractions. On the other hand others styles of activities that have The P-value are more than 0.05 can conclude that Gender did not to the selecting of attractions.

Table 4.47 show The mean of age to selection of styles of attractions

Style of attraction	Age				P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Under 25	26-35	36-45	46-55				
Natural attractions	4.64	4.58	4.5	4.14	0.285	Equal	0.04	Unequal
Thai Historical attractions	4	3.94	4.24	4.11	0.852	Equal	0/393	Equal
Architectural sites	3.96	3.73	3.93	3.44	0.519	Equal	0.05	Equal
Technological sites	3.3	2.9	3	3.08	0.157	Equal	0.176	Equal
Food sites	4.42	4.11	3.72	3.52	0.061	Equal	0.000	Unequal
Shopping sites	4.55	4.12	3.51	3.41	0.081	Equal	0.000	Unequal

From table 4.47 shown that The P-value of Natural attractions , Food sites and shopping sites are less than 0.05 can conclude that Age affected to the selecting of attractions. On the other hand others styles of attractions that have The P-value are more than 0.05 can conclude that Age did not affect to the selecting of attractions.

Table 4.48 show The mean of age to selection of region

Regions of Thailand	Age				P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Under 25	26-35	36-45	46-55				
North (waterfalls, natural sites)	4.16	3.99	4.19	4.02	0.066	Equal	0.588	Equal
North east (cultural traveling sites)	4.14	3.98	4.14	3.81	0.154	Equal	0.316	Equal
Central region (Center of traveling and cultural sites)	4.45	4.33	4.17	4.03	0.000	Unequal	0.128	Equal
East (Thai bay coast)	4.67	4.47	4.26	4.08	0.147	Equal	0.017	Unequal
West (waterfalls and natural sites)	4.29	4.04	4.03	3.98	0.032	Unequal	0.336	Equal
South (Andaman coast)	4.3	4.14	4.14	4.14	0.248	Equal	0.791	Equal

From table 4.48 shown that The P-value of East (Thai bay coast) is less than 0.05 can conclude that Age affected to the selecting of attractions. On the other hand others Regions of Thailand that have The P-value are more than 0.05 can conclude that Age did not affect to the selecting of attractions.

Table 4.49 show The mean of age to selection of styles of activities

Styles of activities	Age				P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Under 25	26-35	36-45	46-55				
playing and bathing in the sea	4.54	4.48	4.1	3.94	0.631	Equal	0.008	Unequal
Learning Thai history and culture	3.59	3.54	3.74	3.45	0.443	Equal	0.604	Equal
Playing golf	2.17	2.27	2.76	2.81	0.051	Equal	0.008	Unequal
Climbing and playing waterfall	3.71	3.17	3.39	3.34	0.119	Equal	0.073	Equal
Shopping	4.23	4.05	3.53	3.36	0.047	Unequal	0.000	Unequal

From table 4.49 shown that The P-value of playing and bathing in the sea, Playing golf and Shopping are than 0.05 can conclude that Age affected to the selecting of attractions. On the other hand others styles of activities that have The P-value are more than 0.05 can conclude that Age did not to the selecting of attractions.

Table 4.50 show The mean of family status to selection of styles of attractions

Style of attraction	Family Status				P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Single (Stay Alone)	Marriage (Stay with Spouse)	Single (Stay with Parents)	Marriage (Stay with Parents)				
Natural attractions	4.68	4.3	4.64	4.23	0.847	Equal	0.035	Unequal
Thai Historical attractions	4.01	3.99	4.12	4.38	0.891	Equal	0.626	Equal
Architectural sites	3.81	3.54	4.02	3.92	0.049	Unequal	0.024	Unequal
Technological sites	2.83	2.88	3.39	3.38	0.788	Equal	0.003	Unequal
Food sites	4.24	3.53	4.4	3.77	0.741	Equal	0.000	Unequal
Shopping sites	4.14	3.53	4.33	4	0.308	Equal	0.000	Unequal

From table 4.50 shown that The P-value of Natural attractions only is more than 0.05 can conclude that Family status did not affect to the selecting of attractions. On the other way others styles of attractions that have The P-value are less than 0.05 can conclude that Family status affected to the selecting of attractions

Table 4.51 show The mean of family status to selection of region

Regions of Thailand	Family Status				P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Single (Stay Alone)	Marriage (Stay with Spouse)	Single (Stay with Parents)	Marriage (Stay with Parents)				
North (waterfalls, natural sites)	3.91	4.02	4.26	4.23	0.042	Unequal	0.197	Equal
North east (cultural traveling sites)	4.03	3.88	4.22	3.92	0.302	Equal	0.173	Equal
Central region (Center of traveling and cultural sites)	4.48	3.99	4.52	3.85	0.008	Unequal	0.000	Unequal
East (Thai bay coast)	4.6	4.18	4.59	3.77	0.769	Equal	0.003	Unequal
West (waterfalls and natural sites)	4.05	3.99	4.27	3.77	0.137	Equal	0.153	Equal
South (Andaman coast)	4.3	4.12	4.2	3.69	0.115	Equal	0.35	Unequal

From table 4.51 shown that The P-value of Central region (Center of traveling and cultural sites), East (Thai bay coast) and South (Andaman coast) are less than 0.05 can conclude that Family status affected to the selecting of attractions. On the other hand others Regions of Thailand that have The P-value are more than 0.05 can conclude that Family status did not affect to the selecting of attractions.

Table 4.52 show The mean of family status to selection of styles of activities

Styles of activities	Family Status				P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Single (Stay Alone)	Marriage (Stay with Spouse)	Single (Stay with Parents)	Marriage (Stay with Parents)				
playing and bathing in the sea	4.46	4.11	4.48	3.92	0.827	Equal	0.056	Equal
Learning Thai history and culture	3.75	3.51	3.49	3.85	0.379	Equal	0.416	Equal
Playing golf	2.09	2.72	2.34	2.92	0.018	Unequal	0.008	Unequal
Climbing and playing waterfall	3.15	3.31	3.6	3.54	0.186	Equal	0.155	Equal
Shopping	3.98	3.55	4.11	4	0.312	Equal	0.008	Unequal

From table 4.52 shown that The P-value of Playing golf and Shopping is less than 0.05 can conclude that Family status affected to the selecting of attractions. On the other hand others styles of activities that have The P-value are more than 0.05 can conclude that Family status did not to the selecting of attractions.

