

**DESTINATION STRATEGIC POSITIONING AND MARKETING
STRATEGY FOR FOREIGN HIGH-QUALITY TOURIST**

Hathaichanok Chimbanrai

**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
Doctor of Philosophy (Integrated Tourism Management)
The Graduate School of Tourism Management
National Institute of Development Administration
2021**

**DESTINATION STRATEGIC POSITIONING AND MARKETING
STRATEGY FOR FOREIGN HIGH-QUALITY TOURIST**

Hathaichanok Chimbanrai

The Graduate School of Tourism Management

..... Major Advisor
(Assistant Professor Rugphong Vongsaroj, Ph.D.)

The Examining Committee Approved This Dissertation Submitted in Partial Fulfillment of Requirements for the Degree of Doctor of Philosophy (Integrated Tourism Management).

..... Committee Chairperson
(Assistant Professor Siyathorn Nakphin, D.HTM.)

..... Committee
(Professor Therdchai Choibamroong, Ph.D.)

..... Committee
(Assistant Professor Paithoon Monpanthong, Ph.D.)

..... Committee
(Assistant Professor Sangkae Punyasiri, D.B.A.)

..... Committee
(Assistant Professor Rugphong Vongsaroj, Ph.D.)

..... Dean
(Assistant Professor Paithoon Monpanthong, Ph.D.)

____ / ____ / ____

ABSTRACT

Title of Dissertation	DESTINATION STRATEGIC POSITIONING AND MARKETING STRATEGY FOR FOREIGN HIGH- QUALITY TOURIST
Author	Miss Hathaichanok Chimbanrai
Degree	Doctor of Philosophy (Integrated Tourism Management)
Year	2021

The purposes of this study are 1) to define the definition and characterization of high-quality tourists for Thailand, 2) to analyze the demographic factors, tourist's travel motivation and tourist behaviors influencing high-quality tourists and analyze the preferences and decisions of high-quality tourists, 3) to analyze the value positioning of tourism products in high-quality tourist attractions and; 4) to analyze marketing strategies for high-quality tourists. Use mixed methods research between qualitative research, In-depth interview is a tool used in this research to collect data from samples and Questionnaire is the tool used in this quantitative research to collect data from samples (who are generally foreign tourists traveling to Bangkok, Chiang Mai, and Phuket) which consists of 6 topics.

To respond to the research objective 1 and 2, descriptive statistics, inferential statistics, and Exploratory Factor Analysis (EFA), were employed to analyze the quantitative data of this study. To respond to the research objective 3 and 4, the content analysis was then used to analyze the qualitative data. The study research results were revealed as follows.

1) This study found that the definitions and characteristics of high-quality tourists consisted of 15 key aspects including: (1) Buy products/services from local merchant/provider first, (2) Purchase products made by local people, (3) Select services provided by local staff, (4) Use provider having a sound environmental management, (5) Use local resources (i.e., water and electricity) economically, (6) Give advice to local entrepreneurs to improve product, (7) Recommend the promotion of this destination to others, (8) Give honor (or not look down) to local people, (9) Respect local traditions, norms, and rules, (10) Pay respect to place and thing respected by local, (11) Understand/accept the difference in local culture, (12) Be

careful with your body/action that may damage nature, (13) Minimize the waste to litter as much as possible, (14) Follow Thailand's laws and rules strictly, and (15) Dump garbage at litter place/point.

According to the exploratory component analysis of high-quality tourists, all 15 key aspects can be grouped into 4 components: Component 1: "Reducing negative impacts from tourism" consisted of 5 observable variables with component weights between .545 and .830. Component 2: "Respecting tourism areas" comprised 3 observable variables having component weights between .823 and .833. Component 3: "Supporting local people" had 5 observable variables which had component weights between .581 and .775. Component 4: "Supporting sales and marketing" consisted of 2 observable variables having component weights between .713 and .811.

2) By analyze the demographic factors, tourist's travel motivation and tourist behaviors influencing high-quality tourists and analyze the preferences and decisions of high-quality tourists, this study found that the demographic factors revealed that nationality, educational level, and occupation factors influenced high-quality tourist characteristics. Tourist's travel motivation and being a high-quality tourist revealed that the push factors in the aspects of relaxation and relationship were the tourist's travel motivation that impacted being a high-quality tourist. As for the pull factors, food is the tourist's travel motivation that influenced high-quality tourists. Tourist behaviors showed that the factors of travel companion (in the aspects of alone and couple), type of air flight, type of accommodation (in the aspects of resort and luxury hotel), and travel expenditure affected being a high-quality tourist.

About preferences, it was found that high-quality tourists preferred accommodation proximity in the aspect of "near beach", followed by "near midtown" and "near nature". In the aspect of the hotel, they preferred "luxury with local identities", followed by "simple as local living". In the aspect of the size of the hotel, their preference was a medium hotel (> 50 but < 300 rooms), followed by a small hotel (< 50 rooms). In the aspect of travel destination, their preference was beach/sea, followed by city and underwater scenery. In the aspect of tourism activities, their preference belonged to local food, followed by sunbath, learning about local culture, and taking a photo. The type of souvenirs they liked most was Thai snacks, followed

by Thai foods. The most liked type of tour was “private travel with your own organized”, followed by “group tour travel”. Finally, the most popular payment method was cash, followed by credit card. For decision-making of high-quality tourists, the majority of them made decisions in the aspects of tourism and service providers, information sources, and persons at a rather important level. The decisions in the aspect of attraction were made at an important level. Meanwhile, the decision in the aspect of “length of reserve” was made at the level 1 week ahead.

3) The development of tourism products for high-quality tourists needs to consider the demographic factors, tourist’s travel motivation, tourist behaviors, preferences, and decision-making of high-quality tourists to analyze the value proposition of tourism products. Based on the decision-making process, tourism products' value proposition can be categorized into 4 stages: problem recognition, information source, evaluation, and purchase decision, it was found that high-quality tourists desired to travel to find new experiences. Therefore, presenting a local identity by developing it into tourism products and services will fulfill the high-quality tourist experience. Designing events that were easily attended and secure made decision-making and participation easier. However, part of the decision-making relied on information from friends and close ones. Therefore, developing effective products and services will increase the likelihood of positive word-of-mouth.

In addition, the value proposition of tourism products could be classified into 5 tourism components: accommodation, transportation, souvenir, dining, and activities. It was found that high-quality tourists preferred privacy (in terms of accommodation, transportation, safety, and comfort). High-quality tourists’ top priority was eating local food, which was in line with the souvenir and dining that showcased the uniqueness of ingredients and taste. Therefore, activities related to the development of local food products should be encouraged to stimulate the shopping and a decision to travel of high-quality tourists.

4) Finally, this study proposed a guideline for developing marketing strategies for high-quality tourists that tourism operators should focus on. The analysis consists of 3 issues: marketing content, marketing communication, and marketing promotion. The marketing content from the preference of high-quality tourists can be grouped

into 6 strategies as follows: (1) Product Differentiation Strategy, (2) Service Differentiation Strategy / Customization/Personalized Service Strategy, (3) Image Differentiation Strategy, (4) Story Telling Differentiation Strategy, (5) Eco-Friendly Differentiation Strategies, and (6) Strategies for publicizing the image of tourist attractions. The marketing communication based on decision making of high-quality tourists can be divided into 6 issues as follows: (1) Word of Mouth Marketing, (2) Online Marketing, (3) Influencer Marketing, (4) Event Marketing, (5) Network and Alliance, and (6) Agency. The marketing promotion for high quality tourist, which can be divided into 2 marketing strategies development guidelines as follows: (1) Advertising and (2) Sales Promotion, which can be categorized as a result of the strategy analysis in the following: Design a promotional package, Discount Strategies to Attract Attention, Tester Giveaway Strategy and Pricing Strategy.

ACKNOWLEDGEMENTS

I would like to express my deepest appreciation and sincere gratitude to my thesis advisor, Assistant Professor Dr. Rugphong Vongsaroj for his advice, guidance, precious support, and constant encouragement which drive me to strive to accomplish my Ph.D. journey. Without his great advice, this dissertation would not have been complete. Additionally, my gratitude is also extended to the examining committee members, Assistant Professor Dr. Siyathorn Nakphin, Professor Dr. Terdchai Choibamroong, Assistant Professor Dr. Paithoon Monpanthong, and Assistant Professor Dr. Sangkae Punyasiri for their insightful comments and spend time on reviewing for my dissertation.

Additionally, I would like to also thank all the lecturers and officers at the Graduate School of Tourism Management (GSTM) for their continued support and valuable knowledge regarding the research process as well as tourism and hospitality management. And special thanks my friends from Ph.D. Batch 7 for their friendship and constantly support in attempting to achieve our goal together.

Last but not least, the girl who used to be my partner for her extraordinary support and continued emotional support throughout the journey. She was the driving force that made me want to succeed in my life, to take care of her for the rest of my life. Unfortunately, today she was not on my side the day I succeeded.

Finally, my biggest thanks to my family for all of their patience, moral support, encouragement, and understanding. They kept me going on and this Ph.D. journey would not have achieved this far and this dissertation would not have been completed without all the support that I have always received from them.

Hathaichanok Chimbanrai

April 2022

TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENTS.....	vii
TABLE OF CONTENTS.....	viii
LIST OF TABLES.....	xiv
LIST OF FIGURES.....	xxii
CHAPTER 1 INTRODUCTION.....	1
1.1 Background and Significance of Problems.....	1
1.2 Research Questions.....	6
1.3 Research Objectives.....	7
1.4 Expected Benefits.....	7
1.4.1 Benefits from the Research Results.....	7
1.4.2 Benefits Gained from Applying the Research Results.....	7
1.5 Scopes of the Research.....	9
1.5.1 Content.....	9
1.5.2 Population.....	9
1.5.3 Study Area.....	9
1.5.4 Period of Study.....	9
1.6 Definition of Terms.....	10
CHAPTER 2 LITERATURE REVIEW.....	11
2.1 Concept of Responsible Tourism Management.....	11
2.1.1 Goals of Responsible Tourism.....	11
2.1.2 Characteristics of Sustainable Tourism.....	16
2.2 Concept of Tourist Behavior.....	18
2.2.1 Definitions and Components of Tourist Behavior.....	18
2.2.2 Responsible Tourism Behavior.....	22

2.3 Factors Affecting Tourist Behavior.....	24
2.3.1 Demographic Factors	24
2.3.2 Tourist’s Travel Motivation Factors.....	26
2.4 Tourist Preferences and Tourist Decisions Making	38
2.4.1 Tourist Preferences.....	38
2.4.2 Tourist Decisions Making	39
2.5 Concept of Product Value Proposition.....	40
2.5.1 Components of Tourism Products.....	40
2.5.2 Value Proposition Canvas	43
2.6 Concept of Marketing Strategy	46
2.6.1 Market Segmentation, Targeting, and Positioning.....	46
2.6.2 Marketing Strategies for High-end Consumers.....	48
2.6.3 Strategies for Promoting Tourism Marketing	50
2.7 Involved Research	55
CHAPTER 3 RESEARCH METHODOLOGY	57
3.1 Conceptual Framework	58
3.2 Research Objective 1	59
3.2.1 Data Sources, Key Informants, Population and Samples.....	59
3.2.2 Research Methods and Tool Development	61
3.2.3 Data Collection Tools.....	62
3.2.4 Tool Quality Testing	63
3.2.5 Data Collection.....	63
3.2.6 Data Analysis	64
3.3 Research Objective 2.....	65
3.3.1 Data Sources, Key Informants.....	65
3.3.2 Data Collection Tools.....	66
3.3.3 Data Collection.....	66
3.3.4 Data Analysis	66
3.4 Research Objective 3	70

3.4.1 Data Sources, Key Informants.....	71
3.4.2 Research Methods	71
3.4.3 Data Collection.....	71
3.4.4 Data Analysis	71
3.5 Research Objective 4	74
3.5.1 Data Sources, Key Informants.....	74
3.5.2 Research Methods	75
3.5.3 Data Collection.....	75
3.5.4 Data Analysis	75
3.6 Summary of Research Methodology	78
CHAPTER 4 DEFINITIONS AND CHARACTERISTICS OF HIGH-QUALITY TOURISTS	80
4.1 Results of the Definitions and Characteristics of High-Quality Tourists.....	80
4.1.1 The Results of a Review of Literature, Concepts, and Theories	80
4.1.2 The Results of a Review of Foreign Case Studies	88
4.1.3 The Results of the Characteristics of High-quality Tourists from in-Depth Interviews	95
4.1.4 Summary and Discussion of the Definitions and Characteristics of High-quality Tourists.....	98
4.2 Results of the Analysis of the Components of High-quality Tourists.....	100
4.3 Summary and Discussion of the Definitions, Characteristics and Components of High-quality Tourists	103
CHAPTER 5 THE ANALYSIS RESULTS OF FACTORS INFLUENCING HIGH-QUALITY TOURISTS AND ANALYZE THE PREFERENCES AND DECISIONS OF HIGH-QUALITY TOURISTS	107
5.1 General Information of High-quality Tourist.....	107
5.1.1 Profiles of High-quality Tourist	107
5.1.2 Tourist's Travel Motivation of High-quality Tourist.....	110
5.1.3 Tourist Behaviors of High-quality Tourist.....	114
5.2 The Analysis Results of Factors Influencing High-quality Tourists.....	116
5.2.1 High-quality Tourist and Demographic Factors.....	116

5.2.2 The Relationship between Tourist’s Travel Motivations and High-Quality Tourist Characteristics.....	128
5.2.3 High-quality Tourist and Tourist Behaviors	147
5.3 Preferences of High-quality Tourists.....	167
5.3.1 Location of Accommodation.....	167
5.3.2 Type of Hotel.....	169
5.3.3 Size of Hotel.....	171
5.3.4 Travel Destination	172
5.3.5 Tourism Activities	174
5.3.6 Type of Souvenirs	176
5.3.7 Type of Tour.....	178
5.3.8 Payment Method.....	179
5.4 Decision-making of High-quality Tourists.....	181
5.4.1 Overall Decision-making of High-quality Tourists.....	181
5.4.2 Decision-making of High-quality Tourists in Tourism and Service Providers.....	183
5.4.3 Decision-making of High-quality Tourists in Attraction	185
5.4.4 Decision-making of High-quality Tourists in Information Sources.....	187
5.4.5 Decision-making of High-quality Tourists in Persons	189
5.4.6 Decision-making of High-quality Tourists in Length of Reserve	191
5.5 Summary and Discussion of High-quality Tourist.....	193
5.5.1 Summary of General Information of High-quality Tourist	193
5.5.2 Summary of the Analysis Results of Factors Influencing High-quality Tourists	194
5.5.3 Summary of Preferences of High-quality Tourists.....	194
5.5.4 Summary of Decision-making of High-quality Tourists.....	195
CHAPTER 6 TOURISM PRODUCTS VALUE PROPOSITION FOR HIGH-QUALITY TOURIST	197
6.1 Profiles of High-quality Tourist	197
6.2 Tourist’s Travel Motivation and Tourist Behaviors of High-quality Tourist..	197

6.2.1 Tourist's Travel Motivation	197
6.2.2 Tourism Behavior	198
6.3 Preferences and Decision-making of High-quality Tourists	198
6.4 Value Proposition of Tourism Products Classified by Decision-making Processes.....	200
6.4.1 Problem Recognition.....	200
6.4.2 Information Source.....	202
6.4.3 Evaluation of Alternatives.....	203
6.4.4 Purchase Decision	205
6.5 Value Proposition of Tourism Products Classified by Tourism Components	207
6.5.1 Accommodation	207
6.5.2 Transportation	209
6.5.3 Souvenir.....	210
6.5.4 Dining.....	211
6.5.5 Activities	212
6.6 Summary of Tourism Product Development Guidelines for High-quality Tourists.....	213
CHAPTER 7 GUIDELINES FOR DEVELOPING MARKETING STRATEGIES FOR HIGH-QUALITY TOURISTS	217
7.1 Results of Market Segmentation Analysis	217
7.1.1 Demographic Market Segmentation.....	217
7.1.2 Psychology Market Segmentation.....	219
7.1.3 Geographic Market Segmentation.....	220
7.1.4 Behavior Market Segmentation.....	222
7.2 Results of Marketing Strategy Analysis	224
7.2.1 Marketing Content for High-quality Tourists	224
7.2.2 Marketing Communication for High-quality Tourist.....	229
7.2.3 Marketing Promotion for High-Quality Tourists	231
7.3 Summary of Guidelines for Developing Marketing Strategies for High-quality Tourists	235

7.3.1 Guidelines for Market Segmentation	235
7.3.2 Guidelines for Marketing Strategy	240
CHAPTER 8 CONCLUSION AND RECOMMENDATIONS	248
8.1 Conclusion.....	248
8.1.1 Summarized Results on Research Objective 1: Definitions and Characteristics of High-quality Tourists	249
8.1.2 Summarized Results on Research Objective 2: The Analysis Results of Factors Influencing High-quality Tourists and Analyze the Preferences and Decisions of High-quality Tourists.....	250
8.1.3 Summarized Results on Research Objective 3: Tourism Products Value Proposition for High-quality Tourist.....	252
8.1.4 Summarized Results on Research Objective 4: Guidelines for Developing Marketing Strategies for High-quality Tourists	253
8.2 Limitations and Recommendations	254
8.2.1 Limitations.....	254
8.2.2 Research Recommendations.....	255
8.2.3 Practical Recommendations	256
BIBLIOGRAPHY	257
APPENDIX.....	269
BIOGRAPHY	278

LIST OF TABLES

	Page
Table 2.1 Description of the Characteristics of Responsible Tourists.....	13
Table 2.2 The STP of Market Segmentation	47
Table 3.1 Examples of Definitions and Characteristics of High-Quality Tourists	64
Table 3.2 Examples of an Exploratory Composition Analysis Table.....	65
Table 3.3 Examples of Tables of Numbers and Hundreds Classified by Demographic Factors and Tourism Behaviors, Preferences and Decision-Making.....	67
Table 3.4 Sample Mean and Standard Deviation Classified by Tourism Motivation.....	67
Table 3.5 Summary of Hypothesis Experiment Results	70
Table 3.6 Classification Framework from Tourism Decision Theory	72
Table 3.7 Tourism Component Theory.....	72
Table 3.8 Tourism Component Classification Theory.....	74
Table 3.9 Tourist Behavior Segmentation Theory.....	76
Table 3.10 Summary of Research Methodology	78
Table 4.1 Definitions and Characteristics of High-quality Tourists	84
Table 4.2 Characteristics of High-quality Tourism	90
Table 4.3 The definitions and Characteristics of High-quality Tourists.....	98
Table 4.4 Exploratory Factor Analysis	100
Table 5.1 Frequency and Percentage of the High-quality Tourist Classified by Demographic Factors	108
Table 5.2 The Mean and Standard Deviation of the High-quality Tourist Classified by Tourist's Travel Motivation.....	112
Table 5.3 Frequency and Percentage of the High-quality Tourist Classified by Tourist Behaviors.....	115
Table 5.4 The Variance Test Results of Tourist Characteristics and Genders	118

Table 5.5	The t-test Results of the Difference in Characteristics of Tourists Classified by Genders	118
Table 5.6	The Variance Test Results of Tourist Characteristics Classified by Ages	118
Table 5.7	The Results of Testing the Difference in Tourist Characteristics Classified by Ages using Brown-Forsythe Test.....	119
Table 5.8	The Variance Test Results of Tourist Characteristics Classified by Nationalities	119
Table 5.9	The Results of Testing the Differences in Tourist Characteristics Classified by Nationalities Using F-test	120
Table 5.10	The Results of the Comparison of Individual Pairs of Tourist Characteristics Classified by Nationalities Using the Least Significant Difference Test	120
Table 5.11	The Variance Test Results of Tourist Characteristics and Marital Statuses	121
Table 5.12	The Results of the Variance Test of Tourist Characteristics and Marital Statuses	121
Table 5.13	The Variance Test Results of Tourist Characteristics Classified by Education Levels	122
Table 5.14	The Results of Testing the Differences in Tourist Characteristics Classified by Education Level Using Brown Forsythe Test	122
Table 5.15	The Results of Individual Pairs' Comparison of Tourist Characteristics Classified by Education Levels Using Dunnett's T3 Test	123
Table 5.16	The Variance Test Results of Tourist Characteristics Classified by Occupations	123
Table 5.17	The Results of Testing the Differences in Tourist Characteristics Classified by Occupations Using F-test	124
Table 5.18	The Results of Individual Pairs' Comparison of Tourist Characteristics Classified by Occupations Which were Tested Using the Least Significant Difference Test	125
Table 5.19	The Variance Test Results of Tourist Characteristics Classified by Income Levels	125

Table 5.20	The Results of Testing the Differences in Tourist Characteristics Classified by Income Levels Using F-test.....	126
Table 5.21	The Summary of the Test Results of Hypothesis 1	126
Table 5.22	The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Novelty	130
Table 5.23	The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Novelty Using F-test	130
Table 5.24	The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Escape	131
Table 5.25	The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Escape Using Brown-Forsythe Test	131
Table 5.26	The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Relaxation	132
Table 5.27	The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Relaxation Using F-test	132
Table 5.28	The Results of the Comparison of Individual Pairs of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Relaxation Using the Least Significant Difference Test.....	133
Table 5.29	The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Relationship	133
Table 5.30	The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Relationship Using the Brown-Forsythe Test	134
Table 5.31	The Results of the Comparison of Individual Pairs of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Relationship Using the Dunnett's T3 Test.....	135
Table 5.32	The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Self-development.....	136