Table 4.53 show The mean of Education Level to selection of styles of attractions

Style of attraction	Education Level				P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Lower than High School	High School	Bachelor's degree	Higher than Bachelor's degree				
Natural attractions	4.64	4.47	4.45	4.54	0.165	Equal	0.836	Equal
Thai Historical attractions	4.32	3.92	4.03	4.17	0.869	Equal	0.366	Equal
Architectural sites	4.11	3.68	3.73	3.82	0.292	Equal	0.416	Equal
Technological sites	3.71	2.92	2.98	3.05	0.428	Equal	0.023	Unequal
Food sites	3.85	4.04	3.93	4.05	0.094	Equal	0.827	Equal
Shopping sites	4.45	3.82	3.99	3.74	0.068	Equal	0.081	Equal

From table 4.53 shown that The P-value of Technological sites is less than 0.05 can conclude that Family status affected to the selecting of attractions. On the other hand others styles of attractions that have The P-value are more than 0.05 can conclude that Family status did not affect to the selecting of attractions.

Table 4.54 show The mean of Education Level to selection of region

Regions of Thailand	Education Level				P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Lower than High School	High School	Bachelor's degree	Higher than Bachelor's degree				
North (waterfalls, natural sites)	4.21	3.89	4.15	4.09	0.561	Equal	0.386	Equal
North east (cultural traveling sites)	4.39	3.82	4.09	3.94	0.563	Equal	0.113	Equal
Central region (Center of traveling and cultural sites)	4.36	4.02	4.32	4.38	0.025	Unequal	0.147	Equal
East (Thai bay coast)	4.86	4.06	4.52	4.39	0.771	Equal	0.003	Unequal
West (waterfalls and natural sites)	4.5	3.82	4.17	4.03	0.372	Equal	0.018	Unequal
South (Andaman coast)	4.54	4.05	4.17	4.18	0.427	Equal	0.319	Equal

From table 4.54 shown that The P-value of East (Thai bay coast) and West (waterfalls and natural sites) are less than 0.05 can conclude that Education Level affected to the selecting of attractions. On the other hand others Regions of Thailand that have The P-value are more than 0.05 can conclude that Education Level did not affect to the selecting of attractions.

Table 4.55 show The mean of Education Level to selection of styles of activities

Styles of activities	Education Level				P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Lower than High School	High School	Bachelor's degree	Higher than Bachelor's degree				
playing and bathing in the sea	5.18	4.15	4.23	4.29	0.684	Equal	0.002	Unequal
Learning Thai history and culture	4.07	3.33	3.55	3.75	0.136	Equal	0.031	Unequal
Playing golf	2.75	2.21	2.44	2.71	0.010	Unequal	0.141	Equal
Climbing and playing waterfall	4.14	3.26	3.25	3.43	0.431	Equal	0.013	Unequal
Shopping	4.43	3.62	3.81	3.92	0.121	Equal	0.044	Unequal

From table 4.55 shown that The P-value of playing golf is more than 0.05 can conclude that Education level did not affect to the selecting of attractions. On the other hand others styles of attractions that have The P-value are less than 0.05 can conclude that Family status did not affect to the selecting of attractions.

Table 4.56 show The mean of Occupation to selection of styles of attractions

Style of attraction	Occupation						P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Student	Officer	Government Officer	Merchant / Business Owner	House Wife	Other				
Natural attractions	4.56	4.55	4.55	4.45	4.12	4.52	0.397	Equal	0.494	Equal
Thai Historical attractions	4.1	4.09	4.13	4.17	3.62	4.06	0.000	Unequal	0.401	Equal
Architectural sites	3.98	3.77	4	3.52	3.18	3.84	0.023	Unequal	0.026	Unequal
Technological sites	3.27	3.07	2.84	3.21	2.79	2.97	0.103	Unequal	0.409	Equal
Food sites	4.24	3.97	4	3.66	3.56	4.07	0.033	Unequal	0.153	Equal
Shopping sites	4.41	3.85	3.55	3.48	3.59	4.13	0.166	Equal	0.003	Unequal

From table 4.56 shown that The P-value of Architectural sites and Shopping sites are less than 0.05 can conclude that Occupation affected to the selecting of attractions. On the other hand others styles of attractions that have The P-value are more than 0.05 can conclude that Occupation did not affect to the selecting of attractions.

Table 4.57 show The mean of Occupation to selection of region

Regions of Thailand	Occupation						P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Student	Officer	Government Officer	Merchant / Business Owner	House Wife	Other				
North (waterfalls, natural sites)	4.08	4.35	4.1	3.79	3.85	3.98	0.369	Equal	0.134	Equal
North east (cultural traveling sites)	4.1	4.19	4.1	4.07	3.55	3.93	0.022	Unequal	0.17	Equal
Central region (Center of traveling and cultural sites)	4.37	4.3	4.35	4.14	3.85	4.31	0.273	Equal	0.305	Equal
East (Thai bay coast)	4.58	4.5	4.29	4.55	3.62	4.43	0.262	Equal	0.002	Unequal
West (waterfalls and natural sites)	4.17	4.2	4.13	4.45	3.62	3.94	0.02	Unequal	0.029	Unequal
South (Andaman coast)	4.19	4.13	4.35	4.31	3.88	4.21	0.509	Equal	0.652	Equal

From table 4.57 shown that The P-value of East (Thai bay coast) and West (waterfalls and natural sites) are less than 0.05 can conclude that Occupation 1 affected to the selecting of attractions. On the other hand others Regions of Thailand that have The P-value are more than 0.05 can conclude that Occupation did not affect to the selecting of attractions.

Table 4.58 show The mean of Occupation to selection of styles of activities

Styles of activities	Occupation						P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Student	Officer	Government Officer	Merchant / Business Owner	House Wife	Other				
playing and bathing in the sea	4.46	4.19	4.35	4.41	3.76	4.46	0.327	Equal	0.102	Equal
Learning Thai history and culture	3.66	3.62	3.55	3.72	3.21	3.59	0.189	Equal	0.602	Equal
Playing golf	2.31	2.85	2.55	2.79	2.38	2.09	0.011	Unequal	0.013	Unequal
Climbing and playing waterfall	3.47	3.4	3.32	3.24	3.29	3.34	0.19	Equal	0.978	Equal
Shopping	4.12	3.97	3.52	3.59	3.35	3.91	0.15	Equal	0.049	Unequal

From table 4.58 shown that The P-value of Playing golf and Shopping is less than 0.05 can conclude that Occupation affected to the selecting of attractions. On the other hand others styles of activities that have The P-value are more than 0.05 can conclude that Occupation did not to the selecting of attractions.

Table 4.59 show The mean of Income to selection of styles of attractions

Style of attraction	Income /Month						P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Under than 450 US dollar	450-880 US	880-1,300 US	1,300-1,700 US	1,700-2,200 US	More than 2,200				
Natural attractions	4.67	4.28	4.51	4.54	4.55	4.4	0.609	Equal	0.664	Equal
Thai Historical attractions	4.13	4.06	3.71	4.23	4	4.08	0.7	Equal	0.549	Equal
Architectural sites	3.91	3.94	3.66	4.08	3.96	3.54	0.198	Equal	0.082	Unequal
Technological sites	3.27	2.78	3.14	3.15	3.02	2.92	0.162	Equal	0.488	Equal
Food sites	4.18	4.06	4.34	4.44	3.82	3.7	0.122	Equal	0.008	Unequal
Shopping sites	4.44	3.83	4.26	4.05	3.78	3.69	0.126	Equal	0.008	Unequal

From table 4.59 shown that The P-value of Architectural sites, Food site and Shopping sites are less than 0.05 can conclude that Income affected to the selecting of attractions. On the other hand others styles of attractions that have The P-value are more than 0.05 can conclude that Income did not affect to the selecting of attractions.

Table 4.60 show The mean of Income to selection of region

Regions of Thailand	Income /Month						P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Under than 450 US dollar	450-880 US	880-1,300 US	1,300-1,700 US	1,700-2,200 US	More than 2,200				
North (waterfalls, natural sites)	4.05	3.83	3.97	4.15	4.22	4.07	0.962	Equal	0.85	Equal
North east (cultural traveling sites)	4.09	4.06	3.91	4.05	4.06	3.98	0.505	Equal	0.984	Equal
Central region (Center of traveling and cultural sites)	4.4	4.06	4.51	4.51	4.33	4.06	0.183	Equal	0.083	Equal
East (Thai bay coast)	4.64	3.83	4.43	4.62	4.35	4.3	0.418	Equal	0.1	Equal
West (waterfalls and natural sites)	4.31	3.56	4.11	4.15	4.1	4.02	0.345	Equal	0.198	Equal
South (Andaman coast)	4.22	3.83	4.25	4.18	4.31	4.12	0.465	Equal	0.757	Equal

From table 4.60 shown that The P-value of all Regions of Thailand are more than 0.05 can conclude that Income did not affect to the selecting of attractions.

Table 4.61 show The mean of Income to selection of styles of activities

Styles of activities	Income /Month						P-Value Variance	Comparison of Variance	P-Value Mean	Comparison of Mean to select attraction
	Under than 450 US dollar	450-880 US	880-1300 US	1300-1700 US	1700-2200 US	More than 2200				
playing and bathing in the sea	4.53	3.83	4.54	4.38	4.45	4.12	0.285	Equal	0.116	Equal
Learning Thai history and culture	3.67	3.72	3.31	3.56	3.69	3.55	0.134	Equal	0.78	Equal
Playing golf	2.27	2.44	2.2	1.97	2.33	2.81	0.073	Equal	0.013	Unequal
Climbing and playing waterfall	3.65	3.39	3.14	3.21	3.25	3.39	0.399	Equal	0.512	Equal
Shopping	4.09	3.94	3.97	3.87	3.92	3.64	0.341	Equal	0.354	Equal

From table 4.61 shown that The P-value of Playing golf is less than 0.05 can conclude that Income affected to the selecting of attractions. On the other hand others styles of activities that have The P-value are more than 0.05 can conclude that Income did not to the selecting of attractions.

Summary of 4.2.2

The analysis of the experience of tourists to selected attraction. Eating Thai food-experience with a selection of tourist attractions. As can see the tourists who have never eaten Thai food with only natural attraction, and choose the central region. Because of the central region is the center of cultural diversity, so the food would inevitably follow. The experience of Eating Thai food, it will affect the region. Knowing Thai language-experience with a selection of tourist attractions affected by natural attraction. And the result of the North region is unique in the language. Thus, the tourist Knowing Thai language-experience affecting the North.

The analysis of the demographics characteristic to the selecting of tourists attractions. Gender and the selecting of tourists attraction. Because women who spend the shopping site mean more than men. Because of the naturally women prefer to shopping site more than men. Age to the selecting of tourists attractions can be seen that the age range 46-55 is like most golf activities, and the almost of the age range was not selected to play golf and choose shopping site as a minimum too. The food

site should be campaigning for more tourists to this group. As well as advocating for younger visitors in the region choosing. The family status to selecting of tourist attraction. The tourist who marriage an living with a spouse have the mean of choosing technology site too low. Then the Tourism Authority of Thailand should promote the technology site. Because most of Tourists come to Thailand for a honeymoon,So the this group of tourists would love to come shopping site and natural site. As part of the tourist of lager family or travel alon. These tourists prefer to travel by the most natural site. So the Tourism Authority of Thailand should promote in the technology and architecture site more to attract this group. Education to selecting of tourists attractions. The mean of high school show that the technology site is quite few. Because students do not have money for a in this vacation. And all levels of education prefer to playing in the sea but do not like to playing a waterfall activity. Therefore, the Tourism Authority of Thailand should do to promote this attraction even more. Occupation to selecting of tourists attractions. Because of the variety of careers to choose a different destination. The group of housewife have the mean to minimum. If this tourism to promote activities that can stimulate the interest of the group of housewife. Then can able to attract Korean tourists housewife to Thailand even more.

CHAPTER V

THE RESEARCH SUMMARY DISCUSSION AND SUGGESTION

In chapter 5, the researcher summarizes the research, discusses and proposes the benefits of this research as well as the specifying limitations and suggestions for future research.

5.1 Summary of Research

The past research shows that the Destination image is a major factor influencing the choice of tourist destinations, particularly South Korean tourist group, if the tourist can realize the image of that country will be able to attract tourists to travel more and including direct experience of South Korean tourists and the difference of demographic characteristic that have a significant impact on the view of image and selection of attraction, but in the past, there was rather less study of destination image influencing the choice of attractions, also including direct studying from the South Korean tourists was sparse because in the present South Korean tourists tend to travel in Thailand further continuously and due to the image of the country is unique including the experience of South Korean tourists and variety of demographic characteristic of the South Korean tourists. Therefore the researcher focuses on destination image of Thailand influenced to attraction choice of South Korean tourist. The experiences of tourists and the demographic characteristic are significantly applied for the research.

However, the above reason the researcher aims to (1) To study the destination image of Thailand in a view of South Korean Tourists (2) To study the experiences of South Korean tourists and demographic characteristic that influences on the destination Images of Thailand in attitudes of South Korean Tourists (3) To study the experiences of South Korean tourists and demographic characteristic that influences on tourist attraction's selection of South Korean Tourists. The research methodology is used for the study, the research is exploratory research using non-probability sampling of quota to keep data from sampling of the South Korean tourists aged under 25-45 years old because they are sufficient maturity to response the questionnaire and the age group is likely to travel in Thailand more, the data collection is divided into two parts: keeping data from South Korean tourists in Bangkok and tourists living in

South Korea. The researcher try to keep percentage of data by demographic group randomness as equal for each of 360 people to get diffused data.

The questionnaire design on Thailand's destination image in view of the South Korean tourist, researchers want to know the difference between the level of understanding on the image of the original Thailand the tourists have, thus the questionnaires were used in this study were divided into two parts for Korean tourists staying in Thailand and South Korean tourists staying South Korea in order to shorten each questionnaire. The two questionnaires have the same structure and content as well and each questionnaire queries about Thailand image attracts South Korean tourists and needs of tourists to select tourist attractions.