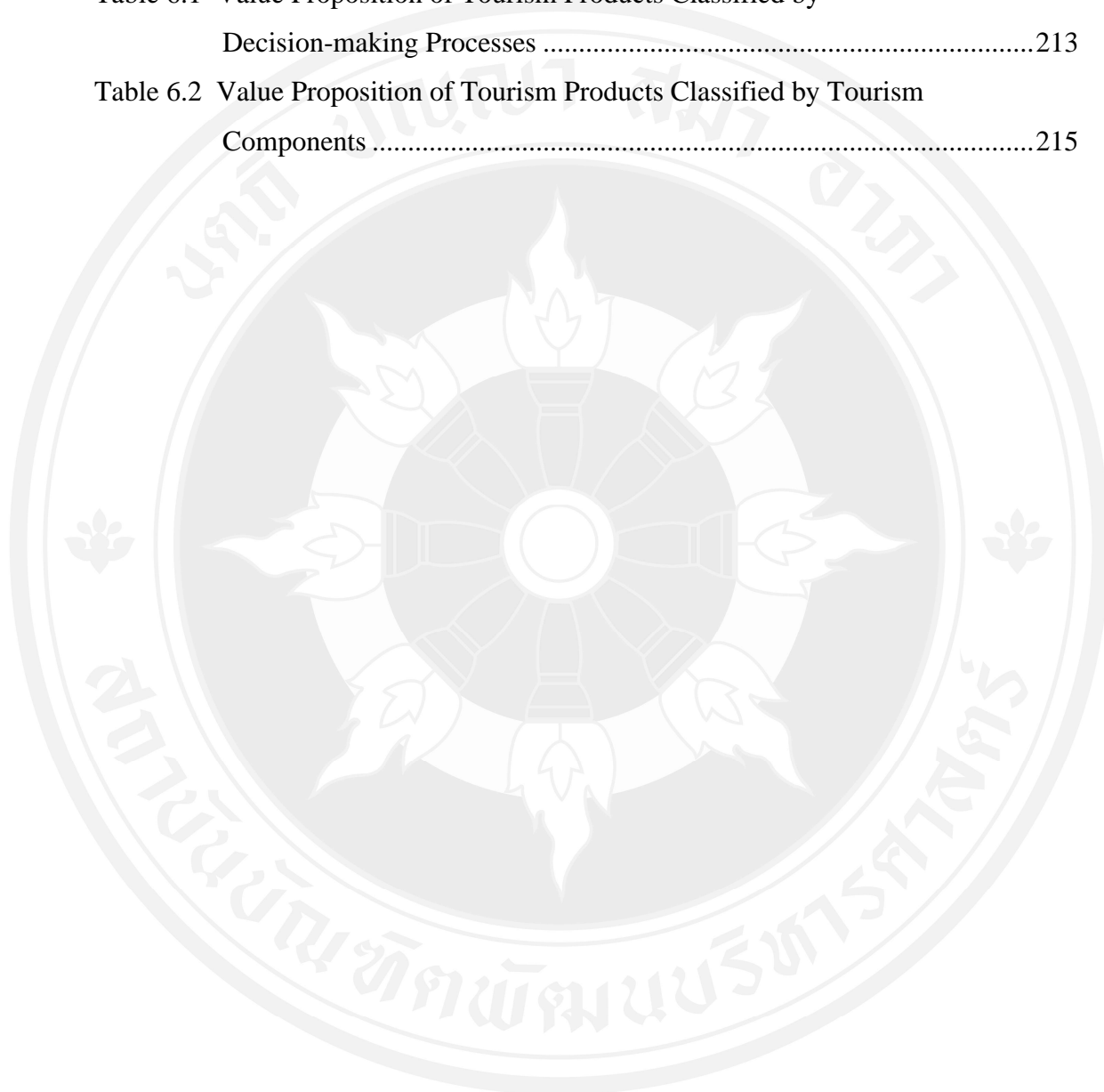
Table 5.33	The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Self-development Using the Brown-Forsythe Test.....	136
Table 5.34	The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Food	137
Table 5.35	The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Food Using the F-test	137
Table 5.36	The Results of the Comparison of Individual Pairs of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Food Using Least Significant Difference	138
Table 5.37	The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Shopping	138
Table 5.38	The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Shopping Using the F-Test	139
Table 5.39	The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Culture	139
Table 5.40	The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Culture Using the F-test	140
Table 5.41	The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of People	140
Table 5.42	The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of People Using the F-test	141
Table 5.43	The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Convenience	141
Table 5.44	The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Convenience Using the F-test.....	142

Table 5.45	The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Infrastructure.....	142
Table 5.46	The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Infrastructure Using the F-test.....	143
Table 5.47	The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Travel Activities	143
Table 5.48	The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Travel Activities Using the F-test.....	144
Table 5.49	Summary of the Results of Testing Hypothesis 2.....	145
Table 5.50	The Variance Test Results of Tourist Characteristics and Revisiting Travel Experiences	148
Table 5.51	The Results of Testing the Differences in Tourist Characteristics Classified by Revisiting Travel Experiences Using the F-test.....	149
Table 5.52	The Variance Test Results of Tourist Characteristics and Previous Travel Experiences	149
Table 5.53	The Results of Testing the Differences in Tourist Characteristics Classified by Previous Travel Experiences Using the F-test	150
Table 5.54	The Variance Test Results of Tourist Characteristics Classified by Lengths of Stay.....	150
Table 5.55	The Results of Testing the Differences in Tourist Characteristics Classified by Lengths of Stays Using the Brown-Forsythe Test.....	151
Table 5.56	The Variance Test Results of Tourist Characteristics and Solo Travel.....	151
Table 5.57	The Results of Testing the Differences in Tourist Characteristics of Solo Tourists Using t-test	152
Table 5.58	The Variance Test Results of Tourist Characteristics and Traveling with Friends.....	152
Table 5.59	The Results of Testing the Differences in Tourist Characteristics of Tourists Traveling with Friends Using t-test.....	153

Table 5.60	The Variance Test Results of Tourist Characteristics and Traveling with Spouses.....	153
Table 5.61	The Results of Testing the Differences in Tourist Characteristics of Tourists Traveling with their Spouses Using t-test	154
Table 5.62	The Variance Test Results of Tourist Characteristics and Traveling with Family.....	154
Table 5.63	The Results of Testing the Differences in Tourist Characteristics of Tourists Traveling with Family Using t-test	155
Table 5.64	The Variance Test Results of Tourist Characteristics and Types of Air Flights.....	155
Table 5.65	The Results of Testing the Differences in Tourist Characteristics Classified by Types of Air Flights Using t-test.....	156
Table 5.66	The Variance Test Results of Tourist Characteristics and Boutique Hotel Stays	156
Table 5.67	The Results of Testing the Differences in Tourist Characteristics Classified by Boutique Hotel Stay with t-test	157
Table 5.68	The Variance Test Results of Tourist Characteristics and Budget Hotel Stays	157
Table 5.69	The Results of Testing the Differences in Tourist Characteristics Classified by Stay in Budget Hotels with t-test.....	158
Table 5.70	The Variance Test Results of Tourist Characteristics and Resort Stays	158
Table 5.71	The Results of Testing the Differences in Tourist Characteristics Classified by Resort Accommodation with t-test.....	159
Table 5.72	The Variance Test Results of Tourist Characteristics with the Stay in the Guest House	159
Table 5.73	The Results of Testing the Differences in Tourist Characteristics Classified by Guest House Stay with t-test	160
Table 5.74	The Variance Test Results of Tourist Characteristics with Luxury Hotel Stays (5-6 Stars)	160
Table 5.75	The Results of Testing the Differences in Tourist Characteristics Classified by Stay in Luxury Hotel (5-6 Stars) Using t-test.....	161

Table 5.76	The Variance Test Results of Tourist Characteristics with Mid-level Hotel Stays (3-4 Stars)	161
Table 5.77	The Results of Testing the Differences in Tourist Characteristics Classified with Stay in Mid-level Hotel (3-4 Stars) with t-test	162
Table 5.78	The Variance Test Results of Tourist Characteristics with the Stay in a Full-service Villa	162
Table 5.79	The Results of Testing the Differences in Tourist Characteristics Classified by Stay in Full-service Villa with t-test.....	163
Table 5.80	The Variance Test Results of Tourist Characteristics Classified by Travel Expenditure	163
Table 5.81	The Results of Testing the Differences in Tourist Characteristics Classified by Travel Expenditure with F-test.....	164
Table 5.82	Pair Comparison of Tourist Characteristics Classified by Travel Expenditure with Least Significant Difference (LSD).....	164
Table 5.83	Summary of the Results of Testing Hypothesis 3.....	165
Table 5.84	Frequency and Percentage on the Preference of Location of Accommodation	168
Table 5.85	Frequency and Percentage on the Preference of Type of Hotel	170
Table 5.86	Frequency and Percentage on the Preference of Size of Hotel.....	171
Table 5.87	Frequency and Percentage on the Preference of Travel Destination	172
Table 5.88	Frequency and Percentage on the Preference of Tourism Activities.....	175
Table 5.89	Frequency and Percentage on the Preference of Type of Souvenirs	176
Table 5.90	Frequency and Percentage on the Preference of Type of Tour.....	178
Table 5.91	Frequency and percentage on the preference of Payment Method.....	179
Table 5.92	The Overall of the Mean and Standard Deviation of the Decision-making of High-quality Tourists.....	181
Table 5.93	The Mean and Standard Deviation of Decision-Making of High-quality Tourists in Tourism and Service Providers.....	183
Table 5.94	The Mean and Standard Deviation of Decision-making of High-quality Tourists in Attraction	185
Table 5.95	The Mean and Standard Deviation of Decision-making of High-quality Tourists in Information Sources.....	187

Table 5.96 The Mean and Standard Deviation of Decision-making of High-quality Tourists in Persons.....	189
Table 5.97 The Mean and Standard Deviation of Decision-making of High-quality Tourists in Length of Reserve.....	191
Table 6.1 Value Proposition of Tourism Products Classified by Decision-making Processes	213
Table 6.2 Value Proposition of Tourism Products Classified by Tourism Components	215



LIST OF FIGURES

	Page
Figure 1.1 Rank of Thai Environmental Sustainability	3
Figure 1.2 Conditions for the Development of Industrial Competitiveness	5
Figure 2.1 Characteristics of A Responsible Tourist	13
Figure 2.2 Sustainable Development Patterns	17
Figure 2.3 Factors Influencing and Limiting Responsible Tourism Behavior	23
Figure 2.4 The Level of Green Tourists.....	23
Figure 2.5 Environmental Factors Affecting Responsible Tourism Behavior	24
Figure 2.6 Customer Analytics Diagram	44
Figure 2.7 Product Value Analysis Diagram	45
Figure 2.8 Sustainable Marketing Mix	51
Figure 3.1 Research Framework	57
Figure 3.2 Conceptual Framework	58
Figure 3.3 Research Objective 1	59
Figure 3.4 The Process of Selecting High Quality Tourist Samples	61
Figure 3.5 The Process of Synthesizing the Characteristics of High-quality Tourists	61
Figure 3.6 Research Objective 2	65
Figure 3.7 Research Objective 3	70
Figure 3.8 Research Objective 4	74
Figure 3.9 Marketing Strategy Elements	77
Figure 5.1 Preference percentage of Location of Accommodation	168
Figure 5.2 Preference Percentage of Type of Hotel.....	170
Figure 5.3 Preference Percentage of Size of Hotel	171
Figure 5.4 Preference percentage of Travel Destination	173
Figure 5.5 Preference percentage of Tourism Activities	175
Figure 5.6 Preference Percentage of Type of Souvenirs.....	177

Figure 5.7 Preference percentage of Type of Tour	178
Figure 5.8 Preference percentage of Payment Method.....	180
Figure 5.9 The Overview of the Mean of the Decision-making of High-quality Tourists	182
Figure 5.10 The Mean of Decision-making of High-quality Tourists in Tourism and Service Providers	184
Figure 5.11 The Mean of Decision-making Characteristics of High-quality Tourists in Attraction	186
Figure 5.12 The Mean of Decision-making of High-quality Tourists in Information Sources.....	188
Figure 5.13 The Mean of Decision-making of High-quality Tourists in Persons	190
Figure 5.14 The Mean of Decision-making of High-quality Tourists in Length of Reserve	192

CHAPTER 1

INTRODUCTION

1.1 Background and Significance of Problems

Tourism industry is considered to be an important sector for the Thai economy and society as it has increased Thailand's income consistently over the last 20 years. Thailand's tourism revenue has increased from 145,211 million Baht in 1994 to 1,207,145 million Baht in 2013 (Ministry of Tourism and Sports, 2015) and has been continuously increasing. Thailand has earned over 3,752,273 million Baht in tourist revenue in 2018 (Digital Government Development Agency, 2021a) and about 3,823,615 Baht in 2019 (Digital Government Development Agency, 2021b). However, almost all the increase in the tourism industry's income has been the result from the increase in tourist numbers rather than the price of tourism products. It is obvious that the ratio of increasing tourist numbers for the past 20 years (from 6,166,496 tourists in 1994 up to 79,832,502 tourists in 2019) is much bigger than each tourist's expense (from 3,373 Baht per tourist in 1994 to 5,341.80 Baht per tourist in 2019) (Digital Government Development Agency, 2021b; Ministry of Tourism and Sports, 2015). Such a situation shows that Thailand's tourism industry has grown through the increase in numbers but decrease in selling for a good price.

Even though the tourism industry has been a part of creating many good deeds for the country in the aspects of the economy, society, and environment as well as an important section recognized by all governments in position and one strategy to move Thailand's economic growth forward; the tendency of Thailand tourism industry's development and growth points out the unsustainability in development (the growth in numbers but regression in quality) in many ways such as the decrease in tourists' average period of staying, the decrease in each tourist's average spending, the decrease in the level of safety for tourists, inefficient travel facilitation, the deterioration of natural tourist attractions, unsustainable uses of natural resources and

the environment, tourists' structure alteration to the group who give less importance to sustainable development (Digital Government Development Agency, 2021c; Ministry of Tourism and Sports, 2019b).

When the quality of Thailand's tourism industry development deteriorates, the effects are the decline in the position of Thailand's tourism products and lower quality tourists. Nowadays, the needs of both government and private sectors to move the tourism industry further have resulted in the move through quantitative expansion; the cost of tourism products being devalued followed by the deterioration in tourism development.

In addition, Thailand faces intense competition in the internal tourism market in terms of the outflow of money into the international market, price competition between individual operators, and competition between tourist cities trying to improve their attractions to be closer to their competitors. Thus, there is inevitably more competition in similarity and price. As a result, tourism products and services cannot create added value as they should be. External factors are yet another important challenge to the development of Thailand's tourism industry. The low-cost aviation industry is currently growing at a rapid rate, allowing more price-conscious travelers to travel. Another challenging factor is the change in the tourist structure from European and American tourists to tourists from emerging economies (e.g., South Korea, China, Russia, and India), which are often viewed as a less responsible group of tourists and more likely to have a negative impact on society and environment (Ministry of Tourism and Sports, 2015)

According to the environmental sustainability rankings, Thailand dropped from 120th place in 2017 (World Economic Forum, 2017) to 130th place in 2019 (World Economic Forum, 2019). Therefore, Thailand's tourism industry from now on should pay more attention to the environmental sustainability (Ministry of Tourism and Sports, 2019b).

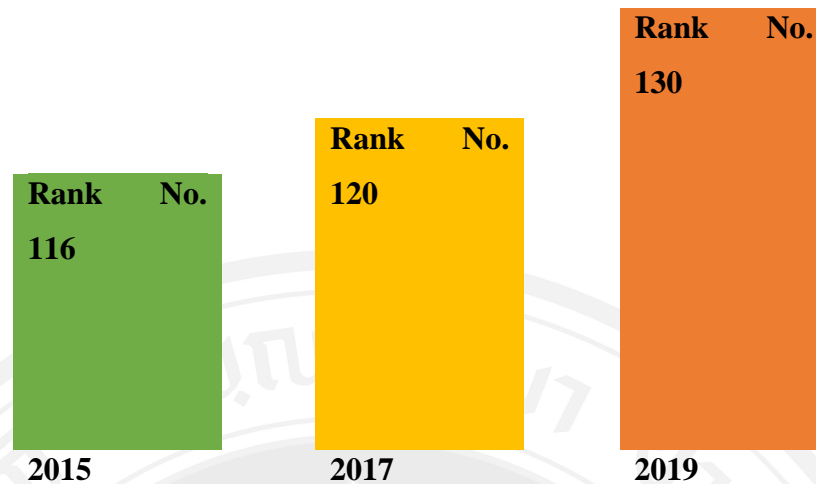


Figure 1.1 Rank of Thai Environmental Sustainability

Source: World Economic Forum (2015, 2017, 2019).

The world is currently witnessing the COVID-19 pandemic, which has resulted in a halt to global tourism. The pandemic affects both current and future tourism patterns (Ministry of Tourism and Sports, 2020). Because of the changes in people's lifestyles, each trip now has an additional element of travel decision-making and safety consideration. For Thailand, it is considered that the management in this matter is not as good as it should be. This is an issue that Thailand should pay attention to in order to build confidence in tourists (Ministry of Tourism and Sports, 2019a; World Economic Forum, 2019). This issue is also a challenge for the tourism industry to cope with the changes caused by internal and external factors that affect the management and development of new tourism strategies to differentiate and attract the attention of tourists (Sansanee Krajangchom, Korawan Sangkakorn, & Nivej Poonsukcharoen, 2021; Ministry of Tourism and Sports, 2020; Borisuth Saenkam, 2021)

Based on the development of the tourism industry and the future challenges described above, it is reasonable to conclude that if Thailand's tourism industry continues to grow without strategic positioning (growing according to the global growth trend and external factors without managing growth), the Thailand tourism's industry may face more severe price competition, barely increasing tourist spending,

and further deterioration of natural resources because of the increasing number of tourists.

Thailand's tourism industry requires development that is based on its own internal mechanisms in order to survive. It is necessary to encourage the tourism industry's development to meet the country's expectations including sustainable development as well as higher capability in competition and in creating value-added. Therefore, Thailand's tourism moving direction in the future must be developed for stability, prosperity, and sustainability. Stability is the ability to drive tourism effectively despite any crisis either domestic or international. Prosperity is tourism being able to provide income and economic stability for the country. Finally, sustainability is the development in response to tourists' needs without causing negative effects on society, the environment, and the community. Therefore, to create effective and sustainable growth, Thailand's tourism moving direction must respond to tourism trends in the world market. Market share must be increased in order to create a tourism balance of increased income, spending money, and the number of night stays as well as tourists' distribution to other attractions in other provinces. As a result, it needs to distribute income thoroughly to the community and locals as well as to increase competitive capability and advantages for Thai staff and entrepreneurs. Therefore, improving the competitive capability should be regarded as a critical matter. Using Michael E. Porter's Diamond Model to examine factors affecting Thailand's competitive capability in each industry, it is indicated that demand condition is an important impulsion towards improving competitive capability in each country's industry.

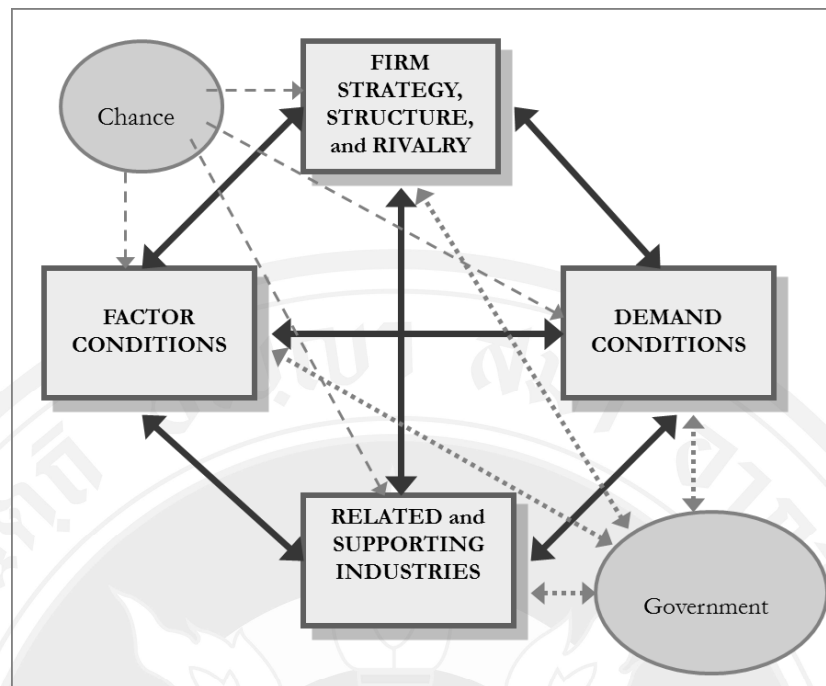


Figure 1.2 Conditions for the Development of Industrial Competitiveness

Source: Porter (1980).

In the case of the tourism industry, the essential demand conditions for enhancing competitiveness are not the number of tourists but the quality of the tourists. High-quality tourists have higher costs per capita and are more concerned with their negative impact on the community, the society, and the environment than the average tourist group. In terms of tourist systems, a high-quality tourist group is an environment that encourages tourism industry operators to improve their service capabilities rather than reduce prices. This group of tourists is often the leader in terms of future tourist tastes and trends, making it easy for operators to anticipate and meet the needs of future large groups of tourists. Consequently, operators must use competitive strategies with quality and differentiation rather than price. Therefore, entrepreneurs transfer their competitive approach to input feeders (such as labor and raw material feeders) and other supporting industries, thereby enhancing the tourism industry's competitiveness and creating sustainable value-added.

One of the key tools used to analyze the needs of high-quality travelers while delivering quality products and services is the Business Model Canvas (BMC),

developed by Alexander Osterwalder and Pigneur (2010). This model describes the rationale of how an organization creates, delivers, and captures value. BMC is widely used in the business sector. It consists of 9 elements, the most important one is the Value Proposition Canvas (VPC). VPC is used to analyze the properties and values of the goods and services provided, as well as to conduct an in-depth customer study. VPC allows for accurate data integration processes, enabling the development of products and services that can respond to demand efficiently (Ojasalo & Ojasalo, 2018). The behavior of tourists is constantly changing. They choose tourist attractions that match their own preferences and interests rather than the popular tourist attractions with a large number of people, resulting in new forms of tourism (Lundy, 2015). The use of VPC will allow stakeholders to identify and create real value for tourism resources in the area, as well as analyze various relationships, making tourist attractions more appealing to high-quality tourists in their travel choices (Crowther & Donlan, 2011).

The goal of this study is to develop a marketing strategy for high-quality tourists in Thailand, as well as to define the definitions and characteristics of high-quality tourists. It will also look at demographic factors, tourist's travel motivation, and tourism behaviors that influence high-quality tourists' preferences. It includes high-quality tourists' decision-making and the value-oriented position of tourism products in high-quality tourist attractions as a body of knowledge for operators and tourism industry agencies to implement in order to develop more responsive and competitive tourism products and services. It will have an impact on the Thai tourism industry's ability to grow and flourish in a sustainable manner.

1.2 Research Questions

- 1) What are the definition and characterization of high-quality tourists for Thailand?
- 2) What are the demographic factors, travel motivations and travel behaviors influence high-quality tourists and how are high-quality tourists' preferences and decisions?

- 3) What is the value position of tourism products in high-quality tourist attractions?
- 4) What should be the marketing strategy for high quality tourists?

1.3 Research Objectives

- 1) To define the definition and characterization of high-quality tourists for Thailand.
- 2) To analyze the demographic factors, tourist's travel motivation and tourism behaviors influencing high-quality tourists and analyze the preferences and decisions of high-quality tourists.
- 3) To analyze the value positioning of tourism products in high-quality tourist attractions.
- 4) To analyze marketing strategies for high-quality tourists.

1.4 Expected Benefits

1.4.1 Benefits from the Research Results

- 1) To know the definitions and characteristics of high-quality tourists for Thailand.
- 2) To know the demographic factors, tourist's travel motivation and tourism behaviors affecting high-quality tourists and analyzing the preferences and decisions of high-quality tourists.
- 3) To recognize the value-oriented position of tourism products in high-quality tourist attractions.
- 4) To obtain a marketing strategy for high quality tourists.

1.4.2 Benefits Gained from Applying the Research Results

- 1) Tourism and hospitality industry operators, related businesses, and self-employed traveler service personnel understand the characteristics, motivations, behaviors, preferences, and decision-making of high-quality travelers and have the guidelines for the development of their tourism products and services as well as for

creating marketing strategies tailored to the needs of their target high-quality tourists. When tourism and hospitality industry operators can improve their service quality to meet the needs of high-quality tourists, they will be able to focus on creative competition with high quality. Then, the effective outcomes are linked to a variety of supporting industries. As a result, Thailand's tourism and service industries will become more competitive.