Then the researcher analyzed data obtained from the questionnaires which the questionnaires were distributed for 360 sets, and getting back the 329 sets, then the data analyzed by using descriptive statistics in part of its destination image in view of the South Korean tourist, statistics of T-Test and One-way ANOVA are applied for statistical analysis of the experience of tourist, and demographic characteristic to view the image and selection of tourist attractions, after getting results, then the results shall be summarized completely.

The researcher classified study result into 5 parts as follows;

Part 1. The researcher concluded on Thailand image according to view of South Korean tourists as follows;

The destination image of Thailand is a Thailand has beautiful beach, Thailand has unique culture/tradition , Thai food is famous, Thailand has old and beautiful historic sites and antiques, Thailand has unique and attractive festival, beautiful natural sites such as mountain etc., Thailand has beautiful night attractions, cheap goods price and service, Thai people are hospitable and courteous , Thai people have unique and interesting way of life, Thailand is land of smile, Thailand is land of Buddhism with peacefulness, Thailand has good welcome and service to tourist, Thailand has unique vehicle such as tricycle (Took Took car) and Thai people are attached with Royal Institution is value $\bar{x}$ more than 4 up, it is shown that the South Korean tourists have more agreed attitude with these images. But the image of Thailand has life and asset security, Thai political is stable and firm , Thailand has strong economic, Thailand has sacred items the foreigner believe in, Thailand has nice

weather for travel, Thai language is famous and unique, Sports of Thailand are excellent, Thailand is undeveloped country, Thai people are not disciplinary and image Thailand is full of pollution with its value $\bar{x}$ is greater than 3 but less than 4 thus it can be concluded that the South Korean tourist less agreed attitude to these images.

Part 2. The direct experience of the South Korean tourist is associated with image's 25 views of Thailand. The researchers have divided the whole experiences into 8 i.e. experience of Eat Thai Food, experience to have Thai Friend or Acquaintance, experience to know Thai Culture/Tradition, experience to know Thai History, experience to Knowing Thai Language, experience to write Thai Language, experience to Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.) and Ever stay in Thailand more than 6 months, therefore the researchers analyzed the relationship between experiences and 25 images and can summarize into 8 as follows;

(1) Thai food experience and the image of Thai food is famous are not related with each other but depends on experiencing with Thai food.

(2) The experience that Having Thai Friend or Acquaintance, and image of Thailand has beautiful beach, Thailand has unique culture/tradition , image of Thai food is famous, image of Thailand has old and beautiful historic sites and antiques, Thailand has unique and attractive festival, Goods price and service of Thailand are cheap, image of Thailand is the land of smiles, Thailand has good welcome and service to tourist, Thailand has strong economic, Thailand has sacred items the foreigner believe in, Thai language is famous and unique, Thai people are not disciplinary and Thailand is full of pollution. These images are related with experiencing to Thai friends or acquaintances.

(3) The experience to Knowing Thai Culture/Tradition and the image view of Thailand has unique culture/tradition , Thailand has old and beautiful historic sites and antiques, Thailand has unique and attractive festival and Thai people are attached with Royal Institution. These images are related with and based on Knowing Thai Culture/Tradition experience

(4) The experience to Knowing Thai History and view of image of Thailand has old and beautiful historic sites and antiques, Thailand has unique and attractive

festival and image of Thai people are attached with Royal Institution. These images have a relationship based on Knowing Thai History experience.

(5) The experience to Knowing Thai Language and the view of Thailand has unique culture/tradition , and Thai language is famous and unique, both images are not related to each other, it depends on experiences with Knowing Thai Language

(6) The experience to Writing Thai Language and view of the image are not related to each other, based on the experience of writing Thai language.

(7) The experience Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.) and view of Thailand image as Thailand has unique culture/tradition , Thai food is famous, Thailand has old and beautiful historic sites and antiques, Thailand has unique and attractive festival, and Thailand has good welcome and service to tourists. These images are correlated with the experience to visiting the Thailand.

(8) For the experience to Ever stay in Thailand more than 6 months and image of Thai food is famous, Thailand has unique and attractive festival, Thailand has beautiful natural resources such as mountain etc, Thailand has life and asset security, image of Thailand as an undeveloped country, and image of Thailand is filled with pollution. These images have relationship based on experience of Ever stay in Thailand more than 6 months

From the tourists that have Having Thai friends or acquaintance-experience to a view of Thailand is polluted Image have the mean too different from the tourists who have never experience. Because the result of most tourists ever get to Thailand,it is believed that Thailand is known as a city filled with pollution so the mean of tourists for the rest of the population look quite different, showing that tourists who Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.)-experience, they know that Thai people are good and Thailand have good image. And the tourists that who have Ever stay in Thailand more than six months-experience shows that the destination image of Thailand is polluted which have the mean less than any other experience. Because the tourists who come to Thailand to see this image cleary and do not think the fact that Thailand is a country full of pollutants.

Part 3 The demographic characteristic of South Korean tourist and the view of 25 images of Thailand, the researcher divided the demographic characteristic such as gender, age, family status, education level, occupation and income. After that the researchers also analyzed the relationship between demographic characteristic and the image of 25 as follows;

(1) Gender and image of Thailand is a land of beautiful beaches, Thailand has life and asset security, image of Thailand is the land of smiles, Thai political is stable and firm and Thailand has good welcome and service to tourist. viewing the images is related to each other depends on gender of tourist as well.

(2) Age and viewing the image of Thailand as a country with a unique culture, Thai food is famous, Thailand has beautiful night attractions, Thai people have unique and interesting way of life, Thailand has good welcome and service to tourist, Thailand has unique vehicle such as tricycle (Took Took car) consideration of the images has relation to each other depends on the age of tourists.

(3) The family status and looking the image of Thailand as a country with beautiful beaches, image of Thailand as a country with a unique culture, Thai food is famous, Thailand has beautiful night attractions, Goods price and service of Thailand are cheap, Thai people are hospitable and courteous, Thailand has good welcome and service to tourist and Thailand has unique vehicle such as tricycle (Took Took car), thus these images are related to each other depends on the family status

(4) The education level and viewing on the image of Thailand as a country with a unique culture, Thailand has unique and attractive festival, image of Thailand where has beautiful natural resources such as mountains, Thailand has beautiful night attractions, Goods price and service of Thailand are cheap, Thai people have unique and interesting way of life, Thailand has good welcome and service to tourist, Thailand has sacred items the foreigner believe in and the image of Thailand has unique vehicle such as tricycle (Took Took car), the images are related to each other depends on education level.

(5) Occupation and viewing of image of Thailand as a country with a beautiful beaches, image of Thailand's unique culture and tradition, image of Thailand's particular and attractive festivals, Thailand has beautiful night attractions, Goods price and service of Thailand are cheap, Thai people are hospitable and courteous , image of Thai people's particular and interesting way of life, image of Thailand is the land of smiles, Thailand has good welcome and service to tourist, Thailand has sacred

items the foreigner believe in, Thailand has unique vehicle such as tricycle (Took Took car) , image of the famous national Thai language, Sports of Thailand are excellent, These images are related to each other depends on occupation and the last.

(6) Income and viewing of the image of Thailand has beautiful night attractions, Thailand has sacred items the foreigner believe in and Thailand has unique vehicle such as tricycle (Took Took car),the images are related to each other depends on tourist's income.

The gender to a view of destination image of Thailand, the image can be seen that males and females with The mean level not too different. However only the image of Thailand has life and asset security, the male has belief in security than females and from the fact that women are still wary about the her safety. The mean of image are quite difference. Age to a view of image. It can be seen that the mean tourists is between the age of 45-55 years, it has agreed to look at quite a few image. As a relatively of old age of tourists to see the image. It can be seen from the difference between the mean of Thailand has sacred items that foreigner visitors believe in, the tourists have a higher education degree is the mean of the image is quite low, and the tourists with higher education don't believe many of these issues. That people with lower education would believe this. Occupation to a view of image, the mean is very low. As housewife, a career do not have contact with anyone so that it is a relatively narrow, in contact with society. The mean of image of housewife group is relatively low, as in other occupations. Income to a view of image, the tourists who earn more than 2,200 US dollar have the mean of image is relatively low. Because high-income tourists who can go in a different from the tourists who have low income. Then the mean is relatively too difference.

Part 4 The real experience of the South Korean tourist to choose attractions, the attractions were separated into three types: a type of attraction in Thailand, a type of region in Thailand and type of travel' s activities in Thailand which can be summarized as follows.

(1) Experience of eating Thai food and selection of a travel sites in Thailand, which there is only a natural travel site in central region is related to each other, it is depends on having experienced to eat Thai food.

(2) The experience to Have Thai friends or acquaintances and the natural attractions only that has a relationship based on experience to have Thai friend or acquaintance.

(3) The experiences of knowing Thai culture and choosing attractions, it is found that the natural travel sites is related to each other, it depends on the experience of Thai culture Knowing.

(4) The experiences of Knowing Thai history and type of historic and cultural learning activity and golf playing activity only is related to each other, which depends on the experience of Thai culture knowing.

(5) The experience of Knowing Thai language and the selection of natural attraction, food sites and shopping sites including to the North region selection, the selection of these attractions is related to each other depending on experiencing of Knowing Thai language of tourists.

(6) The experience of Thai writing is not related to the selection of tourist attractions.

(7) The experience of visiting Thailand is only related to the selection of The North region.

(8) The experience to live in Thailand for more than 6 months is only related to the selection of the South region as well.

The analysis of the experience of tourists to selected attraction. Eating Thai food-experience with a selection of tourist attractions. As can see the tourists who have never eaten Thai food with only natural attraction, and choose the central region. Because of the central region is the center of cultural diversity, so the food would inevitably follow. The experience of Eating Thai food, it will affect the region. Knowing Thai language-experience with a selection of tourist attractions affected by natural attraction. And the result of the North region is unique in the language. Thus, the tourist Knowing Thai language-experience affecting the North.

Part 5 The demographic characteristic and selection of tourists attractions , the tourist attractions were separated into three types namely ; first type of Thailand's attraction, second type of Thailand's region and third type of tourism activities of Thailand. It is the same group of real experience of tourists. The results are as follows.

(1) The gender is related to shopping places only.

(2) Age and natural attractions, food sites and shopping sites are

closely related to each other, but age and type of playing and bathing in the sea activities, playing golf and shopping activities, these activities are related to each other depending on the age of tourists.

(3) The family status is regarded to be a demographic factor influencing to the choice of most tourist attractions because they have relationship of each other both natural attraction, architectural sites, technology site, food and shopping center including selection of the region, the family type is related to the central region, East and South and for the type of tourism activities and family status, playing golf and shopping are closely related to each other.

(4) The education level is not related to type of tourist attraction, but it is associated with the selection of the east and the south regions, but travel activity is related to each other depending on playing and bathing in the sea activity, history and Thai culture learning activity, mountain climbing and waterfall playing and shopping activity.

(5) The occupation is related to type of architectural and shopping sites, but the selection of the region and occupation is related to the selection of the East and west only. At last, the occupation is related to each other depending on golfing and shopping activities, the last part.

(6) The income and architectural site, food and shopping places are closely related to each other, but the selection of region and income, both of them are not related to each other at all. The last part is to choose type of activities, the revenue is associated with the playing golf activities only.

The analysis of the demographics characteristic to the selecting of tourists attractions. Gender and the selecting of tourists attraction. Because women who spend the shopping site mean more than men. Because of the naturally women prefer to shopping site more than men. Age to the selecting of tourists attractions can be seen that the age range 46-55 is like most golf activities, and the almost of the age range was not selected to play golf and choose shopping site as a minimum too. The food site should be campaigning for more tourists to this group. As well as advocating for younger visitors in the region choosing. The family status to selecting of tourist attraction. The tourist who marriage an living with a spouse have the mean of choosing technology site too low. Then the Tourism Authority of Thailand should promote the technology site. Because most of Tourists come to Thailand for a honeymoon,So the this group of tourists would love to come shopping site and natural

site. As part of the tourist of lager family or travel alon. These tourists prefer to travel by the most natural site. So the Tourism Authority of Thailand should promote in the technology and architecture site more to attract this group. Education to selecting of tourists attractions. The mean of high school show that the technology site is quite few. Because students do not have money for a in this vacation. And all levels of education prefer to playing in the sea but do not like to playing a waterfall activity. Therefore, the Tourism Authority of Thailand should do to promote this attraction even more. Occupation to selecting of tourists attractions. Because of the variety of careers to choose a different destination. The group of housewife have the mean to minimum. If this tourism to promote activities that can stimulate the interest of the group of housewife. Then can able to attract Korean tourists housewife to Thailand even more.

5.2. DISCUSSION

All parts of this research found that South Korean tourists strongly agreed with the positive image of Thailand, especially the image of Thailand's attractions including good image of Thai people in the eyes of foreigners. The appearance of these images shows obviously in the outstanding and beautiful attraction of Thailand including the Thai people's nature that foreigners are regarded as the city of smiles.

Moreover, when considering the results of the analysis of the relationship in the direct experience of the tourists to the image view of Thailand's attraction found that the tourists will have attitude of image view in difference according to their experiences. There are a lot of tourist who have direct experiences such as the experience of having Thai friend or acquaintance or living experiences in Thailand for more than six months, they always have positive image view is like they used to perceive and experience it. But another group of tourists who have direct experience to Thailand is less than or no experience on them, therefore they will have different image view of Thailand.