2) Various agencies involved in tourism development such as international agencies (e.g., the ASEAN Secretariat and World Tourism Organization), central government agencies (e.g., Department of Tourism and Designated Areas for Sustainable Tourism Administration), provincial governments (e.g., provincial tourism and sports offices, provincial chambers of commerce, and provincial industry councils), local government agencies (e.g., provincial administrative organizations and sub-district administrative organizations), as well as government agencies and associations of tourism and service industry operators in various fields (e.g., the Convention and Exhibition Bureau (TCEB), associations of tourism business operators, Thai Hotels Association, and the Professional Tourist Guides Association) can apply the results of this study for planning and improving the capacity of operators in tourism and service industries to effectively improve their ability and quality of services to meet the needs of high-quality tourists. This will aid Thailand's tourism and service industries to become more competitive.

3) Government agencies, the private sectors, and associations that serve as a marketing promotion for tourism (for example, regional tourism promotion offices, Tourism Authority of Thailand, travel agencies, tourism businesses, as well as councils and associations related to tourism marketing promotion) can apply the results of this study to formulate an effective marketing strategy for high-quality tourists. This will result in increased demand for quality tourism in Thailand, making tourism and service industries grow with quality and sustainability.

1.5 Scopes of the Research

The scopes of this study are as follows:

1.5.1 Content

The researcher defined the research content scope, strategic positioning of tourist attractions, and marketing strategies for high-quality foreign tourists. The aim of this study was to define the definitions and characteristics of high-quality tourists for Thailand and to analyze the demographic factors, tourist's travel motivation, and tourism behaviors that affect high-quality tourists and analyze the preferences and judgments of high-quality tourists as well as the value-position of tourism products in high-quality tourist attractions to formulate marketing strategies for such high-quality tourists.

1.5.2 Population

The target population for this research is general foreigner tourists traveling to Bangkok, Chiang Mai, and Phuket; operators in the tourism and service industries; government and private agencies involved in the development and marketing of tourism, and academics.

1.5.3 Study Area

This research was conducted in Bangkok, Chiang Mai, and Phuket because they are well representative of the central provinces, upper north provinces, and southern provinces on the Andaman coast, respectively; have a large number of tourists who are recognized as high-quality tourists; and have more agencies for collecting data (tourist, business, various services, various associations, etc.) than other provinces.

1.5.4 Period of Study

This study took 12 months for developing a proposal. The data were collected over a 12-month period. The data analysis, research conclusion, and discussion took a total of 24 months.

1.6 Definition of Terms

High Quality Tourists refer to the group of tourists who spend more during their travel with a higher average value than the general group of tourists and tourism behaviors that are responsible for the economy, society and the environment according to guidelines for sustainable tourism development.

Attributes of Tourists refer to elements of high-quality tourist

Demographic refer to the demographic characteristics of tourists are: Gender, Age, Nationality, Marital Status, Education Attained, Occupation, and Annual Income

Tourist's Travel Motivation refer to tourist's travel motivation consists of the following push factors: Novelty, Escape, Relaxation, Relationship and Self-development and pull factors such as Food, Shopping, Culture, People, Convenience, Infrastructure and Travel activities

Tourist Behavior refer to behaviors of tourists while traveling include: Revisit/Previous Travel Experience, Length of Stay, Travel Companion, Type of Air flight, Type of Accommodation and Travel Expenditure

Tourist Preference refer to appreciate elements of high-quality tourists in Location of Accommodation, Type of Hotel, Size of Hotel, Travel Destination, Tourism Activities, Type of Souvenirs, Type of Tour and Payment Method

Tourist Decision Making refer to the processes and criteria that high-quality tourists use in deciding on the various elements of tourism are: Tourism and Service Providers, Attraction, Information Sources, Persons and Length of Reserve

Value Proposition refer to Product placement that is aligned with the preferences and values of various high-quality tourists.

Marketing Strategies for High-Quality Tourists refer to Management guidelines to promote marketing for various groups of high-quality tourists to achieve marketing goals.

CHAPTER 2

LITERATURE REVIEW

The researcher investigated theories, textbooks, documents, and related research concerning the following topics to use as a guideline for the study of destination strategic positioning and marketing strategy for foreign high-quality tourist:

- 2.1 Concept of Responsible Tourism Management
- 2.2 Concept of Tourist Behavior
- 2.3 Factors Affecting Tourist Behavior
- 2.4 Tourist Preferences and Tourist Decisions Making
- 2.5 Concept of Product Value Proposition
- 2.6 Concept of Marketing Strategy
- 2.7 Involved Research

2.1 Concept of Responsible Tourism Management

2.1.1 Goals of Responsible Tourism

South Africa's International Center for Responsible Tourism (ICRT-SA) describes responsible tourism as the development, management, and marketing of tourism that helps build industry competitiveness. Responsible tourism assesses and disseminates the environmental, social, and economic impacts of the tourism industry; avoids excessive consumption and the generation of waste and pollution; maintains natural, social, and economic diversity; and allows communities to participate in planning, decision-making, and connectivity with the tourism industry (Spenceley, 2007). According to the above definition, responsible tourism has similar scopes to or is a part of sustainable tourism development.

Responsible Travel, a UK-based organization, has concluded that responsible travel behavior is tourism that aims to maximize travel benefits while minimizing its

negative effects. Such organization has proposed the guidelines for responsible tourism for tourists as follows (Spenceley, 2007):

1) Choose a responsible tour company by examining whether the chosen company has policies and measures that are consistent with responsible tourism management and whether the hotel chosen to stay has policies, business guidelines, and performance that are consistent with responsible tourism.

2) Reduce the carbon footprint of tourists by avoiding unnecessary air travel through (1) reducing the number of places to travel by plane and increasing the duration of stay at travel destinations, (2) choosing attractions near home, (3) traveling by trains or public buses as much as possible, and (4) booking direct flights, avoiding flights that require transit.

3) Plan an itinerary that is beneficial to the environment and community of the target area by selecting a tour program or designing the itinerary by (1) reading and understanding the local culture and base language, (2) not bringing unnecessary items, especially items that must be discarded in tourist areas because many tourist areas have restrictions on waste disposal, (3) prepare gifts that will be useful to the local community or school, (4) check if the area has a conservation or social development program and consider in what ways such projects can be supported.

4) Follow the following guidelines when traveling. (1) Shop with an emphasis on subsidizing locally produced goods rather than imported goods. (2) Choose a local tour guide to gain experience about culture and way of life while also generating income for locals. (3) Do not buy products made from things impacting ecologies such as wood or antiques. (4) Take public transportation, ride a bike, or walk to get closer to the local people and reduce emissions. (5) Use water sparingly. Avoid consuming more water than locals. (6) Recognize the differences in local people's way of thinking without regard to differences as wrong (e.g., indirect speech and indirect response).

5) Create ongoing benefits after the return trip by doing the following. (1) Make recommendations to tourism businesses and hotels on how to reduce their environmental impact while increasing benefits to the local community. (2) Send pictures or objects to locals as promised. (3) contribute to local development projects

by visiting the websites of a global collection of such projects. (4) Keep good memories in mind and use such experiences to plan the next trip.

According to the report "The Market for Responsible Tourism Products in Latin America and Nepal (SNV Netherlands Development Organization, 2009), responsible tourists have three key characteristics: awareness and caution about the impact of tourism on society and the environment, experiential tourism style where tourism behavior makes one remember and good experiences from the tour, and interaction with relevant parties such as villagers in the community or development project leaders (see Figure 2.1).



Figure 2.1 Characteristics of A Responsible Tourist

Source: SNV Netherlands Development Organization (2009).

Table 2.1 Description of the Characteristics of Responsible Tourists

Interactive	Experiential	Social & Environmental Consciousness
◦ Interact and learn about nature, society, and culture	◦ Get different experiences	◦ Has the least impact on tourism areas
◦ Meet and interact with locals	◦ Desire to discover and create on their own	◦ Support environmental conservation and
◦ Participate in a way of life	◦ Challenge themselves	◦ minimize negative

Interactive	Experiential	Social & Environmental Consciousness
<p>and gain experience from it rather than simply observing it</p> <ul style="list-style-type: none"> ◦ Participate by doing ◦ Exchange culture ◦ build relationship with other tourists and local people 	<p>physically, emotionally, and/or mentally</p> <ul style="list-style-type: none"> ◦ Learn and understand the different lifestyles and cultures. ◦ Desire to have an experience that is different from normal daily life ◦ Visit special places that may not be on tourism route ◦ Experience something different and interesting 	<p>impacts on local ecosystems</p> <ul style="list-style-type: none"> ◦ Conserve energy and water as well as reduce waste ◦ Go back to the places where they used to travel ◦ Support the local economy (eating local foods and sponsoring places owned by locals/hiring locals) ◦ Behave and dress appropriately ◦ Stay longer and spend more

Source: SNV Netherlands Development Organization (2009).

International Centre for Responsible Tourism (2002) defines the definition of responsible tourism as follows:

- 1) cause the least environmental, social, and cultural impacts,
- 2) provide economic benefits to the local people and make the local communities delighted having better jobs and participating in the industry,
- 3) allow local people to participate in decision-making on issues related to lifestyle,
- 4) create positive impacts on the conservation of natural resources and cultural heritage as well as preservation of the diversity of the world,

5) Deliver good experiences to tourists through communicating the meaning of local people as well as provide knowledge and understanding of environmental and cultural issues, and

6) Respect cultural differences between locals and tourists.

Sharpley (1994), on the other hand, stated that responsible tourists prefer quality over value. They look for adventure, relaxation, and a sense of reality. They are more environmentally conscious than general tourists. Many tourists have also defined responsible tourists as, for example, good and green tourists. Swarbrooke and John (1999) have described the fundamental nature of responsibility a traveler should conduct as follows:

- 1) should follow the laws and local regulations,
- 2) should not engage in activities that are not prohibited by law but are against common social norms, such as having sex with children,
- 3) must not violate any local customs, religions, or norms,
- 4) should not cause any adverse effects on the local physical environment, and
- 5) avoid utilizing scarce local resources.

In addition to above basic standards for being high-quality tourists mentioned above, Sharpley (1994) added higher standards for tourists that contribute to the development of sustainable tourism as follows:

- 1) Responsibility to avoid access to tourist attractions with a history of human rights violations,
- 2) Responsibility to prepare and be ready before going to an attraction by finding attractions and trying to learn the dialect,
- 3) Responsibility to try to meet locals, talk to the locals, learn about locals' lifestyle, and build good friendships,
- 4) Responsibility to protect flora and fauna by not buying wild souvenirs,
- 5) Responsibility to avoid insults regarding local religious beliefs, customs, and culture even if they conflict with the beliefs of tourists,
- 6) Responsibility to avoid using a local business that oppresses workers' wages and has an inappropriate work environment,

7) Responsibility to prevent the spread of pathogens such as HIV and hepatitis B, and

8) Responsibility to distribute economic benefits to the local communities as much as possible.

2.1.2 Characteristics of Sustainable Tourism

In 1987, at a meeting of the World Commission on Environment and Development in Rio de Janeiro, Brazil, sustainable development was defined as development that meets the needs of today's generations by do not let future generations lose the opportunity to meet their needs.

At a meeting of the World Commission on Environment and Development in Rio de Janeiro, Brazil, in 1987, sustainable development was defined as “development that meets the needs of today's generations while not denying future generations the opportunity to meet their own needs” (World Commission on Environment and Development, 1987). Later in 2002, at a conference on sustainable development (World Summit Sustainable Development) in Johannesburg, South Africa, the United Nations World Commission for Environment and Development defined sustainable development as “the development that can meet current needs without compromising the development ability of future generations and includes economic, environmental, and social sustainability” (United Nations, 2002). Sustainable development has also been applied to human activities including tourism. General patterns of sustainable development are shown in Figure 2.2.

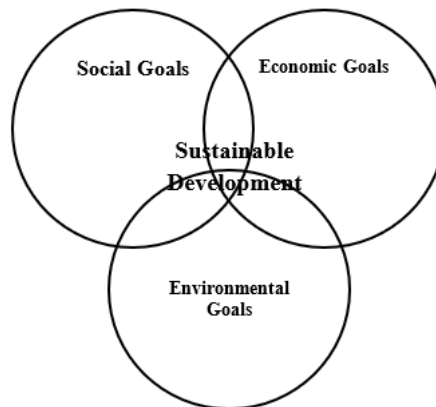


Figure 2.2 Sustainable Development Patterns

The World Tourism Organization has defined sustainable tourism development as tourism development that meets the needs of both tourists and local residents while protecting and increasing the tourism potential of the area in the future. The above development guidelines require the participation of all relevant parties, including tourists, tourism management units, tourism businesses, as well as central and local government agencies (UNEP and WTO, 2005) (UNEP and WTO, 2005)

As per the above definitions, it can be concluded that sustainable tourism development refers to tourism development that balances the three components of tourism: environment, economy, and society/culture. Sustainable tourism development should have the key characteristics as follows:

- 1) Maximize the use of natural resources (i.e., developing tourism while preserving the ecosystem) and contribute to the preservation of natural heritage and biological diversity,
- 2) Take into account and preserve the social and cultural conditions of the community in the tourism area (including living culture and inherited traditions) and understand the cultural differences between the resident and the visitor, and
- 3) Create long-term economic and social benefits together with all parties involved. These include fair distribution of benefits, stability of employment, stability of income opportunities for indigenous communities, and poverty eradication.

To develop sustainable tourism based on the above concept, all parties involved must be aware of and contribute to development, which necessitates strong leadership. Furthermore, such development necessitates a continuous process of driving in terms of planning, operation, and operational impact monitoring so that potential negative impacts can be avoided or mitigated promptly. In marketing, however, sustainable tourism must be able to maintain a consistently high level of tourist satisfaction through providing invaluable travel experiences, raising awareness, and understanding of the pattern of tourism behavior that is consistent with the concept of sustainable tourism (UNEP and WTO, 2005).

Considering the three aspects of sustainable tourism behaviors in-depth (economic, social, and environmental), the sustainable tourism behavior in the study of Budeanu (2007) on “sustainable tourist behavior—a discussion of opportunities for change” means that tourists consume or use the services of local people, use products that are environmentally friendly, and take into account the culture and people in the tourist area.

Therefore, the researcher has applied the above concept to create a questionnaire in Part 2. The questionnaire consists of tourism behaviors based on sustainable tourism in 3 aspects: economic behavior (supporting local people's products), social behavior (respect culture and host), and environmental behavior (effective use of resources).

2.2 Concept of Tourist Behavior

2.2.1 Definitions and Components of Tourist Behavior

Tourism consumer behavior is studied more than other types of consumer behavior. The travel decision-making process is placed as part of another consumer decision-making process. Some studies have attempted to isolate a specific tourism decision-making process. Woodside et al. (2006) studied travel decisions in relation to alternative activities. Dolnicar et al. (2008) focused on the allocation of travel expenses in different contexts for families. Both studies revealed important findings that future research should focus on more issues relating to tourism and other

consumer decision-making, particularly the escalation of economic insecurity in the Western world, which affects consumer purchasing decisions.

Tourist behavior is critical to the country's tourism in the long run. It will have a significant impact if tourists are concerned about global warming or climate change. Many factors can frighten tourists, including infectious diseases/epidemics and natural disasters that endanger tourists. According to Suracheewin (1999), a person's fear behavior is caused by the following seven factors:

1) Goal: it is the need or purpose that causes an activity. People want to do activities to meet their needs. Some activities provide satisfaction or immediately satisfy the need. Some needs or objectives, on the other hand, take a long time to achieve. People have multiple needs at the same time and tend to prioritize those that are urgent over those that are distant.

2) Readiness: it refers to the level of maturity or ability required to perform activities to meet needs. We cannot satisfy all our needs. Some needs are beyond competence.

3) Situation: it is an event that allows individuals to choose activities to meet their needs.

4) Interpretation: before we conduct any activity, we must consider the situation first and then decide on the method that is expected to be the most satisfying.

5) Response: it is an activity to satisfy needs by means that have been chosen in the interpretation stage.

6) Consequence: doing any activity has a consequence, which may meet the expectation (confirm) or the opposite of the expectation (contradict).

7) Reaction to disappointment: if a person is unable to satisfy his or her desire, he or she is disappointed. In this case, it may be necessary to go back and reinterpret the situation and choose a new response.

Tourist behavior in travel decisions refers to tourists' reactions, which are directly related to the acquisition or the use of tourism services, as well as various travel decision-making processes. It can be concluded that the behavior of tourists in travel decision-making processes has 9 important steps as follows (Chittangwattana, 2005):

1) Step 1: Tourism promotion

Tourism promotion is to provide tourism news to the target group through various media and related agencies.

2) Step 2: Tourism needs of each traveler

When a target tourist is informed about tourism information, a desire for tourism is created in each traveler's mind.

3) Step 3: Motivation

Tourist motivation is the driving force that motivates the desire to travel, which is caused by two factors: push factor (the impetus for the desire to travel) and pull factor (attraction to visit that tourist attraction).

4) Step 4: Decision-making

Motivation-driven tourist decision-making will create a tourist image of each locality in deciding where to travel with the highest regard for economy, safety, comfort, and pleasure criterion.

5) Step 5: Planning for expenditure

Planning for expenditure entails planning for all expenses that will be incurred during the trip, such as transportation, food, lodging, medical, shopping, and souvenir expenses.

6) Step 6: Travel preparation

Travel preparation is the booking of vehicle tickets, travel bookings, and travel confirmations such as passports and visas.

7) Step: 7 Travel

Travel is a journey from home to destination until the trip is completed and one returns home.

8) Step 8: Experience

Experience occurs when a tourist evaluates a trip, which can include locations, environment, people, services, and facilities. The experiences can be divided into 2 types: satisfied and dissatisfied.

9) Step 9: Attitude

When tourists gain tourism experience, they develop an attitude toward tourism. If they are satisfied, they will have a favorable opinion of this tour. This may entice them to return to travel or encourage others to do so. Tourists who are

dissatisfied with the tour will have a negative attitude toward it. They may not want to return to the same destination or may advise others not to travel there.

In analyzing the tourism behavior of tourists, researchers frequently set questions and study based on the tourism patterns including accommodation selection, destination selection, vehicle selection, and the number of travel days.

There have been studies of factors affecting the behavior of foreign tourists traveling in the country. Those factors can be concluded as follows:

The study of “factors affecting the decision to travel to Thailand among American tourists”, by Chotivachiraphong (2016), indicated that tourism behaviors were studied in 8 aspects: 1) experience of visiting Thailand, 2) travel companion, 3) travel style, 4) media used to search for information, 5) purpose of the trip, 6) activities performed, 7) the region visited in Thailand, and 8) length of stay.

Meanwhile, the study of Chaisang (2005), factors affecting tourism behavior in Ayutthaya of foreign tourists, examined tourism behavior in terms of travel companion, the number of travelers, accommodation, travel, nature of tourism (tour or self-travel), attractions visited, length of stay, purpose, expense per day, and recurrence trend.

Ittisirivet’s study (2008), *Tourism Behavior of Foreign Tourists in Thailand*, investigated tourism behavior in terms of goals of visiting Thailand. The main factors that tourists considered visiting Thailand were the general nature of Thailand, the famous activities among tourists, the average length of stay, and the cost per day per person.

Study of Nak Pan (2011), *Behavior and Motivation of Foreign Tourists When Visiting Koh Phangan, Surat Thani Province*, determined tourism behavior in terms of travel companion, length of travel, number of times visiting Thailand, travel budget, travel pattern, and accommodation.

Tantimeth’s study (2007), *Economics of Tourism Behavior: A Case Study of Foreigners' Decision to Travel to Thailand*, examined tourism behavior in terms of the timing of visiting Thailand.

According to conducting a literature review discussed above, it can be concluded that the main components of tourist behavior that should be used as the

scopes of the study include previous travel experiences, length of stay, travel companion, type of flight, type of accommodation, and type of travel.

2.2.2 Responsible Tourism Behavior

In the past, the characteristics of tourists were investigated through the study of the tourism behavior of tourists. The theory of sustainable tourism is combined with the theory of tourism behavior, stating that “high-quality tourists are a group of target tourists whose average spending during their travels is higher than the general group of tourists. It is also believed that high-quality tourists have developed behavioral quality during travel in the direction of promoting the conservation of natural resources and environment, do not have a negative impact on natural, social and cultural environment, have responsible tourism behavior, and take into account an impact that will occur from tourism.

According to the statement “high-quality tourists are those who travel without affecting the environment and society”, it is necessary to study tourist behavior through sustainable tourism theory, which is the idea of creating sustainable tourism through creating a balance of economy, society, and environment. Similarly, the concept of Pulido-Fernandez and López-Sánchez (2016) stated that researchers and tourist developers who want to attract tourists with quality spending and tourism behaviors need to understand sustainable tourism attitudes and behaviors. It is necessary to understand how these tourists behave in the aspects of the economy, society, and environment. In addition, Cerina (2007) described that the study of sustainable tourist behaviors needs to investigate how tourists contribute to the improvement of the environment and the economy. It is also important to study tourist behavior from a holistic and comprehensive perspective on interactions with local people (Wehrli, Egli, Lutzenberger, & Pfister, 2011). The International Center for Responsible Tourism – South Africa has suggested that the key factors for increasing responsible tourism behavior for tourists are pride (or feeling good) to be involved or help the tourism development of tourist attractions to be sustainable and the domino effect from the action of tourists (Spenceley, 2007).

Furthermore, Stanford (2006) has summarized that the factors affecting responsible tourism behavior of tourists are the internal and external factors of

tourists. The internal factors include valuing social and environmental responsibility, motivation, level of ethics, culture that was cultivated, and the sensitivity to consider the consequences of their actions. The external factors comprise the interpretation of tourist attractions, guidelines for tourists, tourist management system, marketing, and providing information to tourists.

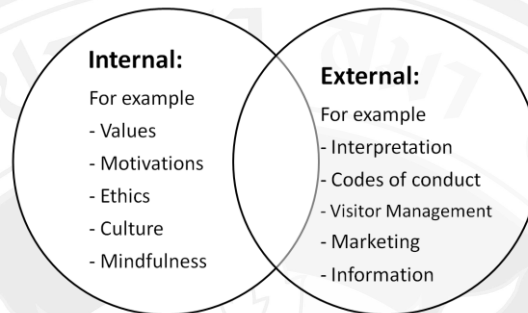


Figure 2.3 Factors Influencing and Limiting Responsible Tourism Behavior

Source: Stanford (2006).

In addition, according to the concept of Swarbrooke (1999), tourists are divided based on the level of environmental awareness or the level of tourists' greenness into 7 levels as shown in Figure 2.4. It can be seen that tourists have a higher level of greenness according to awareness, thinking, awareness, implementation of guidelines, and personal waiver of tourism.

Not at all green	Light green		Dark green	Totally green
Read what brochures say about green issues and sustainable tourism	Think about green issues and try to reduce normal water consumption in destinations where water is scarce, for example	Consciously seek to find out more about particular issues and to become more actively involved in the issue, by joining a pressure group, for example	Use public transport to get to destination and to travel around, while on holiday	Boycott hotels and resorts which have a poor reputation on environmental issues
				Pay to go on a holiday to work on a conservation project
				Not take holidays away from home at all so as not to harm the environment in any way, as a tourist.