In the part of considering of analysis result of the relationship of the demographic factor to the image view of Thailand's attraction found that the factor of education level and occupation influences to most image view, because if the tourists have different high and low education level, thus attitude and thought are applied to view image is also different, but occupation factor is most important to have attitude of image view in difference because varied of occupation.

The research's outcome shows that the relationship between the direct experience of the tourists and the selection of the attraction found that only experience of eating Thai food only resulting to attraction selecting mostly, it may cause of most of tourist have ever eaten Thai food, because Thai food is well known as tasty food among Korean people. Therefore the Korean tourist have positive attitude towards Thai food and influencing to attraction selecting later.

While the relationship between demographic factor and the selection of tourist attractions found that the family status factor resulting to the choice of most tourist attractions. Because if the tourist is still single usually choose shopping destination, technology sites and activity attractions which differs from spouse tourists or big family tourist group. Therefore, family factor is considered crucial in the attraction selecting of tourists.

Therefore, researcher can summarize that the attitude tourists have different image view attitude and selecting of different attractions, it is depends on the direct experience of tourists and factor of different demographic factor as well.

5.3 Strategic Suggestion

The results of this research, the researcher has suggestions to propose the Tourism Authority of Thailand that due to most visitors receive the travel information via Internet system and receive least information via travel brochure. Therefore, the Tourism Authority of Thailand should have campaign to distribute brochures to promote tourism more, and also update the internet advertisement system further.

But, in the part of image of Thailand was found that the tourists have response to adequate life and property security is rather sparse, and tourists also have response on less travel security, Therefore, Thailand should be campaigned on the issue of safety for international travelers greater than ever in order to warm tourists to visit Thailand and get comfortable when they go back to their country.

Furthermore, the researcher also wants to suggest the type of tourists attraction most of tourist would like to visit, due to the fact that, the survey found that most of tourists want to visit the natural attractions, in contrast , least tourists want to visit shopping sites, therefore the Tourism Authority of Thailand should campaign shopping destinations to attract tourists to visit the sites more, but survey of the region selecting, tourists least choose to go to the East. Therefore, Thailand should be

campaigned for such region. The final survey result for the least activities that tourists want to do are climbing and waterfall activities, because of most of South Korea tourists prefer sea activities much more climbing and waterfall activities, thus climbing and waterfall activities are not interesting for the tourists. However, the Tourism Authority of Thailand should be promoted on waterfall and climbing activities like sea playing activities, because Thailand has beautiful waterfall and climbing sites, If they are promoted, they are also popular activities as sea playing activities as well.

Therefore, the researcher can summarize that if the Tourism Authority of Thailand can campaign and update the information, It will attract South Korean tourists to visit Thailand more, and also stimulate Thailand tourism and develop Thailand's economy as well.

5.4. The benefits of research

After the researcher has analyzed and processed data completely, the researcher intend to propose to the Tourism Authority of Thailand to further develop Thailand tourism in the future. Due to the South Korean tourists are important tourist groups to visit Thailand and seem to have more average steadily. Therefore, if we study main factor to attract them. It can generate revenue for the tourism industry in Thailand and is a economical driving force of Thailand to grow further in the future.

First advantage is that this research will be useful to marketers on strategy marketing planning for the tourism industry in Thailand in order to conform with needs of South Korean tourists.

Secondly advantage is that the result of this research will be useful to scholars and those interested in learning about the country of origin image associated with the tourist businesses, this research will contribute better understand the relationship of image of Thailand to view of tourist's need and to pave the better way for relevant research in the future.

5.4. Limitations and research suggestions

This research is one-shot Study and it is a short-term to keep data and not follow up the samplings repeatedly, the summary and the reference data are processed carefully. The results can be interpreted in a certain time period only, it can not be referred for long term because of the South Korean attitudes may change according to

time and era and the area of sampling is still limited in Bangkok only, it does not cover all consumers in Thailand.

The second limitation is the age duration of tourists does not cover all ages. It is only defined according to aging duration statistic of the most tourists who visit Thailand. If it is not covered to all ages, the results of research may be further various than this.

The research in the future, the researcher has suggestion that the Tourism Authority of Thailand should further promote image of the country to attract South Korean tourists to visit Thailand and some tourist attractions that have sparse tourist come to visit should be more promoted by the government agency or tourism organization in order to urge tourism and attract South Korean tourists to visit increasingly.

In addition, the future research should also study the relationship between the image viewing of the attractions and direct experience of tourists further. They may study variety of experience factors rather than should be including the relationship between the viewing of attraction image and demographic factor, they should collect data from more dispersive sample group in order to test the relationship between the image view, direct experience of tourists and demographic factor in order to have more accurate and intensive data respectively.

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APPENDIX

This questionnaire is a part of a thesis of Master of Arts in Korean Program Studies, Chulalongkorn University. The questionnaire aims to study experiences of tourists and the image of Thailand which attracts the interest of tourists.

The responses to this questionnaire will be helpful for analyzing information in general without revealing your individual information.

Thank you for your time and kindness to answer the questionnaire.

Miss Paramaphorn Jaiman

Graduate School Chulalongkorn University

_____

Introduction Please mark √ in the box that applies to you

Part 1 Personal Information

1.1 Gender ☐ Male ☐ Female

1.2 Age ☐ Under 25 ☐ 26-35 ☐ 36-40 ☐ 46-55

1.3 Family Status

☐ Single (Live Alone) ☐ Single (Live with Parents)
☐ Married (Live with Spouse) ☐ Married (Live with Parents)

1.4 Education Level

☐ Lower than High School ☐ High School

☐ Bachelor's degree ☐ High than Bachelor's degree

1.5 Occupation

☐ Student ☐ Officer ☐ Government Officer

☐ Merchant / Business Owner ☐ Housewife ☐ Other ………………..