Figure 2.4 The Level of Green Tourists

Source: Swarbrooke (1999).

Under the context of the tourism industry, the aforementioned internal and external factors will include other factors that affect responsible tourism behavior, including an understanding of the concept of sustainable tourism development, attitudes and behaviors of stakeholders, and the application of various theories related to use in campaigns to promote such behavior. Stanford (2006) summarizes factors affecting responsible tourism behavior as illustrated below.

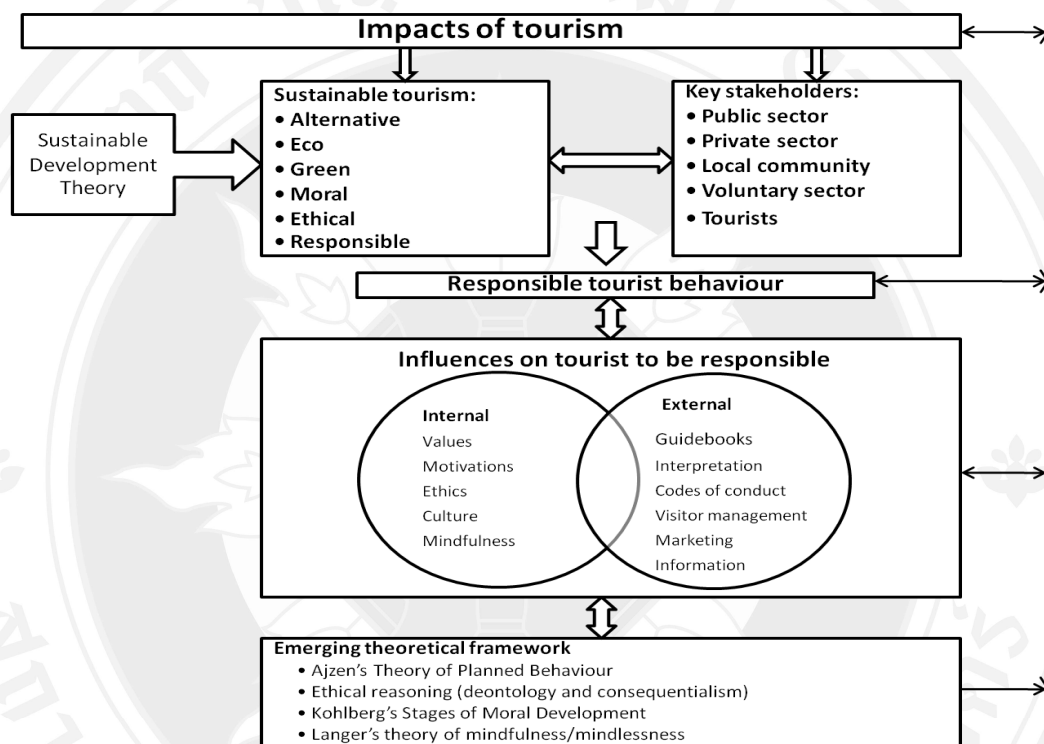


Figure 2.5 Environmental Factors Affecting Responsible Tourism Behavior

Source: Stanford (2006).

2.3 Factors Affecting Tourist Behavior

2.3.1 Demographic Factors

Phimonsompong (1994) stated that “demographic factors are the nature of the population which include family, gender, age, education, experience, income level, occupation, race, nationality. These factors influence the pattern of demand and volume of purchasing tourism products”. Schiffman and Kanuk (2003) argued that

“demographic factors refer to information about an individual such as age, gender, education, occupation, income, religion, and ethnicity, all of which influence consumer behavior. These factors can be used as a basis for determining market share and decision making in the purchase of goods”.

Yixian (2013) studied the characteristics of foreign tourists traveling to China. The criteria used to classify tourists were sex, age, education, occupation, and annual income. Results demonstrated that factors influencing tourists' travel included tourists' perceptions and expectations. Furthermore, Luo et al. (2004) described the relationship between travelers' use of the internet for travel and other sources of information in their study, *Information Search Behavior and Tourist Characteristics*. The demographic criteria used for categorization were age, gender, household income, education, occupation, number of previous visits, trip purpose, and travel companion. The results demonstrated that using such criteria could appropriately classify the types of tourism service users. Moreover, these factors affect perceptions about tourist attractions.

However, according to conducting a literature review on factors influencing travel decision-making, the factors most commonly used in the studies are gender, age, domicile, marital status, education, occupation, and income. Each factor affects the expression of tourism behavior (Nuchailek, 1998). Such a result agrees with the study of Suwanchatchai (1999) which has reported the demographic factors affecting the study of tourism behavior as follows:

Gender: Gender differences cause people to have different communication behaviors. Females tend to have a greater desire to send and receive information than males. Meanwhile, males do not have the sole desire to send and receive messages, but there is a need to build a good relationship through the receiving and sending of that message. Moreover, males and females differ greatly in thinking, values, and attitudes. However, culture and society define the roles and activities of people of both genders differently.

Domicile: Domicile is a factor that affects attitudes and behaviors. This is because a surrounding society always influences the thoughts and actions of a person. Each area has different thoughts and practices.

Age: Age is a factor that distinguishes people in their thinking and behavior. Because they have different life experiences, young people are more liberal, ideological, and optimistic than older people, whereas older people are more conservative, practical, cautious, and pessimistic.

Occupation: Occupational factors affect travel decisions. Different occupations tend to affect different travel behaviors.

Income: Tourists' income is a motivating factor for finding information. However, searching for information is costly, making low-income people less likely to seek information. As a result, different income tourists have different travel information, which results in different tourism behaviors. Mill and Morrison (2002) argued that high-income tourists were more likely to make long-term travel decisions and choose luxury accommodation, which contrasted with low-income tourists.

Education: Different levels of education contribute to different abilities to access information. As a result, the perception of information is at different levels. In addition, having different levels of education also affects tourism behavior. Those with less education tend to do less activity than those with higher education.

Marital status: Single or married status influences tourists' decision-making as it makes a difference in the number of decision-makers and tourism behaviors.

2.3.2 Tourist's Travel Motivation Factors

According to studies by George (2004) as well as March and Woodside (2005), Travel motivation is regarded as one of the most important psychological influences on travel behavior. Motivation is defined as a person's intrinsic feelings or certain needs that influence an individual to act or behave in a certain way. As per the study by Page (2007), motivation refers to a state of need that drives the satisfaction of an action. It is a real reason for the desire to visit a specific location. However, motivation can influence other factors, such as consumer behavior/tourism behavior, tourist behavior that influences the decision to buy goods or services in the first place, tourists' travel experience at the time, and the perception of images of tourist attractions that will influence the decision to buy a product or service in the future (Monteson & Singer, 2004)

Several studies have been conducted to investigate the factors that influence tourists' travel decisions. It was discovered that a well-known motivation theory has been used as a research idea. Crompton (as cited in Saayman, 2006), for example, has identified seven psychological factors that drive tourism: 1) escaping from everyday life, 2) discovering and evaluating oneself, 3) relaxing or participating in recreational activities, 4) gaining a certain level of prestige, 5) purposing regression, 6) strengthening family ties, and 7) facilitating their level of social interaction.

According to Swarbrooke's viewpoint of tourism motivation, there are six categories of motivations that drive people to travel: 1) physiological motivation, 2) cultural motivation, 3) travel to satisfy a certain emotion, 4) tourism for obtaining status, 5) self-improvement motivation, and 6) personal motivation.

In addition, McIntosh et al. (1995) stated that the main motivations for travel consist of four key factors: 1) physical motivation, 2) cultural motivation, 3) interpersonal motivation, and 4) status and reputation motivation.

However, it was found that the most common motivation theory studied in the context of tourism behavior was the push-pull Motivational framework, which is a theory that accurately describes the motivations underlying tourist behavior and is easy to understand (Dann, 1977, as cited in Jang & Cai, 2002).

2.3.2.1 Push Motivation

The travel motivation framework is a simple concept that can be used to describe the motivations that drive tourism (Dann, 1977). From this point of view, the driving factor of tourism refers to the driving force in a person's life that leads to the decision to go on a trip. The driving factors of tourism are therefore related to the needs and demands of tourists, for example, the needs for escape, rest, relaxation, adventure, leaving for self-esteem, health, and social participation. This is consistent with Crompton's notion that the driving force of tourism is the intangible factor that drives tourists out of their homes. However, Crompton (1979, cited in Inkson and Minnaert, 2012) categorized the tourism driving factors that lead to travel decisions into seven categories:

- 1) Escape from a perceived mundane environment: Some groups of tourists travel to escape from the daily routine and environment.

2) Exploration and evaluation of the self: It is the process of discovering and considering oneself in a new environment by participating in various activities that allow individuals to discover their identity.

3) Rest: It is the driving factor of relaxation that occurs to provide relaxation to the mind through both physical and cognitive activities. However, some tourists choose to play sports for relaxation, while some choose to do nothing. Both actions have the same effect on the relaxation and mental relaxation of tourists.

4) Prestige: Some tourists travel to build their social status in the eyes of their peers. For some groups of tourists, traveling to expensive tourist destinations and staying in luxury accommodations can be considered to build social status.

5) Doing something new: Some tourists travel to do things that are illegal in their home country or region. Some tourists, for example, become intoxicated at their destinations despite having never drunk alcohol in their home country.

6) Enhancement of kinship: It is a trip to visit family, relatives, and friends to build relationships and spend happy times together.

7) Social interactions: Some travelers travel to interact with new people. Interactions can lead to long-term or short-term relationships.

The above concept is consistent with Crompton Page's (2011) which has classified tourism factors into six groups, which are very similar to Crompton's concept: the escape from the same environment, social interaction, fun and excitement, relaxation, social status building, education, and learning.

The aforementioned concept of tourism driving factors has been widely applied in tourism studies. For instance, Yuan and McDonald (1990; cited in Kassean and Gassita, 2013) have categorized tourism driving factors into five groups and used them to study Australian tourists traveling in national parks in the United States. The study has identified 29 types of motivations and 5 main driving forces in tourism: escape from the same environment, seeking new experiences, building new relationships, building social status, relaxation, and hobbies. Escape and relaxation were the most driving factors.

Meanwhile, the study by Chantaprayoon (n.d.) found that driving factors were internal factors of tourists, which can be described as follows:

1) Needs, wants, and motivations

Customer needs are the foundation of any marketing tasks that must be satisfied for the long-term success of the business. The need arises from the physical and mental state of each client resulting from the gap between what the customer already has and what they want to have. Customers often do not know what they need. The important function of marketing is to make customers aware of their needs. The way that customers know their needs is by providing motivation. The motive will motivate or drive customers to seek their needs to satisfy themselves.

Motive is the stimulated need of a person to seek satisfaction through purposeful and motivated behavior. It is the one that causes intense stimulation to produce a satisfying response.

The needs of individuals are the main motivations for different behaviors. For marketers, the Hierarchy of Needs, according to Maslow's Theory of Motivation, is what motivates individuals to exhibit different consumer behaviors.

2) Perception

The process of a person's perception and understanding of the society in which he/she lives depends on internal factors (such as beliefs, experiences, and emotions) and external factors including the stimuli that affect the five senses: smell, hear, see, feel and taste. Advertising in tourism and hotels must try to create emotional awareness and credibility, for example, an image advertising the comfort of a first-class plane. The recognition process consists of the following steps:

(1) Exposure to selected information: Each day, customers are exposed to information from advertisements, such as print media, radio media, television media, or others. On the other hand, customers selectively expose themselves to each advertisement

(2) Intentionally select information: This means the consumer intends to receive a stimulus once they have selected exposure and attention.

(3) Understanding of selected Information: This means understanding and interpreting the information received to match its meaning.

(4) Retention of selected information: Customers will have memories of the product. This will lead to stimulating demand and purchasing decisions in the future

3) Learning

Learning means changing behavior and/or understanding because of the individual's past experiences. Human learning occurs when a stimulus is passed through the sensation and response. According to the Stimulus-Response Theory, iterative advertising strategies are used to promote marketing to target groups.

4) Personality

Freud's theory or Psychoanalytic theory is the direct personality analysis theory. It emphasizes the need, motive, and stimulus that determine a person's personality. Various characteristics of personality are as follows:

(1) Id is a personality trait caused by crude stimuli and feelings that motivate a person to try to satisfy a desire, such as a sexual desire. A simple or crude advertisement can drive an Id.

(2) Ego is a personality that arises from the control of a person's subconscious mind to control the internal needs of the Id. Personality is consistent with social and cultural values.

(3) Super Ego is a personality that reflects the ethics and morals of society. It is behavior that is suitable for being a good citizen. Advertising and promotion should therefore point out this suitable personality trait to be consistent with the ethics and morality of the society.

Tourists have different personalities based on race, religion, culture, and society. Therefore, learning and understanding the personality of tourists means understanding the behavior of tourists as well. In particular, travel and consumption behaviors, for example, American tourists prefer convenience, modernity, and discretion. Japanese tourists love cleanliness and order and have discipline in their travels.

5) Lifestyle

The lifestyle depends on the individual's culture, social class, and individual career. The choice of consumption or purchase of goods and services

depends on the lifestyle of the individual. The lifestyles are based on individual interests, attitudes, and opinions that marketers believe can determine buying behavior. Lifestyle is one of the factors in market segmentation. It will be in sync with societal values.

6) Self-concept

Self-concept refers to the thoughts or perceptions that occur within a person along with perception. Self-concepts include:

(1) A true self-concept: It is a true self-understanding of individual habits and preferences.

(2) Ideal self-concept: It is the idea that individuals wish to be or have someone understand who they are and act in accordance with their ideal self-concept.

(3) The self-concept that an individual thinks other people truly see himself/herself. It is an image in which a person thinks others see him/her true self.

(4) The self-concept that an individual requires other people to think about himself/herself. It is the image that a person wants others to think of him/her in a certain way.

7) Attitudes

Attitude means inclination resulting from learning to respond to a stimulus in a consistent direction or a person's feelings toward something. Attitude is an important force and has a great influence on the perception and consumption behavior of tourists, by trying to scrutinize thing that an individual thinks is good and does not conflict with the existing attitude. Attitudes can distort truthful news and information in a controversial manner.

8) Stress from work

Everyone's full-time job necessitates both physical and mental energy to propel the job to a high level of success, or to a level that is satisfying to the participant or owner of the business. As a result, to improve work performance, the body must be properly rested. Resting activities are carried out in a variety of ways. Traveling to various locations is an important activity (both abroad and abroad). This is determined by the individual's duration and economic potential.

9) Income

Technological advances and changing social conditions result in the invention of tools to facilitate a more comfortable occupation. As a result, people have jobs and earn more. Thus, people have enough savings and leftovers for tourism activities, causing them to have the desire to travel abroad to rest or further increase their knowledge.

10) Timing, situation, and healthy

These factors have a significant impact on tourist travel because tourists plan their trips or travel. All three of these factors must be ready. If one of them is not ready, it may have an immediate impact on the travel, causing problems for travel agents and guides.

11) Family

A family is a group of people who are related by birth, marriage, or adoption. The majority of a person's values and attitudes are inherited from his or her family. A person's ideas are forged from childhood. Different family traits lead to different lifestyles. Family consumption behavior varies according to the hierarchy of the family life cycle.

According to the above literature review, it can be concluded that the tourism driving factors are caused by the internal elements of tourists that drive the travel demand. Psychological encouragement is one of the push factors including social interaction, the desire for escape, adventure, relaxation, and self-exploration (Chen & Chen, 2015). A push factor is the things underlying and directing someone's behavior to travel (Prayag & Hosany, 2014). Therefore, the study of tourism driving factors of tourists must consider 1) Novelty, 2) Escape, 3) Relaxation, 4) Relationship, and 5) Self-development.

2.3.2.2 The tourism attraction factors are tangible. They have some characteristics that entice tourists to the destinations. Historical resources, cultural resources, beaches, the sea, and accommodations are examples of tangibles that make a tourist attraction stand out and attract visitors (Crompton, 1979; cited in Inkson & Minnaert, 2012). However, Baloglu & Uysal (1996) argued that the tourism attraction factors are the component of an appealing destination that is both tangible and intangible. Such factors must be something that tourists can perceive and use to create

expectations before traveling. In addition, tourism attraction factors can also stimulate the demand of tourists to travel to various destinations.

However, tourism attraction factors can be adjusted, depending on the destination (Klenosky, 2002). Chandraprayoon (n.d.) has described that attraction factors are external factor or element of the destination that stimulates the need for tourists to decide to travel, which can be described as follows:

1) Culture and subculture

(1) Basic culture determines a person's consumption behavior. This is because culture shapes people's habits and thoughts. Culture is constantly evolving from the old to the new, such as a culture of living and needing a vacation.

(2) Subcultures or customs are part of the underlying culture. They have distinct characteristics within each group and within a large and very complex society such as Chinese and Lanna culture.

2) Social classes

Social classes are the order of people in a society with similar characteristics from high to low. Occupation, status, income, race, place of residence, education level, job position, and personality are used to classify social classes, which are divided into 3 major groups and 6 subgroups as follows:

(1) High levels:

(1.1) Very high level: Individuals classified into this subgroup includes the old aristocracy, the aristocracy, and wealthy people.

(1.2) High level: Individuals classified into this subgroup includes new millionaires and senior executives who have achieved success in life by their own abilities.

(2) Middle levels:

(2.1) High middle level: Individuals classified into this subgroup involves people who have achieved some degree of career achievement and value education.

(2.2) Low middle level: Individuals classified into this subgroup includes employees and civil servants at the functional level who use moderately priced goods and services that are essential for daily life.

(3) Low levels:

(3.1) High low level: Individuals classified into this subgroup comprise a group of workers with reasonable skills, looking for something stable, not very social.

(3.2) Very low level: Individuals classified into this subgroup consist of low-income, indebted, and low-educated workers in the slums. This group needs basic necessities and economical products for a living.

Social class is important for the purchase of tourism goods and services as it relates to the leisure activities of each level. People belonging to different social classes differ in their habits and the medium they use to communicate with each other.

3) Reference groups

Reference groups are the groups that influence a person's opinions, attitudes, likes, dislikes, and values. Reference groups are divided into two groups:

- (1) Primary group: close friends and family,
- (2) Secondary groups: colleagues, professional peers, institutional peers, corporate colleagues, and social groups.

4) Opinion leaders

Opinion leaders are members of an authority group. Their opinions are generally accepted by the group. Opinion leaders tend to be more informative than other members. Sources of information for hotel and tourism businesses come from two major sources as follows:

(1) Business operators: Information from business operators is information from advertising and promotion of hotels and travel agencies. The information provided will be directed to the target audience through various media.

(2) Social group: Information from a social group is the information obtained between individuals from a reference group, opinion leaders, and other groups in society.

5) Comparative prices

Travel price comparison is the process of comparing the price of a product with competitors or with the previous year's prices, differentiating traveler demand. The price represents the value of the product along with economic, social, and cultural factors, differentiating demand. The cost of tourism in both the country of origin and destination also affects demand. If it is very different, only tourists with high purchasing power will be able to go. If the cost of tourism at the destination is not extremely expensive, it will entice tourists to visit in the early stages. They will return if they are satisfied with the destination.

6) Economic factor

The economy is one of the main factors that contribute to tourism and can also indicate the behavior of tourists in each nation. A group of tourists from a good economic background (such as Japanese tourists) is typically ranked at the top of almost every country's list of target tourists. This group expresses their high travel potential via spending money on accommodation, food, recreation, tourism, and souvenirs in hotels or high-end tourist attractions. On the contrary, tourists from low-income countries express their limited travel potential via spending in the middle to low levels.

7) Demographic factor

The expression of tourists from high populated countries is largely different from that of tourists from less populated countries. For example, tourists from China, the world's number one population with over 1 billion people, who have a good enough economic base to travel abroad are a group from the middle to upper classes. Their behavior differs from that of tourists from Singapore, which has a population of about six million people.

8) Geographic factor

Geographic factor affects the expression of tourists. For example, tourists from Northern European or Scandinavia countries tend to travel to the beaches. They enjoy taking long sunbathes because their homeland is cold and has little sunlight, in contrast to tourists from tropical countries such as Indonesia and the Philippines, who prefer to spend their time at indoor attractions such as shopping centers or cultural sites.

9) Socio-cultural factor

This factor has a huge impact on the expression of tourists' behavior because tourists have always been shaped by social and cultural factors and conveyed as the attitude of those groups. A particular locality's attitude and culture determine the tastes and values of that group's travel, shopping, and tourism, affecting the improvement of tourism products to a certain level and form.

10) Political factor

Political factors affect the tourism industry, especially for tourists because most tourists travel for the main reason of recreation. Therefore, tourists do not like to travel to places with political problems such as Israel. Although Israel has many beautiful sights along with important and popular Christian religious sites that pilgrims prefer to visit, it always has political problems, causing no safety and inconvenience to travel or pilgrimage. Moreover, it has the constant sabotage by the Palestinians, resulting in a small number of tourists entering Israel. As a result, the number of tourists entering Israel is not low.

11) Media factor

With the vastness of science in the era of globalization, the mass media factor plays a significant role in tourist travel decisions. Whether it is electronic communication via the Internet, satellite, or other means, mass media factors can both enhance and devastate tourism, both directly and indirectly.

12) Technology factor

Technological factors include factors in the production of tourism goods or products as well as providing convenience to tourists. Reservation systems, in-flight reservations, and airline ticketing are examples of communication technologies that use a computer system known as CRS (Computer Reservation System). These technological factors result in convenience and speed, making confidence and stability of tourists.

13) Communication factor

Transportation is regarded as an important factor in promoting the tourism industry. Tourism that requires long-distance travel will be difficult if transportation is scarce. Traveling is now more convenient, quick, cheap, and safe due to the advancement of public transportation. As a result, tourism resources scattered in

remote areas are more easily accessible, contributing to an increase in the number of tourists.

Dann (1981, as cited in Jang & Cai, 2002) concluded that attraction consists of two important factors: novelty and education. Such a report is similar to Page's study (2011) which has categorized tourism attraction factors into 5 types: (1) easy access to destinations, (2) tourism expenditures, (3) destination publicity, (4) attractions and attractive activities, and (5) sea and beach attractions.

Based on a study of tourist motivation in many countries, Turnbull and Uysal (1995, as cited in Kim et al., 2003, p. 171) classified the pull factors into six categories: cultural and historical heritage, urban conditions, convenience, marine resources, attractions, and rural societies. Similarly, Yuan and McDonald have argued that tourism attraction factors are not different even if tourists are in different regions. They classified tourism attraction factors into 6 areas: (1) culture and history, (2) travel and access, (3) attractions, (4) nature, (5) international environment, and (6) public utilities.

In addition, Fakeye and Crompton (1991, as cited in Kim et al., 2003, p. 171) examined tourists traveling to Texas, the United States, in the winter. It was found that tourists had 32 tourist attraction factors which can be classified into 6 types: (1) important tourist attractions, (2) cultural and natural sites, (3) accommodation and travel, (4) facilities, convenience, food, and people, (5) tourism activities, and (6) bars and entertainment venues.

As per the above discussion, it can be concluded that tourism attraction factors are factors that arise from the composition of destinations that present to tourists and entice them to travel. Therefore, the study of tourism attraction factors in Thailand must consider the resources, tourist attractions, and accepted attractions in Thailand. The results obtained from the study Setthawat (2009), titled "Factors Causing Motivations for Foreign Tourists to Travel to Bangkok", and the study of Ratinthorn, entitled "Driving and Attraction Factors Affecting Chinese Tourists in Making a Choice", led to the conclusions about the attraction factors of Thailand which include: 1) Food, 2) Shopping, 3) Culture, 4) People, 5) Convenience, 6) Infrastructure, and 7) Travel activities.

The Push-Pull theoretical framework is a popular theory to explain why tourists decide to visit the destination rather than other places, the kinds of experiences they want to get, and the types of activities they want to do (Said & Maryono, 2018).

2.4 Tourist Preferences and Tourist Decisions Making

2.4.1 Tourist Preferences

If the motive is regarded as an initiating process, a controlling factor, and an important factor causing behavioral expression, tourist preference is the intermediate variable between motive and behavior. This is because tourist preference is responsible for selecting behaviors that will arise from choices influenced by various motives (Tra & Ralston, 2006). Furthermore, Ashworth and Goodall (1990) pointed out that although motive can explain the background of each behavior, some behaviors may cause mental imbalances because the behavior that occurred was behavior caused by many pushes and pulls. Therefore, tourist preference is an important factor in determining what to do and what not to do based on personal preference and satisfaction.

Tourist preferences are applied and analyzed according to tourism characteristics as follows (Tran, & Ralston, 2006):

- 1) In adventure tourism, tourist preferences refer to selecting an activity that takes place in an unusual, unknown, remote area, or wilderness and typically involves outdoor activities.
- 2) In the aspect of cultural tourism, tourist preferences are the selection of activities through the selection of places, traditions, arts, festivals, experiences to appreciate and immerse oneself in the beauty of the country, and the people of the area that reflect the country's diversity and character.
- 3) In ecotourism, tourist preferences mean choosing activities that take place based on the ecological, social, and economic resources of a region. Tourists who are very fond of ecotourism desire to understand the environment and nature of the tourist areas they travel to.

In terms of economic or consumption behavior, tourist preferences are interpreted as the willingness or delight to pay to obtain the goods and services that one desires. In the study of Chaminuka et al. (2012), tourist preferences for ecotourism in rural communities adjacent to Kruger National Park have been investigated. Such a study showed that tourists were willing to pay for participating in rural community ecotourism activities adjacent to KNP in Greater Limpopo. Schultz et al. (1997) also used tourist preferences to analyze the goods and services in the Manuel Antonio National Parks that the tourists were willing to pay for.

The two studies mentioned above analyzed accommodation styles, tourism activities, products, and travel patterns by presenting local goods and services as options for tourists to choose from based on their preferences and willingness to pay for them. As a result, studies of tourist preferences should have data collection scopes in order to achieve results that are consistent with the study and the context of Thailand. Such scopes include 1) location of accommodation, 2) types of hotels, 3) sizes of hotels, 4) travel destinations, 5) tourism activities, 6) types of souvenirs 7) types of tours, and 8) payment methods.

2.4.2 Tourist Decisions Making

Most tourists value the physical attributes of the attraction's marketing mix, which considers the favorite physical aspect, beauty of the tourist attraction, price, marketing, public relations as well as the services provided to tourists (Kamplew et al., 2016). In addition to ecotourism behaviors that do not affect tourism, it is well known that high-quality tourists also include high-powered tourists who can afford to buy tourism products they want to buy. In order to study tourists' spending, the amount of money spent alone may not be enough to develop goods and services to meet the needs of high-quality tourists. It is also necessary to investigate the characteristics of the goods or services that these tourists desire and decide to purchase.

According to a study on creating quality services for consumers in order to meet the needs of purchasing power consumer groups, the concept of creating quality goods and services must influence both the process (e.g., impeccable design) and the people (using the Moment of Truth principle or the idea that every second of service

between service providers and customers must be seconds to provide the best service) (Christopher et al., 1991). According to Zeithaml's study, it was found that the factors that increased the value-added of a product or service are 1) reputation: being recognized as a brand name or not and considering the level of advertising, 2) abstract dimension: making good products and services in every dimension or aspect. In terms of service business, the abstract dimension means ease of use, functionality, performance, durability, serviceability, prestige (Parasuraman et al., 1985), reliability, empathy, assurance, responsiveness, and tangibles (Brucks and Zeithaml, 1987), and 3) monetary price: providing value through consumer appraisal based on objective price (the actual price of the goods and services) and perceived price (price at which the consumer assesses or values).

Based on the above-mentioned studies, it can be concluded that the factors of goods and services present in tourist attractions affect the traveler's decision to travel. These factors can be specified as follows: 1) Tourism and service providers, 2) Attraction, 3) Information sources, 4) Persons, and 5) Length of reserve.

2.5 Concept of Product Value Proposition

2.5.1 Components of Tourism Products

Many tourism researchers have tried to develop a theory of tourism products. However, no theory is widely accepted. Some researchers (e.g., Mannell & Ahola, 1987; Mayo & Jarvis, 1981; Ross, 1994, as cited in Murphy et al., 2000) have concluded that tourism products are all experiences that tourists achieve from each trip. This is the most widely accepted concept.

Furthermore, Middleton (1994) considered tourism products in terms of the total tourism experience that travelers obtained from tourism. Such a study claimed that tourism products consist of both tangible and intangible elements, which comprised of three components:

- 1) Attractions: both natural resources (e.g., sandy beaches, mountains, and rivers) and man-made structures (e.g., buildings, parks, and golf courses). Attractions also include culture, well-being, and way of life of people in tourist destinations.

- 2) Facilities: hotels, restaurants, commercial areas, etc.
- 3) Accessibility of the destination: transport services, roads, and government policies related to foreigners, etc.

Middleton (1994) argued that attractions are components of tourism products, are a major factor in the traveler's purchasing decision-making process, and have a significant impact on the emergence of tourist motives. The attraction of various tourist attractions may differ. However, attractions can be classified into 4 types: natural attractions, man-made attractions, cultural attractions, and social attractions. A tourist may visit a destination because of its natural attractions, such as beautiful scenery, topography, beaches, sea, weather, physical features of that location, and other natural resources. It may be because tourists are drawn to man-made attractions such as significant historic buildings, monuments, parks, convention centers, ancient ports, and other attractions designed specifically for tourists, such as amusement parks, golf courses, and shopping malls. Meanwhile, some tourists travel to a destination because they are interested in cultural attractions such as history, customs, religion, art, music, dance, and other performances. This could be developed into a festive festival. Furthermore, social attractions related to the host's lifestyle, language, and the opportunity to meet and learn the way of life of the local people can influence tourists' decision-making process.

Furthermore, destination facilities and services are regarded as core components of tourism products because, without these elements, tourists may be unable to relax or participate in various tourism activities at that tourist destination. Middleton (1994) has categorized facilities and services into seven categories as follows:

- 1) Accommodations such as hotels, rental buildings, camps, dormitories, and guesthouses.
- 2) All levels of restaurants.
- 3) Transportation at tourist attractions such as taxis, buses, and car rentals.
- 4) Sports and recreational activities.
- 5) Other facilities such as carving school and language school.
- 6) Shops such as grocery stores, tour companies, and souvenir shops.

7) Other services such as barbershops, tourist information services, equipment rental shops, and tourist police.

Entry into the tourist destination is another important factor of tourism products. This factor includes utilities (such as roads, airports, trains, and berths); the capacity, speed, and cost of utilities; the rules related to visa; issuance; and immigration. These elements have a significant impact on the cost, speed, and convenience of reaching that destination (Middleton, 1994).

Furthermore, the following scholars have described the components of tourist destinations and tourism products. Dickman (1996) proposed that tourist destinations and tourism products should include five key elements (5A): attraction, access (ease of travel), amenities, accommodations, and activities.

Dickman (1996) has stated that attraction is a crucial element. It motivates tourists to travel to destinations, which can be divided into religious landmarks, sandy beaches, mountains, national parks, festivals, as well as beautiful and famous places. In general, famous tourist destinations tend to have more than one attraction, such as Phuket which has sandy beaches, water activities, various entertainments, venues, and interesting architecture. Other components are also important such as transportation and ease of travel to tourist destinations. Beautiful and interesting destinations may be ignored if tourists are unable to travel to those places. Travel facilities may include issuing visas, passports, and related travel documents; ease of traveling in and out of the country and tourist destinations; road condition; comfort and cleanliness of the airport; the number of flights, etc.

Facilities (amenities) also include the provision of facilities and basic public utilities for tourists, for instance, water, electricity, telephones, toilets, and facilities that tourists need to use (e.g., restaurants, hospitals, banks, post offices). Emergency services are also important. In the aspect of accommodation, tourist destinations should have a sufficient supply of appropriate accommodations with a range of prices and services. The accommodations should be close to the tourist attractions. The tourist attractions should provide activities that tourists can do during their stay and travel to increase the attractiveness of travel and leisure time. The needs of tourists as well as activities related to shopping. Marine activities such as diving, swimming, etc.

Activities should be diverse and meet the needs of tourists such as shopping and marine activities e.g., diving and swimming.

2.5.2 Value Proposition Canvas

The Value Proposition Canvas is a tool used to analyze what consumers want so that entrepreneurs can find solutions to their hidden needs. The Value Proposition Canvas has been developed from the Business Model Canvas by Osterwalder et al. (2014), which is used to add value to businesses by enabling them to produce products and services that meet customer needs. This tool consists of 2 main parts: 1) identification of the identity of the customer segment to study and understand the customers or service recipients, and 2) the analysis of the value proposition to analyze the properties of the product or service. In summary, the development of Value Proposition Canvas is to analyze the results from the mentioned two parts for consistency.

Businesses must analyze their customers' needs to determine to what extent their current services or products meet those needs. If the existing service or product is still unable to meet the customer's needs, the company must improve or modify anything else in order to entice the customer to use the same product and service again. The process by which businesses evolve to improve their products and services is a method of value-added creation for the company. A customer analytics diagram (see Figure 2.6) based on the Value Proposition Canvas can be used to create value-added for a business, which includes:

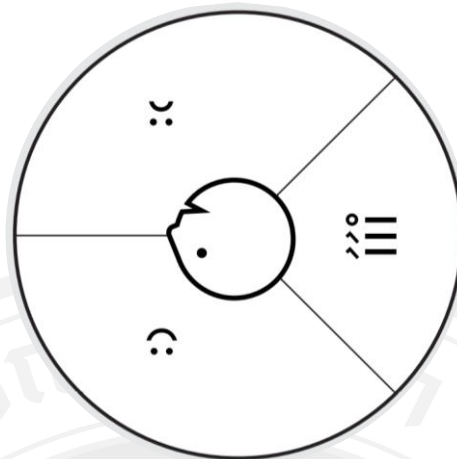


Figure 2.6 Customer Analytics Diagram

Source: Osterwalder et al. (2014).

1) Stage 1: Customer Job

It is an analysis of customer needs along with the action that customers have to do to obtain that product or service. The product or service must be physically and emotionally satisfying. For example, if an elderly customer is looking for a vacation destination, a basic feature that must be able to meet their needs could be a city with complete public transportation and pedestrian access designed in accordance with civilization's principles.

2) Stage 2: Pain

Pain refers to the difficulties that customers face including problems and concerns. At this stage, analysts must identify what customers are undesirable when using the service, which may be derived from the use of the product or service based on the bad customer experience and the fear that the customer retains in mind, for example, the vacation destination that is not friendly to elderly users.

3) Stage 3: Gain

Gain is what customers want and expect beyond the basic needs of the product. This will help to make the customer more impressed. For example, the hotel where the customer stays serve local beverages to welcome customers.

When analyzing the identity of the customers, the next step is to analyze the value of the product to determine the product that will be passed to the customer with

the goal of freeing the customer from the difficulties of using the service and gaining more basic needs that will impress customers by using products and services. A diagram (See Figure 2.7) that will help businesses fulfill their customers' needs consists of three key parts as follows:

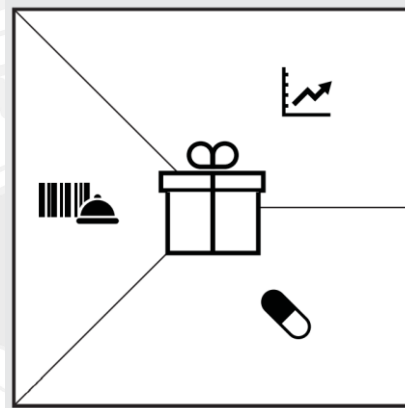


Figure 2.7 Product Value Analysis Diagram

Source: Osterwalder et al. (2014).

Part 1 is the “value” that a product or service offers to customers. This section summarizes what the business's a product/service should be and what features of that product/service should have to meet the needs of service recipients. It must be consistent with the analysis of what customers need to do (customer jobs).

Part 2 is “pain reliever”. It presents things that will help alleviate the concerns of the service recipients which must be in accordance with the “gain” that has been identified.

Part 3 is to make an impression (gain creation). This is to offer good things in addition to the basic benefits of the product or service which will impress tourists. The analysis in this section should be consistent with the customer's special expectations (gain) stated above.

In this study, the value proposition Canvas is used to analyze the high-quality tourists and the value of the products that are suitable for the high-quality tourists traveling to Thailand.

2.6 Concept of Marketing Strategy

2.6.1 Market Segmentation, Targeting, and Positioning

Market segmentation is a well-known and widely used tool for grouping like-minded buyers into groups that differ from other customer segments in terms of age, gender, property type, lifestyle, or brand loyalty (Pesonen, 2013).

Smith (1956), who first studied market segmentation, proposed a different idea from mass marketing that aimed to allow products to be sold to as many customers as possible for the benefit of the manufacturing industry. For centuries, mass marketing has been recognized as a great way of generating profits for organizations both on the concept of economic scale and economic scope. However, Kotler (1997) found that mass marketing is more difficult because consumers are heterogeneous and diverse. This study is in line with the study of (Wellden 1956) who report that people have diverse needs. It is difficult to create a single product that meets all groups of people. Marketing in today's era should highlight the concept of customer focus and marketing rather than product production.

Marketing segmentation is an essential tool for any organization's success and a critical component of any business strategy. Organizations will benefit from effective market segmentation in a variety of ways. Dibb and Simkin (2008) stated that when an organization has achieved market segmentation, it will aid the organization to:

- 1) focus on customer issues, needs, expectations, and desires,
- 2) focus on earning from customers,
- 3) focus on creating offers of goods and services,
- 4) build relationships with the most interesting customers,
- 5) create trade restrictions for competitors,
- 6) differentiate from competitors,
- 7) increase revenue and capture money from prospective customers' pockets,
- 8) screen out non-target groups of the organization,
- 9) allocate and prioritize budget and marketing resources to the most important customer groups, and

10) set goals in the same direction for the organization's vision, communication, and message.

Targeting, positioning, and market segmentation are fundamental elements of marketing strategy as illustrated in Dibb and Simkin's STP theory (2008), see Table 2.2.

Table 2.2 The STP of Market Segmentation

Market segmentation	<ul style="list-style-type: none"> • Selection of variables for market segmentation • Creation of specific information of segmented group • Validation of segmented group
Targeting	<ul style="list-style-type: none"> • Choosing a strategy for targeting • Identifying which segments and how many should be targeted
Positioning	<ul style="list-style-type: none"> • Understanding consumer perceptions • Positioning products in the minds of consumers • Designing the right marketing mix to communicate product position with customers

Source: Adapted from Dibb & Simkin (2008).

Segmentation, targeting, and positioning are not carried out independently. These processes overlap in terms of segmentation, data collection, and data analysis methods. Market segmentation aims to divide the market into segments: outstanding, different, and same segments. These segmented segments are then analyzed to select specific segments that align with the organization's goals and strategies to determine the target customers (targeting). Although the segmentation of the market will bring many interesting groups, the organization should select the target audience that is suitable for the resources and goals of the organization. For positioning, organizations should focus on marketing strategies that can reach the needs of the selected target audience (Pesonen, 2013) in order to determine that the marketing mix can be tailored to suit the target market.

Marketing segmentation methods are categorized into 1) prior or commonsense segmentation, and 2) posteriori, data-driven, or post hoc segmentation (Dolnicar, 2002). Commonsense segmentation is a segmentation where pre-segmentation criteria are known; gender, age, or annual income may be used as the basis for segmentation. For post hoc segmentation or data-driven pre-segmentation, criteria are unknown and quantitative data together with statistics are used to classify and segment customers.

In this study, the researcher aims to segment the market by combining the two approaches based on the data obtained in order to make the segmentation of high-quality tourists more efficient and consistent with the tourist attraction situation in Thailand.

2.6.2 Marketing Strategies for High-end Consumers

The Tourism Authority of Thailand (2013) has classified tourists according to psychological characteristics using the 4Cs Statement (cross-cultural consumer characterization) model as the main factor, which can be divided into 7 types of tourists: resigned, struggler, mainstream, aspirer, explorer, succeeder, and reformer. Three types are categorized as high potential travelers: reformer, succeeder, and mainstream.

1) Reformers (or people who make themselves and the world better) are people who grow their ideas, create new perspectives on the world and society, want to learn new things, and explore experiences. Thus, this group values time over money and values success by tasteful intrinsic values rather than outer appearance.

2) Succeeder (or winner) is one who has set goals for life and believes in their abilities. This group works hard for a stable life, but they do not forget to reward themselves.

3) Mainstream (or warm and stable family) is a group of people who are stable in life, born in a warm family, follow the rules, do not take risks, emphasize the safety of family and property, and shop with caution.

The basic marketing strategies for the Reformer group are to present real good quality products honestly (social fairness); present concern for the environment and society; and motivate customers' curiosity and desire to experience, but left customers

to decide (provoke curiosity, provide personal space). Exaggerated, avoiding rules and complicated procedures (do not tell customers what to do, too many instructions), and selling too hard are all precautions to take when communicating with reformers. There are three main strategies that are effective in attracting high-performing tourists among the Reformers: the strategy to promote medical tourism; the strategy to promote luxury, honorable and comfortable tourism for Muslims (The Thai Sensation of Prestige), and the strategy to promote tourism that emphasizes the diversity of activities Thailand (Experience the Local Chic).

The strategies for the Succeeder group are to offer only the best products and services (top quality products & services), enhance the mood of the products (sense of prestigious), create the mood of the presentation (peace of mind), focus on specific product groups (exclusively, not mass products), and present expertise in the business by anticipating a plan to fully meet specific needs (be professional). Precautions include presenting like any other product (shout), hard sales, and making the product look complex and insincere (Too Complicated, Process-Maniac) are all precautions. The main strategies for the Succeeder group are to focus on offering attractions, accommodations, goods, and luxury services by focusing on communication in an exclusive way or something that is only given to important customers. The strategies will also seek a variety of shopping styles, shops, and restaurants for tourists to choose from in the Bangkok area and other provinces, including Amphawa Floating Market, Asiatique, and Chatuchak Weekend Market, as well as high-end stores and brand-name products such as Gaysorn Plaza, Siam Paragon, and Central World. For high-performance tourists who enjoy marine activities, the strategies will focus on promoting marine attractions, dive sites, and luxury accommodations (pool villas, hotels, and resorts) and emphasize rewarding communication with a life worth living and fulfilling the highest emotional dimension. For those who have superior status and financial success, the strategies will focus on promoting high-end attractions, accommodations, products, and services, with an emphasis on luxury communications that are worth more than the money paid.

For Mainstream group, the strategies used are based on simple logic for everyday life that tourists feel familiar with. This strategy will simply present, provide straightforward and comprehensive advice (guidelines), and offer products at

reasonable prices. Surprises, unconventional presentations (being rebellious), and the use of tactics to deceive or insult others are all precautions when communicating with mainstream groups. For high-potential tourists in Mainstream group, they do not spend much money although they are wealthy. It is important to offer products and services at a reasonable price. Therefore, the strategies for this group focus on the convenience and safety of traveling, public relations of family-friendly tourism activities and attractions, and the provision of the utilities and facilities for group travel. Travelers who travel in groups or families are great for providing a joyful travel image for the entire family, convenience in transportation, utilities, and shopping for high-quality products at reasonable prices; promoting the image of a tourist attraction with religious neutrality; and presenting different cultures that can coexist peacefully. For tourists who prefer holistic wellness and activities as well as spa beautiful natural attractions, strategies should focus on high-end tourist attractions and holistic health care facilities, as well as new activities in Thailand that are diverse and outstanding such as new tourist attractions that are unknown to tourists; Thai festivals or traditions such as Songkran, Loy Krathong, or new activities (e.g., Thai boxing classes and Thai cooking courses); products; and shopping places (from shopping centers to local markets).

2.6.3 Strategies for Promoting Tourism Marketing

Marketers utilize sustainable tourism promotion as a tool to influence purchasing power (Bowie & Buttle, 2011). The sustainable marketing mix should reflect environmental concerns and relationships with business stakeholders, and it consists of 10 tools (10 P's) as follows:

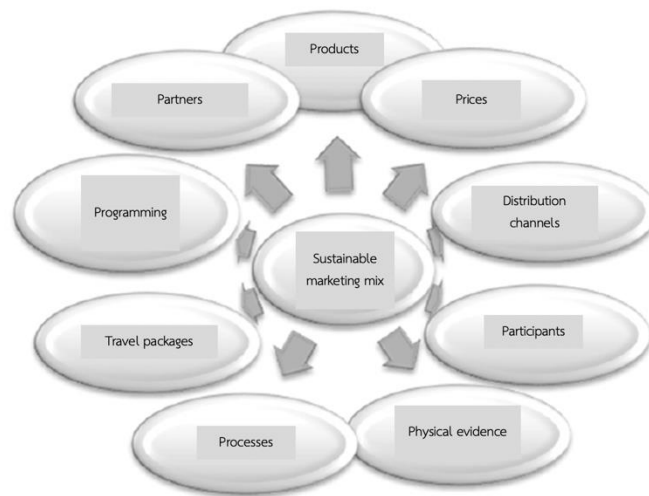


Figure 2.8 Sustainable Marketing Mix

Source: Pomeroy et al. (2011).

1) **Product:** A product is something that can meet the needs or wants of the target customers (Kotler et al., 2006) and is a combination of the products and services that the business provides to the target market (Armstrong and Kotler, 2007). Tourism products and services refer to the amenities or products each organization provides to customers (Morrison, 1996). However, the life cycle of a product must produce the least amount of pollution and waste, which is a feature of the product and the manufacturing process for a sustainable product (Fuller, 1999). A tourism product can be privately or publicly owned and can be a component of the tourism industry, such as tourist attractions, services, facilities, and tour services. Furthermore, tourism products can be classified based on their functions: hotels, restaurants, cruises, car rental companies, theme parks, and casinos. There are things marketers cannot control such as dirty roads and unfriendly neighbors (Pomeroy et al., 2011; Morrison, 1996). Being a sustainable tourism product, it must use energy and resources efficiently, be eco-friendly tourism activities, and allow tourists and locals to participate in the design stage (Pomeroy et al., 2011).