1.6 Income per Month

☐ Under than 525,000won ☐ 525,000 – 1,050,000won ☐ 1,050,000 -1,575,000won

☐ 1,575,000 -2,100,000won ☐ 2,100,000 –2,625,000won ☐ More than 2,625,000won

1.7 Where did you receive Thai travel information from (You can answer more than one)

☐ General Media (TV, Radio, Newspaper, Magazine) ☐ Friends and acquaintance
☐ Thailand Tour Magazine ☐ Internet
☐ Brochure/Pamphlet from Tour Company ☐ Other

Part 2 **Direct Experience of tourist toward Thailand**

Tourist Experience	Ever	Never
Eating Thai Food		
Having Thai Friends or Acquaintance		
Knowing Thai Culture/Tradition		
Knowing Thai History		
Knowing Thai Language		
Writing Thai Language		
Ever come to visit Thailand (refers to short visit such as traveling or contact for business etc.)		
Ever stay in Thailand more than six months		

Part 3 **Destination Image of Thailand is attractive to Korean tourists**

Introduction Please circle your answer (Only one choice)

Destination Image of Thailand attracts Korean tourist	Score of Image Assessment					
	Very low	Low	Rather Low	Rather High	High	Very High
1. Thailand has beautiful beaches	1	2	3	4	5	6
2. Thailand has a unique culture/tradition	1	2	3	4	5	6
3. Thai food is famous	1	2	3	4	5	6
4. Thailand has old and beautiful historic sites and antiques	1	2	3	4	5	6
5. Thailand has unique and attractive festivals	1	2	3	4	5	6
6. Thailand has beautiful natural resources such as mountains etc	1	2	3	4	5	6
7. Thailand has beautiful night attractions	1	2	3	4	5	6
8. Prices and service in Thailand are cheap	1	2	3	4	5	6
9. Thai people are hospitable and courteous	1	2	3	4	5	6
10. Thailand has life and asset security	1	2	3	4	5	6
11. Thai people have a unique and interesting way of life	1	2	3	4	5	6
12. Thailand is a land of smiles	1	2	3	4	5	6
13. Thai political situation is stable and firm	1	2	3	4	5	6
14. Thailand is a peaceful land of Buddhism	1	2	3	4	5	6
15. Thailand has a good welcome and service to tourists	1	2	3	4	5	6
16. Thailand has a strong economy	1	2	3	4	5	6
17. Thailand has sacred items that foreigner visitors believe in	1	2	3	4	5	6
18. Thailand has nice weather for travel	1	2	3	4	5	6
19. Thailand has unique vehicles such as tricycles (Took Took car)	1	2	3	4	5	6
20. Thai language is famous and unique	1	2	3	4	5	6
21. Thai people are attached to Royal Institutions	1	2	3	4	5	6
22. Sports in Thailand are excellent	1	2	3	4	5	6
23. Thailand is an undeveloped country	1	2	3	4	5	6
24. Thai people are not disciplined	1	2	3	4	5	6

25. Thailand is polluted	1	2	3	4	5	6

Part 4 Tourist's requirements toward Thai attractions

4.1 Your reason for choosing to travel in Thailand (can √ more than one item)

☐ Interesting attractions ☐ Cheap expenses

☐ Good weather ☐ High security

☐ Food ☐ Other

4.2 Your reason for traveling (More than one item)

☐ For more life flavor ☐ Boring daily life

☐ Joining with friends ☐ For a new atmosphere

☐ More life experiences ☐ To help the Thai economy

☐ Other

4.3 How did you travel? (More than one item)

☐ Travel by Myself ☐ All of travel services

☐ Company expenses ☐ Travel by myself and local traveling company

☐ Other

4.4 How did you prepare yourself for your trip?

☐ Travel by myself with no certain plans

☐ Travel by myself with a good plan, but did not book accommodation and vehicle

☐ Travel by myself and having a good plan, prior booking of accommodation and vehicle

☐ Travel with tour company/with flight package/hotel package

☐ Other

4.5 What is the accommodation you want when you are traveling in Thailand?

☐ Hotel ☐ Resort/Bungalow

☐ Guesthouse / Homestead ☐ Relative's house/friend's house

☐ Accommodation in park ☐ Other

4.6 What season is your trip when traveling in Thailand ?

☐ Summer season   ☐ Rainy season   ☐ Winter season   ☐ Not related with season

4.7 What kinds of attractions do you prefer to visit? (Please √ only one answer)

Style of attraction	Score of interest assessment					
	Very low	Low	Rather Low	Rather High	High	Very High
Natural attractions						
Thai Historical attractions						
Architectural sites						
Technological sites						
Food sites						
Shopping sites						
Others						

4.8 Which region in Thailand do you want to visit? (Please √ only one answer)

Regions of Thailand	Score of interest assessment					
	Very low	Low	Rather Low	Rather High	High	Very High
North (waterfalls, natural sites)						
North east (cultural traveling sites)						
Central region (Center of traveling and cultural sites)						
East (Thai bay coast)						
West (waterfalls and natural sites)						
South (Andaman coast)						

4.9 What are your favorite activities when you visit Thailand ? (Please √ only one answer)

Styles of activities	Score of interest assessment					
	Very low	Low	Rather Low	Rather High	High	Very High
Playing and bathing in the sea						
Learning Thai history and culture						
Playing golf						
Climbing rocks and playing in waterfalls						

Shopping						
Others						

****

End
Thanks for your kindness

본 설문은 태국을 찾는 관광객의 경험 및 관광객의 관심을 이끄는 태국의 이미지 에 대한 연구의 목적을 가진 쫄라롱껀 대학교 대학원 한국어학과 과정 논문의 일부입니다. 이에 연구자는 본 설문을 통한 답변으로부터 얻은 자료를 가지고, 여러분들의 개인적인 정보는 어떠한 경우에서도 공개하지 않고, 연구에 목적으로만 사용할 것입니다.

본 연구자는 이번 설문에 응답해 주신 모든 분들의 협조에 감사 드립니다.

짜이만 쁘라마펀

쫄라롱껀 대학교 대학원

설명 다른 형식으로 답변해야 하는 경우를 제외하고, 선택 항에 √ 기호를 이용하여 표시해 주시기 바랍니다.

제 1 부 설문 응답자의 개인정보

1.1 성별   □남자   □ 여자

1.2 연령   □ 25 세 이하   □ 26-35 세   □ 36-45 세   □ 46-55 세

1.3 가족 형태

□미혼(혼자 거주)   □배우자와 거주   □미혼(부모님과 거주)   □기혼(부모님과 거주)

1.4 교육 정도

　　□고등학교 졸업 미만   □ 고등학교 졸업

　　□대학교 졸업   □대학교 졸업 이상

1.5 직업

　　□고등학생/대학생   □ 민간기업 직원   □ 공무원

　　□상인/자영업   □ 주부   □ 기타   표기바람………………..

1.6 월 소득(한화 기준)

　　□525,000 원 이하   □ 525,000 – 1,050,000 원   □ 1,050,000 -1,575,000 원

　　□1,575,000 -2,100,000 원 □ 2,100,000 – 2,625,000 원   □ 2,625,000 원 이상

1.7 태국 여행시, 태국 관광 정보를 어디로부터 얻었나요? (1 개 이상 중복 선택 가능)

☐ 일반 매체 (TV, 라디오, 신문, 잡지)   ☐ 친구 및 지인

☐ 태국 여행과 관련된 잡지   ☐ 인터넷

☐ 브로셔/여행회사의 광고지   ☐ 기타

제 2 부 태국에 대한 관광객의 경험

관광객의 경험	있다.	없다.
태국음식을 먹어본 적이 있다.		
태국친구 또는 지인 중에 태국인이 있다.		
태국 전통 문화를 알고 있다.		
태국 역사를 알고 있다.		
태국어에 대한 지식이 있다.		
태국어를 쓸 수 있다.		
태국에 방문한 적이 있다. (방문의 의미는, 관광이나 출장 등 짧은 기간 동안 방문을 의미)		
태국에 6 개월 이상 장기거주 한 적이 있다.		