2) **Price:** Price is a specification declared or negotiated in the trading of a product between a manufacturer and a target customer (Bowie & Buttle, 2011). Generally, the price of a product is a measure of the value of the product. Sustainable prices must include all ecological costs and should reflect both the positive and

negative aspects of the environment (Fuller, 1999). Premium prices are suitable for sustainable tourism products for small groups of customers. However, sustainable pricing necessitates the calculation of economic, environmental, and social costs in order to provide a reasonable value to customers while also generating profits for businesses (Martin & Schouten, 2012). Pricing sustainable products at high price levels can only be achieved when the customers have a clear understanding of the value of environmentally and socially conscious services. Educating customers about the importance of business sustainability is an important element in creating a clear understanding and willingness to buy services at high prices (Pomering et al., 2011).

3) Distribution channels: For tourism, a distribution channel is a location where customers can purchase travel products (Bowie & Buttle, 2011). The business must be aware of the damage caused to the environment, culture, or society. Promoting eco-friendly travel options for tourists are, for example, walking, taking a boat, and taking local buses and trains (Pomering et al., 2011)

4) Promotion: It is a tool that businesses communicate to tourists, employees, and stakeholders (Bowie & Buttle, 2011). Focusing on sustainable marketing communications is communication to tourists about sustainable solutions for businesses through business products and communication to tourists and business stakeholders, such as communication that considers the reduction of environmental and socio-cultural impacts in the areas where the organization operates. Educating tourists on environmental issues will help to reinforce the image of environmental responsibility. This has a positive (direct and indirect) impact on the number of tourists who use the service now and in the future. Supporting information that generates insight and fosters a positive attitude toward products will strengthen traveler relationships, particularly repeat travel and purchase decision-making (Middleton & Hawkins, 1998; Pomering et al., 2011; Fuller, 1999).

5) Participants: Participants refer to all persons involved in the delivery of services and influence the perceptions of persons receiving services. In conclusion, participants consist of employees, customers, and persons involved in the provision of services (Morrison, 1996). Customers interact with service providers on the property as part of the service delivery process. A positive employee-customer relationship is essential for product success, managing customer mix, and ensuring service

consistency. Such a relationship is critical in providing customer satisfaction. Businesses need to internally market their employees. This is a logical extension of the marketing mix that sees employees in the organization as stakeholders. However, the groups of contributors to the service also include the host community. Residents of tourist communities may or may not be part of the tourism business. Interacting with tourists in a polite and friendly manner will create a positive experience and vice versa. Marketing is, therefore, suitable for internal news receivers, target customers, and external parties such as communities in tourist attractions. All of which are part of the service delivery process (Hawkins, 1998).

6) Physical evidence: Physical evidence includes the tangible aspects that the business offers or the exterior appearance of the premises. This includes landscaping, lighting, and furnishing. The physical environment can influence customer beliefs and feelings about service and can affect customer behavior. The environment or atmosphere of a facility is significantly influenced by its physical environment. In addition, the physical environment can affect the service process of employees (Bowie & Buttle, 2011). The management of the organization's physical environment should reflect the care and preservation of natural resources or the use of local resources that can reflect community culture. This kind of management is important in building the image of the business. It includes, for instance, the use of lanterns and coconut shells produced by the local community and the use of woven cloth to decorate the places.

7) Process: In the aspect of service, process refers to the processes of providing services, the mechanisms/flows of service activities, or the delivery of services (or operating systems). Generally, service production and service consumption occur simultaneously. Marketers must ensure that the business has a service delivery process that is efficient, customer-friendly, and competitive (Pomeroy et al., 2011; Bowie & Buttle, 2011). In terms of service, sustainable processes include the use of an internet booking system, alternative energy (such as solar or wind energy) in customer service, low-emission modes of transportation (such as hybrid or electric cars), and sensors in on-off systems. These will enable businesses to save more energy in the service processes. Having a sign indicating the reuse of towels in hotels to save energy and washing water or having a water-saving

sign makes tourists aware of the environment and encourages behavior change (Pomerin et al., 2011).

8) Travel package: A travel package is a combination of tourism, service, and related components offered at a single price or bundled Travel and Tourism Service that will facilitate tourists, create differentiation, and manage service demand and capacity efficiently. Businesses may collaborate with communities or other sustainable organizations to strengthen their credibility and image (Pomering et al., 2011; Morrison, 1996).

9) Programming: Programming is the creation of unique activities, events, or programs that encourage customers to pay more money and increase the attractiveness of a tour package or service. Most of the programs are in the form of special events or festivals that can symbolize a tourist attraction. Although a special event can make the tourism program attractive, on the other hand, it can cause problems such as garbage or dissatisfaction with the local community toward the large number of people attending the event (Pomering et al., 2011; Tirca et al., 2009). Therefore, in the design of tourism activities, it should be ensured that there will be no impact on the environment and people in the tourism area. However, tourism package and tourism activity design are concepts that are related. The package consists of a travel program or activity. For instance, a golf lesson package consists of a teaching program which is a special activity provided only by golf resorts.

10) Partnership: Partnership consists of elements linked by the concepts of cooperation and network development. In the aspect of tourism, partnership refers to the interactions between groups involved in the tourism business that share common rules or norms. The creation of common standards in tourism management aims to achieve common specific goals (Tirca et al., 2009). Partners influence the success of the design of tourism activities and the arrangement of travel packages. The development of sustainable alliances can be achieved through the development of the tourism value chain. Partnerships help promote environmental and social awareness of common attractions, such as cooperation between airline, credit card, and hotel businesses to share customer databases. This will increase access to a database of potential customers or tourists (Pomering et al., 2011; Morrison, 1996).

2.7 Involved Research

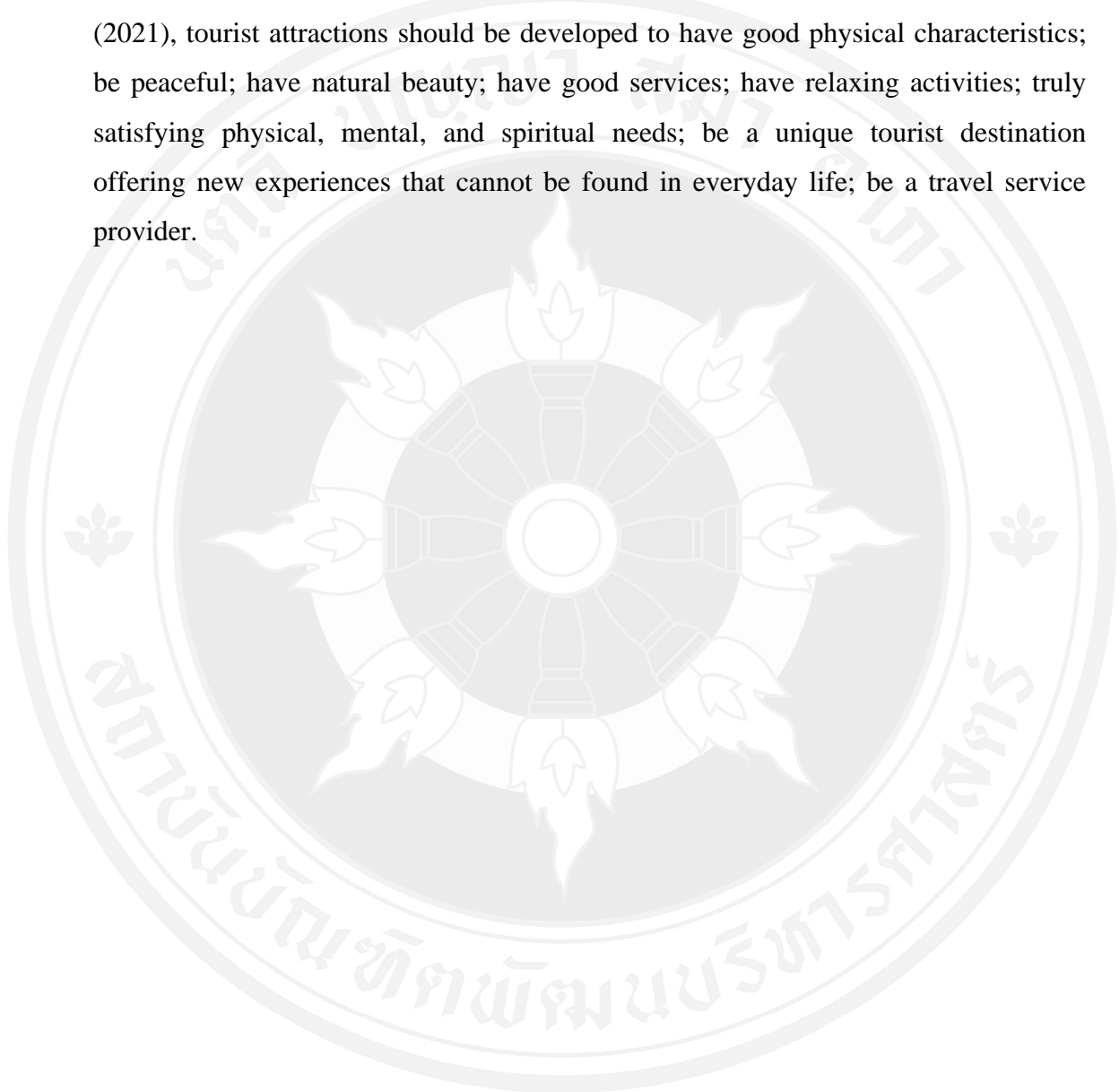
Most ethical and responsible travelers want independent travel, recognize the economic benefits of tourism, and want to contribute to the sustainability of the communities they visit. Ethical and responsible tourists strongly believe in and support change. They not only share their knowledge and experiences with family and friends, but they also believe that their actions can demonstrate an ethical or responsible way of traveling in accordance with the values of equality, fairness, and social justice to others (Weeden, 2008). Moreover, it can be explained that the responsible tourism behavior of tourists is partly due to their intrinsic factors (e.g., need, culture, value, attitude, ethic, motivation, consciousness) and external factors originating from the destination, including marketing, visitor management, along with information and communication. It is noted that awareness is an important part of responsible traveler behavior (Stanford, 2006).

According to a study by Sirakaya and Sonmez (2000) on “Gender Images in State Tourism Brochures: An Overlooked Area in Socially Responsible Tourism Marketing”, in marketing and advertising strategies, gender differences influence attitudes and information perceptions. To create effective strategies, any marketing strategy development requires a thorough and comprehensive study. For example, how do tourists from different cultures react to gender representation? Is advertising in the private sector different from advertising in the government? Do different genders affect overall travel behavior?

Developing tourism marketing strategies should include proactive, reactive, and preventive response plans. The proactive strategy should focus on developing the tourism market in new potential markets and increasing tourism competitiveness through the use of information technology media and the creation of ecotourism networks in order to differentiate tourism and become a center for premium tourism. Meanwhile, the reactive strategy should focus on improving infrastructure and transport systems to support tourism. For a preventive strategy, it should use networking strategies from the government, the public sector, and the private sector. The conservation of tourism resources should be a priority. However, tourism around the world has experienced the COVID-19 pandemic. Therefore, there should be a

remedial strategy by creating a new normal tourism plan to build confidence for tourists and support the service of a large number of tourists (Na Takua Thung et al., 2020)

Increasing the value of Thailand's tourist attractions can help meet the needs of high-quality tourists. According to a study by Sriboonruang and Pimonsompong (2021), tourist attractions should be developed to have good physical characteristics; be peaceful; have natural beauty; have good services; have relaxing activities; truly satisfying physical, mental, and spiritual needs; be a unique tourist destination offering new experiences that cannot be found in everyday life; be a travel service provider.



CHAPTER 3

RESEARCH METHODOLOGY

The study on the destination strategic positioning and marketing strategy for foreign high-quality tourist was conducted using Mixed Methods Research between Qualitative Research and Quantitative Research. The research details and procedures consistent with the research objectives include: 1) To define the definition and characterization of high-quality tourists for Thailand, 2) To analyze the demographic factors, tourist's travel motivation and tourist behaviors influencing high-quality tourists and analyze the preferences and decisions of high-quality tourists, 3) To analyze the value positioning of tourism products in high-quality tourist attractions and; 4) To analyze marketing strategies for high-quality tourists as in the research framework in Figure 3.1.

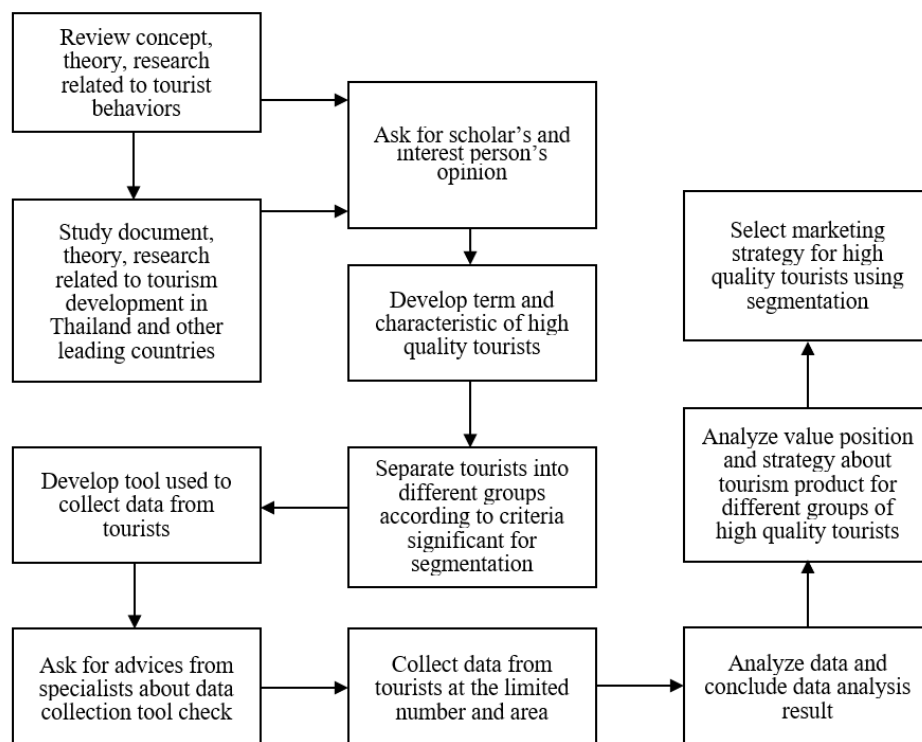


Figure 3.1 Research Framework

3.1 Conceptual Framework

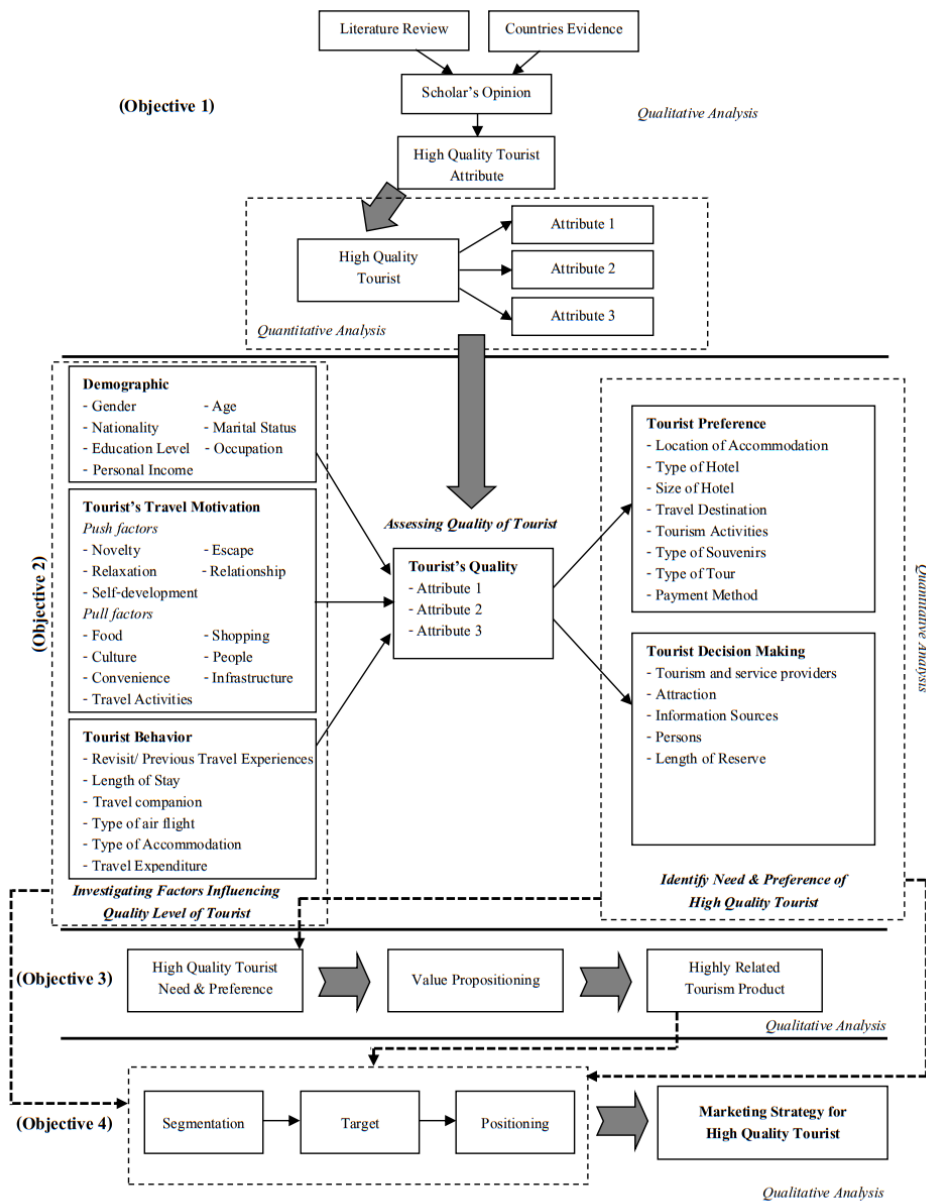


Figure 3.2 Conceptual Framework

3.2 Research Objective 1

This is a research process consistent with research objective 1 to define the definition and characterization of high-quality tourists for Thailand as shown in Figure 3.3.

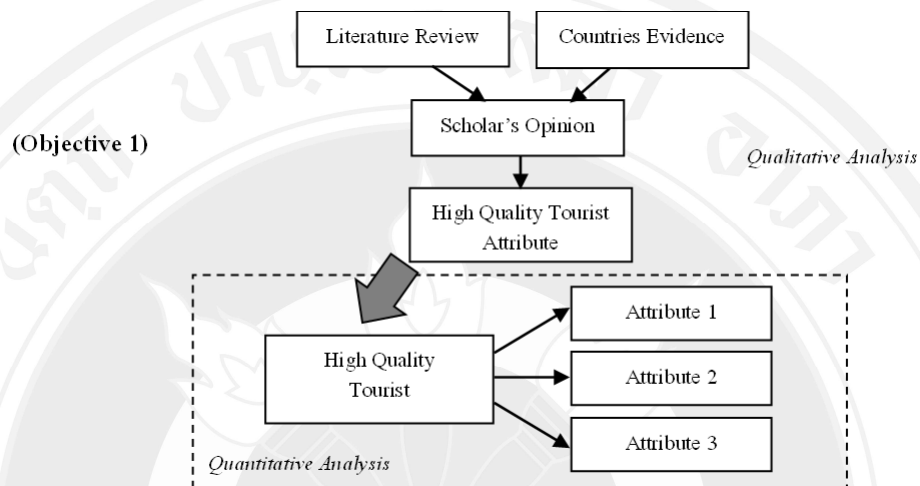


Figure 3.3 Research Objective 1

3.2.1 Data Sources, Key Informants, Population and Samples

1) Data sources Based on literature reviews and case studies related to policies or strategies for promoting high-quality foreign tourists.

2) Key informants consist of 3 groups:

Group 1: Academics and stakeholders in the tourism industry.

Group 2: Associated associations, government and private sectors involved in tourism development and marketing.

Group 3: Tourism and service industry operators.

3) Population and samples the study population for this research was general foreign tourists visiting the Bangkok, Chiang Mai province and Phuket areas. There are foreign tourists traveling in the Bangkok area, there are approximately 19,586,811 people. In the Chiang Mai area, there are approximately 2,584,091 people. In the Phuket area, there are approximately 9,095,355 people (Ministry of Tourism and Sports, 2015).

The researcher determined the sample size using Taro Yamane's computational formula (Ymane, 1973). The confidence level was 95% and the error did not exceed 0.05 as follows:

$$n = \frac{N}{1 + Ne^2}$$

Defined	n	as	sample size
	N	as	The population studied size
	e	as	sampling error (set at 0.05)

From the calculation, the sample size in each area was 399.99. Consequently, the acceptable sample size in each area was 400 people from 3 areas for a total of 1,200 people representing the population used in this study. The authors used Non-Probability Sampling by Accidental Sampling from the sample who willingly answered the questionnaire to obtain the most reliable research results.

After obtaining a complete sample of the aforementioned number, the researcher screened the sample according to the specified conditions to obtain a high-quality tourist-looking sample. The screening conditions consist of two issues:

- 1) High average travel costs
- 2) The tourist attribute is higher than 50 percent

Based on these Conditions, the Researchers Screened a Total of 400 Respondents Questionnaires. A Summary of the Population Selection is shown in Figure 3.4.

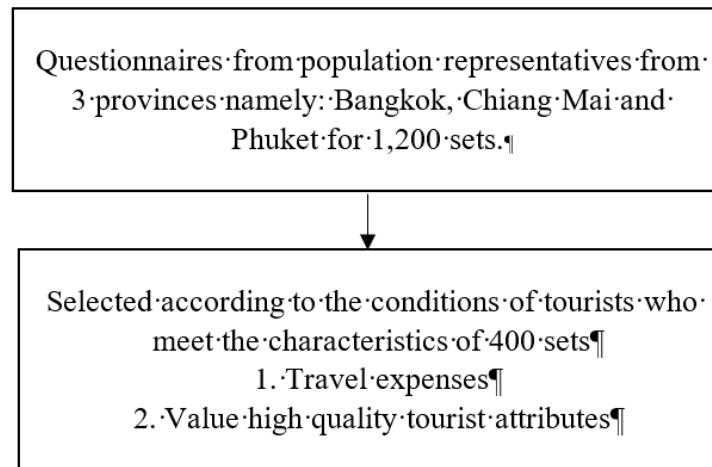


Figure 3.4 The Process of Selecting High Quality Tourist Samples

3.2.2 Research Methods and Tool Development

At this stage, the researchers developed high-quality tourist attributes through literature reviews, case studies, stakeholder interviews, and tourist behavioral questionnaires. The method of conducting the research is shown in Figure 3.5.

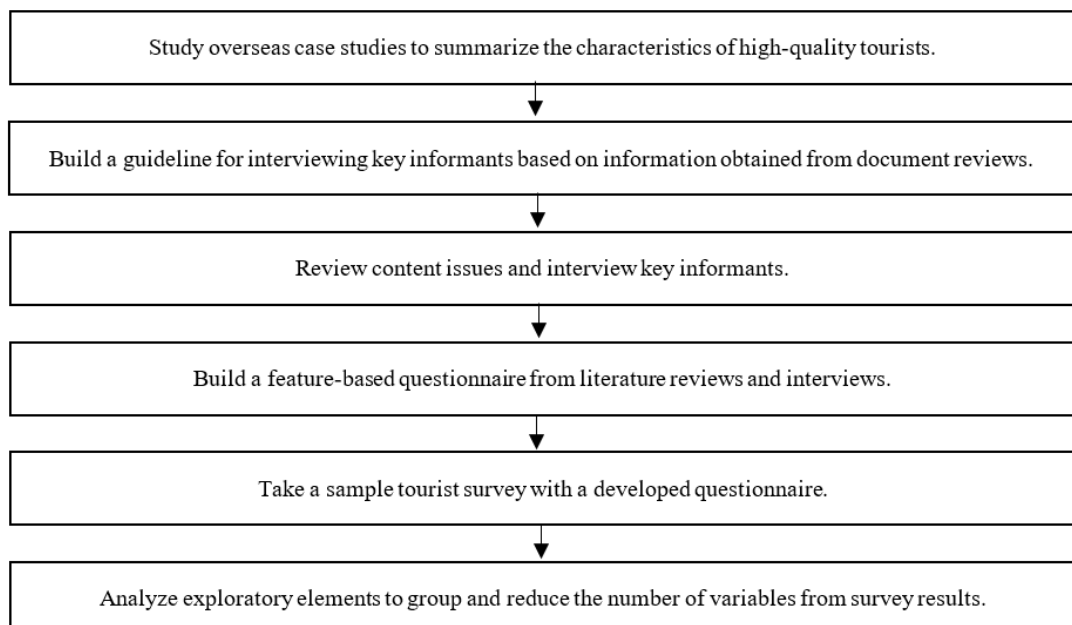


Figure 3.5 The Process of Synthesizing the Characteristics of High-quality Tourists

1) The researcher studied the concepts, theories, research, case studies of foreign countries related to the characteristics and definitions of high-quality tourists by content analysis to synthesize the characteristics of tourists.

2) Determine the scope to interview three key informant groups: academics and tourism industry stakeholders, relevant associations, government and private sector agencies involved in tourism development and marketing, and tourism and service industry operators. It is an open-ended question and guides the interview guide to the thesis advisor for review and correction.

3) Summarize the characteristics of high-quality tourists from the results of document synthesis and interview results, and develop a questionnaire for collecting data from a sample population. (General foreign tourists traveling in Bangkok, Chiang Mai and Phuket areas)

4) The survey elements of the questionnaire were analyzed to group related variables into the same group and reduce the number of variables to an appropriate level.

3.2.3 Data Collection Tools

The tool used by researchers to characterize high-quality tourists from literature reviews, case study reviews and stakeholder interviews. and developed into questionnaires and interview forms to collect data from the sample population. (General foreign tourists traveling in the Bangkok Chiang Mai and Phuket areas)

The questionnaire consists of 6 parts as follows:

Part 1: General Information

Part 2: Attributes of Tourists

Part 3: Tourist's Travel Motivation

Part 4: Tourist Behavior

Part 5: Tourist Preference

Part 6: Tourist Decision Making

The interview form consists of the open-ended questions as follows:

1) What is your perception of high quality tourists?

2) What activities do high-quality tourists choose to do?

3) What areas do high-quality tourists choose to travel to include?

- 4) What areas do high-quality tourists come from?

3.2.4 Tool Quality Testing

1) The researcher tested the research instruments by checking the validity of the content. The researcher used the questionnaire to consult with an advisor to check the use of language, difficulty in understanding, and then revised it according to the recommendations.

2) When improving according to the advice of the advisor, the questionnaire was taken to the expert for examination. To determine the accuracy or IOC: Index of Item Objective Congruence. Experts will determine whether each questionnaire is consistent with its objectives. Questions with IOC values ranging from 0.5 to 1.0 have valid validity values. If it is lower than 0.5, it must be adjusted. It is not applicable. The formula for calculating the IOC value is as follows:

$$IOC = \frac{\sum R}{N}$$

By IOC is Correspondence between the objectives and the questionnaire.

ΣR is the sum of all expert scores.

N is number of experts

3.2.5 Data Collection

The data collection in this research process consisted of two parts:

1) Primary Data: Data obtained from the collection of questionnaires. (Questionnaire) data was obtained from collecting complete questionnaires of a sample of general foreign tourists traveling to each study area, a total of 400 sets to obtain information that will be used in data analysis in quantitative research. In addition, individual interviews were used with a sample of academics and tourism industry stakeholders, relevant associations, and government agencies. and the private sector involved in tourism development and marketing as well as tourism industry operators and service providers to use in data analysis in qualitative research

2) Secondary Data: Data researched from academic research, books, academic reports, statistical data, articles, journals, dissertations and information from

reliable sources related to the subject studied by collecting information for the study in relation to concepts and theories in order to design research tools; Once both parts of the data are obtained, the researcher will use the primary and secondary data for further analysis and synthesis.

3.2.6 Data Analysis

The first step of the data analysis was to define the definition and characterization of high-quality tourists for Thailand. It consists of two parts of data analysis: qualitative data analysis and quantitative data analysis.

Part 1 qualitative data analysis: The researcher will use the results of literature reviews, synthetic foreign case studies, and interview results for content analysis in order to obtain the characteristics of high-quality tourists. The results of the study are summarized as shown in Table 3.1.

Table 3.1 Examples of Definitions and Characteristics of High-Quality Tourists

No	Researcher	Meaning and Characteristics of High Quality Tourists
1.	Researcher 1	...
2.	Researcher 2	...
3.	Researcher 3	...

Part 2 quantitative data analysis: The researcher will process the data obtained from the data collection with questionnaires. Quantitative data analysis to answer research questions 1 and 2 will use statistics in Inferential Statistics, i.e., Factor Analysis. It is to study how common components can describe the mutual relationships between variables. The number of common elements to be obtained is less than the number of variables to know the composition. It's called the Exploratory Factor Analysis Model: EFA. Exploratory component analysis is used in cases where the study author has little or no knowledge of the correlation structure of variables in order to study the structure of the variables and reduce the original variables to be merged. The results of the analysis are summarized as shown in Table 3.2.

Table 3.2 Examples of an Exploratory Composition Analysis Table

Attributes of Tourists	Factor Loading	Initial Eigenvalues	% of Variance Squared Loadings
Factor 1			
Factor 2			
Factor 3			
Factor 4			

3.3 Research Objective 2

This is a research process that is consistent with the research objective 2 to analyze the demographic factors, tourist’s travel motivation and tourist behaviors influencing high-quality tourists and analyze the preferences and decisions of high-quality tourists as shown in Figure 3.6.

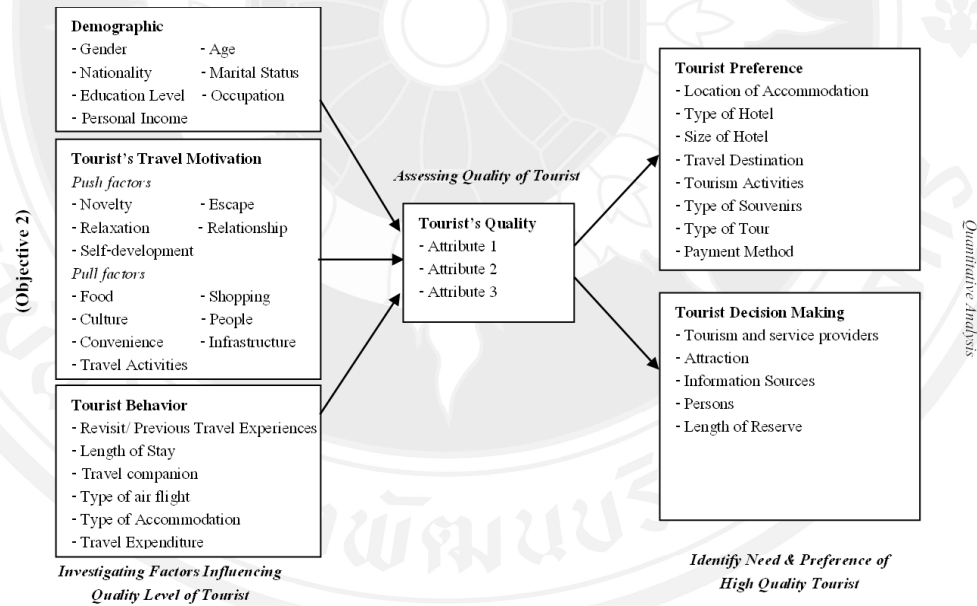


Figure 3.6 Research Objective 2

3.3.1 Data Sources, Key Informants

The samples were calculated from the population in Step 1 and considered only those that met the same conditions as in Step 1. The conditions consisted of:

- 1) High Average Travel Costs
- 2) The tourist attribute is higher than 50 percent.

Based on these conditions, the researcher screened a total of 400 questionnaires from the respondents.

3.3.2 Data Collection Tools

The tool used in this research was the same as Process 1, which was the tool in which the researchers studied the characteristics of high-quality tourists from literature reviews, case study reviews and stakeholder interviews and developed a questionnaire. It is used to collect data from a sample population. (General foreign tourists traveling in Bangkok, Chiang Mai and Phuket areas) It consists of 6 parts as follows:

- Part 1: General Information
- Part 2: Attributes of Tourists
- Part 3: Tourist's Travel Motivation
- Part 4: Tourist Behavior
- Part 5: Tourist Preference
- Part 6: Tourist Decision Making

3.3.3 Data Collection

The data collected in this research consisted of one process as follows:

Primary Data is the data obtained from collecting questionnaires. (Questionnaire) which data was obtained from collecting a complete questionnaire of a sample of general foreign tourists in each study area and passed the selection criteria according to 400 sets to obtain information that will be used in data analysis in quantitative research.

3.3.4 Data Analysis

The second step of the data analysis was to analyze the demographic factors, tourist's travel motivation and tourist behaviors influencing high-quality tourists and

analyze the preferences and decisions of high-quality tourists. It is a quantitative data analysis with 2 types of statistics:

1) Descriptive Statistics are used to analyze data, describe the nature of the data. The statistics used were Frequency and Percentage, Personal Information of general foreign tourists visiting in each study area. Mean and Standard Deviation is used to describe the data nature of the questionnaire. It analyzes the demographic factors, tourist's travel motivation, and tourist behaviors affecting high-quality tourists and analyzes the preferences and decisions of high-quality tourists. For the tourist's travel motivation factors and decision-making factors of high-quality tourists, the researchers used the Likert valuation criteria to consider the following new average criteria:

Average score between	4.35 - 6.00	means	Important
Average score between	2.67 - 4.34	means	Rather Important
Average score between	1.00 - 2.66	means	Not important

The results of the analysis are shown in Table 3.3 and Table 3.4.

Table 3.3 Examples of Tables of Numbers and Hundreds Classified by Demographic Factors and Tourism Behaviors, Preferences and Decision-Making

Personal Characteristics	Number	Percentage
Example 1	-	%
Example 2	-	%
Example 3	-	%
Total		

Table 3.4 Sample Mean and Standard Deviation Classified by Tourism Motivation

Item	\bar{X}	S.D.	Definition
------	-----------	------	------------

Example 1	0.00	0.00	Important
Example 2	0.00	0.00	Rather Important
Example 3	0.00	0.00	Not Important
Total	0.00	0.00	Important

2) Inferential Statistics includes an Independent Sample t-test to compare the differences between the mean values of the two populations. One-Way ANOVA was used to compare the differences between the mean of more than two population groups to analyze the data and compare the differences in personal background data, tourist travel motivations, tourist behavior, tourist preferences and travel decision making. Regression Analysis is a statistical method used to find the relationship between two or more quantitative variables in order to forecast the value of one variable from another. The statistics mentioned above are to prove the hypothesis as follows:

High quality tourists with demographic factors

- (1) Hypothesis 1.1: High-quality tourists with different genders had different Attributes of Tourists.
- (2) Hypothesis 1.2: High-quality tourists with different ages had different Attributes of Tourists.
- (3) Hypothesis 1.3: High-quality tourists with different nationalities had different Attributes of Tourists.
- (4) Hypothesis 1.4: High-quality tourists with different marital statuses had Attributes of Tourists.
- (5) Hypothesis 1.5: High-quality tourists with different educational levels had Attributes of Tourists.
- (6) Hypothesis 1.6: High-quality tourists of different occupations had different Attributes of Tourists.
- (7) Hypothesis 1.7: Tourists with different income levels had different Attributes of Tourists.

The relationship between tourist's travel motivations and high-quality tourists

(1) Hypothesis 2.1 High quality tourists with different Tourist's Travel Motivation in Novelty had different Attributes of Tourists.

(2) Hypothesis 2.2 High quality tourists with different Tourist's Travel Motivation in Escape had different Attributes of Tourists.

(3) Hypothesis 2.3 High quality tourists with different Tourist's Travel Motivation in Relaxation had different Attributes of Tourists.

(4) Hypothesis 2.4 High quality tourists with different Tourist's Travel Motivation in Relationship had different Attributes of Tourists.

(5) Hypothesis 2.5 High quality tourists with different Tourist's Travel Motivation in Self-development had different Attributes of Tourists.

(6) Hypothesis 2.6 High quality tourists with different Tourist's Travel Motivation in Food had different Attributes of Tourists.

(7) Hypothesis 2.7 High quality tourists with different Tourist's Travel Motivation in Shopping had different Attributes of Tourists.

(8) Hypothesis 2.8 High quality tourists with different Tourist's Travel Motivation in Culture had different Attributes of Tourists.

(9) Hypothesis 2.9 High quality tourists with different Tourist's Travel Motivation in People had different Attributes of Tourists.

(10) Hypothesis 2.10 High quality tourists with different Tourist's Travel Motivation in Convenience had different Attributes of Tourists.

(11) Hypothesis 2.11 High quality tourists with different Tourist's Travel Motivation in Infrastructure had different Attributes of Tourists.

(12) Hypothesis 2.12 High quality tourists with different Tourist's Travel Motivation in Travel Activities had different Attributes of Tourists.

High quality tourists with tourist behavior

(1) Hypothesis 3.1 High quality tourists with different Revisit Travel Experiences had different Attributes of Tourists.

(2) Hypothesis 3.2 High quality tourists with different Previous Travel Experiences had different Attributes of Tourists.

(3) Hypothesis 3.3 High quality tourists with different Length of Stay had different Attributes of Tourists.

(4) Hypothesis 3.4 High quality tourists with different Travel companion had different Attributes of Tourists.

(5) Hypothesis 3.5 High quality tourists with different Type of air flight had different Attributes of Tourists.

(6) Hypothesis 3.6 High quality tourists with different Type of Accommodation had different Attributes of Tourists.

(7) Hypothesis 3.7 High quality tourists with different Travel Expenditure had different Attributes of Tourists.

The results of the hypothesis testing are summarized as shown in Table 3.5.

Table 3.5 Summary of Hypothesis Experiment Results

Item	Attributes of Tourists					Results
	Mean	Std Dev	T / F	Sig		
Example 1	Item 1	0.00	0.00	0.00	0.00	no
	Item 2	0.00	0.00			difference
Example 2	Item 1	0.00	0.00	0.00	0.00	no
	Item 2	0.00	0.00			difference
	Item 3	0.00	0.00			

3.4 Research Objective 3

This is a research process use of the data in steps 1 and 2 to analyze the value positioning of tourism products in high-quality tourist attractions based on the purchase decision process theory and tourism component theory to be consistent with the research objectives 3 with the research framework as shown in Figure 3.7.

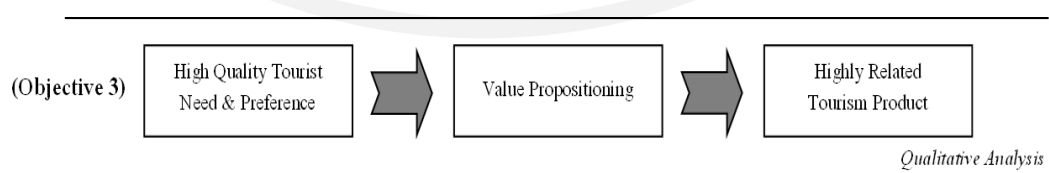


Figure 3.7 Research Objective 3

3.4.1 Data Sources, Key Informants

Based on the results of a study of the synthesis and definition and characterization of high-quality tourists for Thailand and the results of the analysis of demographic factors, tourist's travel motivation and tourist behaviors influencing high-quality tourists and analyze the preferences and decisions of high-quality tourists.

3.4.2 Research Methods

The researchers used data to synthesize and define definitions and characteristics of high-quality tourists for Thailand and analysis of demographic factors, tourist's travel motivation and tourist behaviors influencing high-quality tourists and the preferences and decisions of high-quality tourists from Process 1–2, including the results of key contributors' interviews were analyzed according to Tourism Element and Tourism Decision Making to synthesize products suitable for high-quality tourists coming to Thailand.

3.4.3 Data Collection

The data collection in this research process consisted of one part:

Primary Data is data obtained from individual interviews with a sample of academics and tourism industry stakeholders, related associations, government and private sector entities involved in tourism development and marketing and tourism and service industry operators. It consists of the data obtained from the query collection. (Questionnaire) obtained from a sample of general foreign tourists traveling in each study area and passed 400 sets of criteria selected according to the criteria.

3.4.4 Data Analysis

The researchers applied the results of the quantitative data analysis to qualitative data analysis using event-based theory analysis. On the other hand, it is to classify events and use a theoretical framework to classify them. At this stage, the researcher uses 2 theories to classify them as follows:

1) Tourism Decision Theory: According to the point of view of Kotler and Keller (2012) that the tourists take purchasing a tourism product or service is known as the "Five-stage model of the consumer buying process." It consists of 5 steps: Problem Recognition, Information Source, Evaluate, Purchase Decision and Post-Purchase Behavior. This study will analyze the value-oriented position of tourism products classified by four decision-making processes. It consists of Problem Recognition, Information Source, Evaluate and Purchase Decision because it only studies the process before making a decision and making a decision as in Table 3.6.

Table 3.6 Classification Framework from Tourism Decision Theory

Reference Theory	Tourism Decision	Framework
Tourism decision Kotler and Keller (2012)	Problem Recognition	High Quality Tourist's Travel Motivation
	Information Source	(Tourist Decision Making) Information Source
	Evaluate, Purchase Decision	High Quality Tourist's Preference
	Purchase Decision	High Quality Tourist's Decision Making

2) Tourism Component Theory: It is an adaptation from 3 A's of Collier and Haraway (1987), 4 A's of Cooper and other (1994), 5 A's of Tourism Western Australia (2008), 6 A's of Buhalis (2000) and 6A's of Pelasol (2012) as in Table 3.7.

Table 3.7 Tourism Component Theory

Theory	Detail
3 A's of Collier and Haraway (1987)	1. Attraction 2. Amenities 3. Accessibility

Theory	Detail
4 A's of Cooper and other (1994)	<ol style="list-style-type: none"> 1. Attraction 2. Accessibility 3. Amenity 4. Ancillary Service
5 A's of Tourism Western Australia (2008)	<ol style="list-style-type: none"> 1. Attraction 2. Activity 3. Accessibility 4. Accommodation 5. Amenity
6 A's of Buhalis (2000)	<ol style="list-style-type: none"> 1. Attractions 2. Accessibility 3. Amenities 4. Available package 5. Activities 6. Ancillary services
6A's of Pelasol (2012)	<ol style="list-style-type: none"> 1. Accessibility 2. Attraction 3. Amenities 4. Ancillary Service 5. Accommodation 6. Activities

The elements studied in this research consisted of 5 tourism components, namely Accommodation, Transportation, Souvenir, Dining and Activity. There is a classification framework as in Table 3.8.

Table 3.8 Tourism Component Classification Theory

Reference Theory	Component	Framework	
3 A's of Collier and Haraway (1987)	Accommodation	Information related to high quality tourist	
4 A's of Cooper and other(1994)		accommodation	
5 A's of Tourism Western Australia (2008)	Transportation	Information related to the mode of transport chosen by high-quality tourists	
6 A's of Buhalis (2000)	Souvenir	Selection of high-quality tourist souvenirs	
6A's of Pelasol, J.(2012)		Dining	Drinking-Eating activities chosen by high-quality tourists
		Activity	Activities chosen by high-quality tourists

3.5 Research Objective 4

This is a research process use of information in steps 1, 2 and 3 to divide tourists according to market segmentation theory and formulate marketing strategies for high-quality tourists to be consistent with the research objective 4 as shown in Figure 3.8.

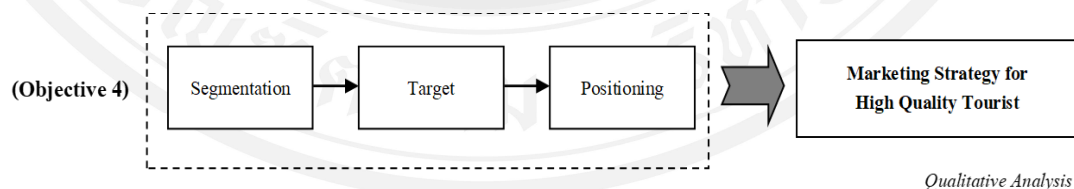


Figure 3.8 Research Objective 4

3.5.1 Data Sources, Key Informants

Data Sources: (1) The synthesis and definition and characterization of high-quality tourists for Thailand, (2) The results of the analysis of demographic factors,

tourist's travel motivation and tourist behaviors influencing high-quality tourists and analyze the preferences and decisions of high-quality tourists, and (3) The results of the analysis of the value positioning of tourism products in high-quality tourist attractions based on the purchase decision process theory and tourism component theory.

3.5.2 Research Methods

The authors used data from previous steps which consisted of (1) Synthesis and definition and characterization of high-quality tourists for Thailand, (2) Demographic factor analysis, tourist's travel motivation and tourist behaviors, the effect of being a high-quality tourist, and analyzing the preferences and decisions of high-quality tourists and; (3) The results of the analysis of value positioning of tourism products in high-quality tourist attractions. From Process 1–3, including the interview results of key informants, high-quality tourists were segmented according to their characteristics, motivations, and behaviors and formulate marketing strategies for high-quality tourists to suit each group.

3.5.3 Data Collection

The data collection in this research process consisted of one part:

Primary Data is data obtained from individual interviews with a sample of academics and tourism industry stakeholders, related associations, government and private sector entities involved in tourism development and marketing and tourism and service industry operators. It consists of the data obtained from the query collection. (Questionnaire) obtained from a sample of general foreign tourists traveling in each study area and passed 400 sets of criteria selected according to the criteria.

3.5.4 Data Analysis

The researcher will use the quantitative analysis results as qualitative data analysis. by analyzing events based on theory by using the knowledge gained from objective 2 and objective 3 to share marketing and analyze the factors that should promote tourism for high-quality tourists, the target group. It is to formulate a

marketing strategy for high quality tourists for Thailand. The theory used for this analysis is the tourist behavior segmentation theory as in Table 3.9.