제 3 부 한국인 관광객의 관심을 이끄는 태국의 이미지

설명 각 항목별로 귀하의 의견과 일치하는 부분에 하나씩 √ 표시를 해주시기 바랍니다.

한국인 관광객의 관심을 이끄는 태국의 이미지	관심도 평가 점수					
	아주 적다	적다	비교적 적다	비교적 많다.	많다	아주 많다.
1. 태국은 아름다운 해변이 있다.	1	2	3	4	5	6
2. 태국은 특징적인 전통문화를 가졌다.	1	2	3	4	5	6
3. 태국음식은 유명한 민족 음식이다.	1	2	3	4	5	6
4. 태국은 아름다운 고대 유적과 유물을 가졌다.	1	2	3	4	5	6
5. 태국은 특징적이고, 흥미 있는 축제가 있는 나라이다.	1	2	3	4	5	6
6. 태국은 아름다운 자연지가 있다. 예) 산	1	2	3	4	5	6
7. 태국은 아름다운 야간 관광지가 있다.	1	2	3	4	5	6
8. 태국의 물건이나 서비스 가격이 저렴하다.	1	2	3	4	5	6
9. 태국국민은 친절하고 인정이 있다.	1	2	3	4	5	6
10. 태국은 생명이나 재산에 대해 충분히 안전하다.	1	2	3	4	5	6
11. 태국인은 흥미 있고 특별한 생활 방식을 가지고 있다.	1	2	3	4	5	6
12. 태국은 미소의 나라이다.	1	2	3	4	5	6

13. 태국의 도시는 안정적이다.	1	2	3	4	5	6
14. 태국은 평화로운 불교 국가이다.	1	2	3	4	5	6
15. 태국은 관광객을 환영하고 서비스가 좋은 나라이다.	1	2	3	4	5	6
16. 태국은 강한 경제를 가진 나라이다.	1	2	3	4	5	6
17. 태국은 외국인이 경외하는 신성함을 가졌다.	1	2	3	4	5	6
18. 태국은 관광을 하기에 적합한 날씨환경이다.	1	2	3	4	5	6
19. 태국은 특징적인 교통수단이 있다. 예)툭툭 택시	1	2	3	4	5	6
20. 태국어는 유명한 국가 정체성이다.	1	2	3	4	5	6
21. 태국인은 왕실제도와 깊은 연관성이 있다.	1	2	3	4	5	6
22. 태국내의 스포츠적인활동은 최고라 할 수 있다.	1	2	3	4	5	6
23. 태국은 아직 후진국이다.	1	2	3	4	5	6
24. 태국인은 규율성이 부족하다.	1	2	3	4	5	6
25. 태국은 오염물질이 가득하다.	1	2	3	4	5	6

제 4 부 관광지에 대한 관광객의 요구 사항

4.1 귀하가 태국여행을 선택한 이유는? (1 개 이상 중복 선택 가능)

☐ 흥미 있는 여행지가 있기 때문   ☐ 여행 비용이 많이 들지 않기 때문

☐ 날씨가 좋기 때문   ☐ 여행에 있어서 안전하기 때문에

☐ 음식 중심지이기 때문   ☐ 기타

4.2 귀하가 여행을 원하는 이유는? (1 개 이상 중복 선택 가능)

☐ 생활에 풍미를 더하기 위해   ☐ 일상생활의 무료함을 달래기 위해

☐ 친구들과의 파티를 위해   ☐ 기분 전환을 위해

☐ 경험을 쌓기 위해   ☐ 국 경제를 돕기 위해

☐ 기타

4.3 귀하의 이번 태국여행은 어떤 형태인가요? (1 개 이상 중복 선택 가능)

☐ 전적인 개별 여행   ☐ 여행사 이용 여행

☐ 본인의 회사에서 여행을 마련해줌   ☐ 개별여행이지만, 부분별 투어회사 이용

☐ 기타

4.4 이번 태국 여행에서, 귀하는 다음 중 어떠한 여행준비를 했나요?

☐ 자유 여행 왔으나, 확실한 계획 없이 왔다.

☐ 자유 여행 왔으며 계획을 세웠지만, 숙소나 차량은 미리 예약하지 않았다.

☐ 자유 여행 왔으며 계획을 세우고 숙소나 차량도 미리 예약하였다.

☐ 투어 회사를 통해 왔다./ 항공사 패키지/호텔 패키지

☐ 기타

4.5 태국 방문 시 귀하가 묵고 싶은 숙소 형태는?

　　　□　호텔　　　　　　　　　　□　리조트/방갈로

　　　□　게스트 하우스/홈스테이　　□　친척집/친구집

　　　□　각종 국립 공원 내 숙소　　□　기타

4.6 귀하가 태국 여행하고자 하는 계절은?

　　　□ 여름　우기 □　　　□겨울　　　　□ 계절과 상관 없다.

4.7 귀하는 어떤 종류의 관광지로 가고 싶은가요? (각 항목별로 귀하의 의견과 일치하는 부분에 하나씩 √ 표시를 해주시기 바랍니다.)

관광 형태	관심도 평가 점수					
	아주 적다	적다	비교적 적다	비교적 많다	많다	아주 많다
자연 관광지						
역사 관광지						
각종 건축물						
기술 중심지(테크놀로지)						
음식 중심지						
쇼핑 중심지(shopping)						
기타						

4.8 귀하는 태국의 어느 지방으로 여행하고 싶나요? (각 항목별로 귀하의 의견과 일치하는 부분에 하나씩 √ 표시를 해주시기 바랍니다.)

태국의 지역	관심도 평가 점수					
	아주 적다	적다	비교적 적다	비교적 많다	많다	아주 많다
북부(폭포 관광지, 자연)						
동북부(문화적 관광지)						
중부(관광 중심지, 문화적)						
동부(태국 해안)						
서부(폭포 관광, 자연)						
남부(안다만 해안)						

4.9 태국 방문 시 귀하가 좋아하는 활동은 무엇인가요? 각 항목별로 귀하의 의견과 일치하는 부분에 하나씩 √ 표시를 해주시기 바랍니다.)

활동 형태	관심도 평가 점수					
	아주 적다	적다	비교적 적다	비교적 많다	많다	아주 많다
해변에서의 물놀이						
태국문화와 역사 연구						
골프 치기						
등산 및 폭포 에서의 물놀이						
쇼핑 하기						
기타						

****

이상 설문을 마칩니다.

설문 응답에 귀한 시간을 내주신 모든 분들께 감사 드립니다.

BIOGRAPHY

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- Year 2003 - 2005:   High school at Phatumwan Demonstration School

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