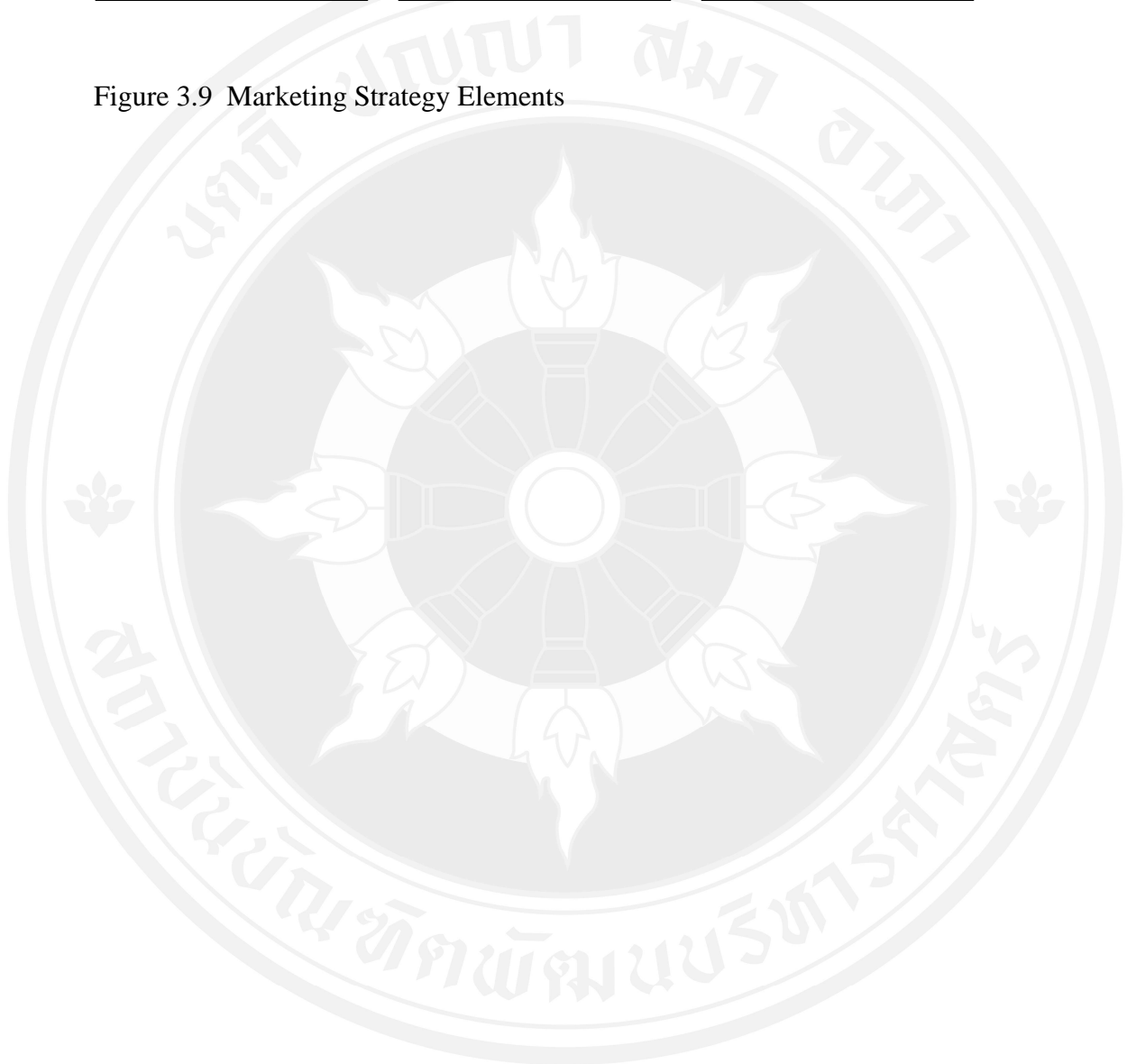
Table 3.9 Tourist Behavior Segmentation Theory

Reference Theory	Segmentation	Framework
Market Segmentation and Target Market Determination of Lampang Rajabhat University (2014)	Demographic Segmentation is divided according to the aggregate characteristics (profile) of tourists such as gender, age, education, religion, occupation, family size, etc.	Demographic characteristics (only factors that are statistically significant)
	Psychographic Segmentation is divided according to characteristics of interests, attitudes, values, preferences, feelings, motivations, personality, culture, lifestyle patterns.	Motivation (only factors that are statistically significant)
	Geographic Segmentation is a segmentation based on the habitat of tourists from different regions of the world.	Nationality (only factors that are statistically significant)
Criteria for consumer market segmentation at Sa Kaeo Community College (2012)	Behavior Segmentation is segmented based on knowledge, attitude, use or response to a product. Marketers believe that there are many behavioral variables that affect market segmentation.	Behavior and Preferences (only factors that are statistically significant)

Once the market segmentation model is obtained, the marketing strategy is analyzed which consists of 3 components as shown in Figure 3.9.



Figure 3.9 Marketing Strategy Elements



3.6 Summary of Research Methodology

Table 3.10 Summary of Research Methodology

Objectives	Research Method(s)	Population	Sample Size	Sampling Technique(s)	Research Tool(s)	Data Analysis
	1. To define the definition and characterization of high-quality tourists for Thailand.	Qualitative Quantitative	Literature Reviews/ Stakeholders Foreign Tourists	N/A 400	Purposive Sampling Quota Sampling/ Accidental Sampling	Semi- Structured Interview Questionnaire
2. To analyze the demographic factors, tourist's travel motivation and tourist behaviors influencing high-quality tourists and analyze the preferences and decisions of high-quality tourists.	Quantitative	Foreign Tourists	400	Quota Sampling/ Accidental Sampling	Questionnaire	Descriptive Statistics/ Inferential Statistic

Objectives	Research		Sample Size	Sampling		Research		Data Analysis
	Method(s)	Population		Technique(s)	Tool(s)			
3. To analyze the value positioning of tourism products in high-quality tourist attractions	Qualitative	N/A	N/A	N/A	Tourism Decision Theory/ Tourism Component Theory		Content Analysis	
4. To analyze marketing strategies for high-quality tourists	Qualitative	N/A	N/A	N/A	Tourist behavior segmentation theory/ Marketing strategy elements		Content Analysis	

CHAPTER 4

DEFINITIONS AND CHARACTERISTICS OF HIGH-QUALITY TOURISTS

This chapter presents the result of the analysis based on research objective 1, which aims to define the definition and characterization of high-quality tourists for Thailand. The analyses are divided into two parts. Part 1 is qualitative data analysis. The results of a review of literature, a review of foreign case studies, and interviews are used to analyze the content to obtain the characteristics of high-quality tourists. Part 2 is quantitative data analysis. In this part, inferential statistics and factor analysis are employed to group and truncate suitable variables according to statistical principles. The content presented in this chapter is grouped into 3 areas as follows:

- 4.1 Results of the definitions and characteristics of high-quality tourists.
- 4.2 Results of the analysis of the components of high-quality tourists.
- 4.3 Summary and discussion of the definitions, characteristics and components of high-quality tourists.

4.1 Results of the Definitions and Characteristics of High-Quality Tourists

4.1.1 The Results of a Review of Literature, Concepts, and Theories

According to a review of literature, concepts, and theories, the definitions and characteristics of high-quality tourists can be concluded as follows:

4.1.1.1 Definitions of High-quality Tourists

Andrades and Dimanche (2018) described high-quality tourist behavior as a group of tourists who had preferences for their specific interests and purchased unique travel products and services. Such a study agreed with the study by Kozak and Kozak (2018) which stated that high-quality tourists sought exotic attractions, shopped for personalized products and services, were interested in novel tourism activities, and wanted to enjoy a calm holiday till they had a better quality of life.

Lundy (2015) reported that high-quality tourists were a group of tourists that had high potential, had specific needs, sought exotic destinations, sought tourism products that matched their preferences and interests, and paid attention to tourism activities that create experiences leading to a better quality of life. Meanwhile, Sriboonruang and Pimonsompong (2021) concluded that high-quality tourist behaviors were high-potential tourists who had tourism characteristics including preparing for travel with simplicity, desiring unique and personalized experiences, shopping for unique products and services, participating in local community events, and enjoying better health. The Tourism Authority of Thailand (2018) explained that high-quality tourists were a group of tourists who tended to spend a lot during their travels, chose quality goods and services, traveled responsibly, and did not have a negative impact on tourist attractions.

According to a study on behaviors of Thai tourists with spending potential, Thai tourists with high potential and quality in spending were classified into 4 groups based on psychological characteristics as detailed below.

1) Happiness Blend: This tourist group wants to have fun traveling. Their reasons for travel involve seeking new perspectives and experiences in life, wanting to know themselves better, and wanting to escape from the monotonous environment.

2) Live & Learn: This group of tourists wants to learn about the area. Their reasons for travel include inspiration, lifestyle, and a want to apply the knowledge obtained through tourism in everyday life.

3) Everything Everywhere. This group of tourists wants to experience the harmony and enjoyment of the area. The reasons for the travel of this group are related to making good memories of their lives, wanting to relax, or relieving the stress of travel.

4) Journey Up Close: This group wants a different experience in a place they have never experienced before. The reasons for the travel of tourists in this group are to escape the hustle and bustle of today's life and to learn about the lifestyles of the locals.

According to Lochaiyakul, พิจาริณี ไฉ้ชัยยะกุล (2555), high-quality tourists are classified into 3 categories as follows:

1) Reformer: Reformer is a group of high-quality tourists who grow their ideas, create new perspectives on the world and society, want to learn new things, and explore experiences. Thus, this group values time over money and values success by tasteful intrinsic values rather than outer appearance.

2) Succeeder: It is a group of high-quality tourists who have set goals for life and believe in their abilities. This group works hard for a stable life but does not forget to reward themselves.

3) Mainstream: It is a group of high-quality tourists who are stable in life, born in a warm family, follow the rules, do not take risks, emphasize the safety of family and property, and shop with caution.

4.1.1.2 Characteristics of High-quality Tourists

Oates (2016) has highlighted the characteristics of high-quality tourists as follows:

1) Culture: high-quality tourists want to learn about the values of culture, the unique performing arts, stories, and traditional luxuries, which are new experiences that can be gained from travel.

2) Cuisine: High-quality tourists want to have a gastronomic experience. The first thing these tourists consider is to experience local food, drink quality local beverages, and learn how to cook.

3) Community: High-quality tourists may not want to engage with other travelers. For example, tourists traveling as a group do not want to stay with other people.

4) Type of content: The content of the marketing conveyed is the true story, the luxury and distinctive character of the travel program, and the presentation of the program that easily reaches the needs of this travel choice.

5) Customization: Customization is a top priority as high-quality tourists desire independence, a personalized trip program, and the ability to choose their own meals. To meet the needs of this tourist group, information should be presented to tourists to choose from based on their daily requirements.

Rittakhon (2014) has described that key characteristics of potential high-quality tourists included 5 elements as follows:

1) Exclusive: High-quality tourists are unique. Therefore, goods and services must meet their unique needs and should not be offered in a blanket manner. Options should be offered to them so that they can make their own decisions.

2) Exceptional: The high-quality tourist group places a special emphasis on building an accepted standard. This group places a high value on the trip experience, prefers standardized goods and services, and seeks memorable experiences.

3) Expertise: The high-quality tourist group prioritizes a product that has been allocated or serviced by an expert who is well-versed in the product or service in terms of managing, navigating, providing services during travel, providing comparative advice, addressing unique needs, and managing problems quickly and efficiently.

4) Experience: The high-quality tourist group pays attention to providing unique and unforgettable experiences as well as adding value to each trip.

5) Excellence: The high-quality tourist group expects excellent products/services. These will satisfy high-quality tourists, improving tourism management's image.

According to a review of literature, concepts, and theories, definitions and characteristics of high-quality tourists can be summarized as in Table 4.1.

Table 4.1 Definitions and Characteristics of High-quality Tourists

No.	Authors	Definitions and Characteristics of High-quality Tourists
1	Sriboonruang and Pimonsompong (2021)	Prepare for travel with simplicity, desire unique and personalized experiences, shop for unique products and services, participate in local community events, and enjoy better health.
2	Kozak and Kozak (2018)	Seek exotic attractions, shop for personalized products and services, are interested in novel creative tourism activities, and want to enjoy a calm holiday till they had a better quality of life.
3	Andrades and Dimanche (2018)	Have preferences for their specific interests and purchase unique travel products and services.
4	UNWTO (2017)	Respect communities, people, differences, and cultures; contribute to reducing environmental impacts by protecting natural resources as well as reducing water and energy consumption; support the local economy by purchasing goods and services as well as using local guides; take care of one's health during travel; be aware of the dangers; choose services from sustainable businesses; follow the laws and regulations of the country; respect human rights; provide the advice; and promote the attractions to the public through word of mouth.
5	Lundy (2015)	Have specific needs, seek exotic destinations, seek tourism products that match their preferences and interests, and pay attention to tourism activities that create experiences

No.	Authors	Definitions and Characteristics of High-quality Tourists
6	Preveeteleaning (n.d.)	<p>leading to a better quality of life.</p> <p>Learn the basic rules of tourism, follow the rules and regulations of tourist attractions, cooperate in the conservation of nature and culture, follow the tour group regulations, and obey the instructions of the guide.</p>
7	T.-M. Cheng, C. Wu, and Huang (2013)	<p>Recognize the impacts of tourism on tourist attractions. As a result, tourists are aware of the impacts of tourism and show their responses to the attractions and the environment.</p>
8	Responsible Travel (2011)	<p>Choose a responsible tour company by examining whether the chosen company has policies and measures that are consistent with responsible tourism management and whether the hotel chosen to stay has policies, business guidelines, and performance that are consistent with responsible tourism. Plan an itinerary that is beneficial to the environment and community of the target area by choosing a tour program that considered local context, subsidize locally produced goods rather than imported goods, choose local service providers, avoid purchasing illegal products, use resources economically, and reduce emissions.</p>
9	International Society of Travel Medicine (2010)	<p>Prepare themselves (body, mind, and luggage); follow the rules; be aware of dangers; respect the culture and people in the local community; do not disrespect others, especially when it comes to sensitive issues such as local religions and beliefs; do not act in a way that is opposed to the way of life and customs of the local people; watch in order to replicate the behavior of the local people; research sites to visit in order to have a fantastic</p>

No.	Authors	Definitions and Characteristics of High-quality Tourists
10	SNV Netherlands Development Organization (2009)	<p>way to experience the beauty of nature; admire historical sites; experience different cultures and people within the local community; do not enter the locality for unjust gains; raise awareness and contribute to the preservation of tourist attractions such as the environment, natural attractions, resources, and cultural heritage in a sustainable manner.</p> <p>Have awareness and caution about the impact of tourism on society and the environment, have characteristics of experiential tourism style where tourism behavior makes one remember and good experiences from the tour; interact with relevant parties such as villagers in the community or development project leaders; interact and learn about nature, society, and culture; desire to discover and create on their own; challenge themselves physically, emotionally, and/or mentally; gain experiences that go beyond just observation by engaging in action, learning, understanding, and exchanging about different lifestyles and cultures; interact with tourists and people; support the local economy (eating local foods and sponsoring places owned by locals/hiring locals).</p>
11	UNEP and UNWTO (2005)	<p>Respect the local community, avoid all kinds of behaviors that disrespect local people, understand the natural and cultural basis of tourist attractions, support local products, support activities or projects for conservation in the tourism area, follow the guidelines outlined in each tourism activity, reduce the negative impacts on the environment such as reducing the use of water and electricity or reducing waste, and create ongoing benefits after the return trip by (1) making recommendations to tourism businesses and hotels on</p>

No.	Authors	Definitions and Characteristics of High-quality Tourists
		<p>how to reduce their environmental impacts while increasing benefits to the local community (2) sending pictures or objects to locals as promised (3) contributing to local development projects.</p>
12	Swarbrooke (1990)	<p>Follow the laws, regulations, traditional beliefs, religions, or local norms, do not cause any adverse effects on the local physical environment, and avoid utilizing scarce local resources.</p>
13	Dowling and Uncles (1997)	<p>High-quality travel behavior is the tourism that is responsible for natural and cultural resources, does not cause disturbances or damages, and helps create economic opportunities to conserve resources of local communities.</p>
14	Sharples (1994)	<p>Follow the laws and regulations of the attraction, do not violate the religious beliefs or cultural stereotypes of the local people, do not destroy the local physical environment, and reduce the use of scarce resources.</p>
15	Prasit (n.d.), กัทฉีชองย์ ประสิทธิ์ (ม.ป.ป.)	<p>Study tourist attractions before travelling, prepare themselves very well, research the history and basic information within the tourist attraction for proper behavior, contribute to the maintenance of the environment and natural resources within the tourist attractions, do not misbehave against the traditional way of life of the local people, and learn about the culture of the area they visit.</p>

4.1.2 The Results of a Review of Foreign Case Studies

Responsible tourism has made efforts to promote environmental conservation, cultural diversity, socio-economic development, and community welfare (Chettiparamb & Kokkranikal, 2012). A study by Goodwin and Francis (2003) – Ethical and responsible tourism: Consumer trends in the UK-indicated that responsible tourism has become popular in the United Kingdom due to the growing consumer groups. Between 1999 and 2001, the percentage of British tourists willing to pay more for eco-friendly and ethical vacations and activities increased from 45 percent to 52 percent.

A study by Camilleri (2016) demonstrated that responsible tourism improved relationships between social and regulatory stakeholders, the efficiency of human resource management, market status, operational efficiency, cost savings, and other benefits that came with responsible tourism. Moreover, (Z. Cheng & Chen, 2022) reported that the information research, experience, knowledge, emotional-cultural understanding, or deep connection to tourism attractions and resources helped motivate environmentally responsible tourism behaviors of tourists. This corresponded with the study of T.-M. Cheng et al. (2013) with indicated that tourists' emotions and feelings were positively correlated with behavioral expressions and environmental resource responsibility. Tourists could perceive the impacts of tourism on a tourist attraction making them express their awareness through responsible behavior for tourist attractions. This study integrated the factors affecting sustainable tourism behaviors. The study promoted sustainable tourism growth by encouraging tourists to be more environmentally conscious when visiting tourist destinations.

Furthermore, Stanford (2006) concluded that the factors affecting the responsible tourism behavior of tourists included the internal factors of tourists (valuing social and environmental responsibility, motive, level of ethics, cultivated culture, and the sensitivity to consider the consequences of their actions) and external factors (the interpretation of tourist attractions, guidelines for tourists, tourist management system, marketing, and provision of information to tourists).

According to a review of the previous concepts and theories, it was found that the characteristics of high-quality tourism behaviors consisted of 15 key aspects including:

- 1) Buy products/services from local merchant/provider first
- 2) Purchase products made by local people
- 3) Select services provided by local staff
- 4) Use provider having a good environmental management
- 5) Use local resources (i.e., water and electricity) economically
- 6) Give advice to local entrepreneurs to improve product
- 7) Recommend the promotion of the destination to others
- 8) Give honor (or not look down) to local people
- 9) Respect local traditions, norms, and rules
- 10) Respect place and things respected by local
- 11) Understand/accept the differences in local culture
- 12) Be careful with your body/action that may damage nature
- 13) Minimize the waste to litter as much as possible
- 14) Follow Thailand's laws and rules strictly
- 15) Dump garbage at litter place/point

Table 4.2 presents the relationship between high-quality tourism characteristics and the concepts, theories, as well as foreign case studies.

No.	Characteristics of High-quality Tourism	
4	Use provider having a sound environmental management	Striboonruang and Pimonsompong (2011) Kozak, & Kozak (2018) Andrades, & Dimanche (2018) UNWTO (2017) Amadous & Frost & Sullivan (2016) Praveetlearning (2014) C. Wub & Lo-Min Huangc (2012) Responsible Travel (2011) International Society of Travel Medicine (2010) SNV Netherlands Development Organization (2009) UNEP & UNWTO (2005) Swarbrooke (1999) Dowling (1997) Shapley (1994) Prasit (n.d.)
5	Use local resources (i.e., water and electricity) economically	/
6	Give advice for local entrepreneur to improve product	/
7	Recommend the promotion of this destination to others	/

No.	Characteristics of High-quality Tourism	Sriboonruang and Pimonsompong (2011)	Kozak, & Kozak (2018)	Andrades, & Dimanche (2018)	UNWTO (2017)	Amadeus & Frost & Sullivan (2016)	Praveetlearning (2014)	C. Wub & Lo-Min Huangc (2012)	Responsible Travel (2011)	International Society of Travel Medicine (2010)	SNV Netherlands Development Organization (2009)	UNEP & UNWTO (2005)	Swarbrooke (1999)	Dowling (1997)	Shapley (1994)	Prasit (n.d.)
8	Give honor (or not look down) to local people	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
9	Respect local traditions, norms and rules	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
10	Pay respect to place and thing respected by local	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
11	Understand/accept the difference in local culture	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

No.	Characteristics of High-quality Tourism				
12	Be careful with your body/action that may damage the nature	Sriboonruang and Pimonsompong (2011)	Kozak, & Kozak (2018)	Andrades, & Dimanche (2018)	UNWTO (2017)
13	Minimize the waste to litter as much as possible	Amadens & Frost & Sullivan (2016)	Praveetlearning (2014)	C. Wub & Lo-Min Huangc (2012)	Responsible Travel (2011)
14	Follow Thailand's laws and rules strictly	International Society of Travel Medicine (2010)	SNV Netherlands Development Organization (2009)	UNEP & UNWTO (2005)	Swarbrooke (1999)
		Dowling (1997)	Shapley (1994)	Prasit (n.d.)	

No.	Characteristics of High-quality Tourism	<p>Sriboonruang and Pimonsompong (2011)</p> <p>Kozak, & Kozak (2018)</p> <p>Andrades, & Dimanche (2018)</p> <p>UNWTO (2017)</p> <p>Amadous & Frost & Sullivan (2016)</p> <p>Praveetlearning (2014)</p> <p>C. Wub & Lo-Min Huangc (2012)</p> <p>Responsible Travel (2011)</p> <p>International Society of Travel Medicine (2010)</p> <p>SNV Netherlands Development Organization (2009)</p> <p>UNEP & UNWTO (2005)</p> <p>Swarbrooke (1999)</p> <p>Dowling (1997)</p> <p>Shapley (1994)</p> <p>Prasit (n.d.)</p>	15 Dump garbage at litter place/point
-----	---	---	---------------------------------------

4.1.3 The Results of the Characteristics of High-quality Tourists from in-Depth Interviews

The interview on high-quality tourist characteristics was an open-ended question, allowing interviewees to provide their own definitions of high-quality tourist characteristics. Interviewees included business owners and employees of government and private businesses in tourist areas. According to the interview results, the characteristics of high-quality tourists that entrepreneurs in tourist attractions expect can be concluded as follows:

4.1.3.1 Tourists with purchasing power

According to the interviewees, this group of tourists has purchasing power, does not negotiate, is willing to pay for convenience, does not hesitate to pay, decides easily and quickly, spends on many aspects to balance, does not compare product prices, does not worry when paying high prices for tourism products, balances spending in many areas (i.e., accommodations, foods, tour packages, etc.), uses high-end or quality services, prioritize the quality of goods and services over the cost, support local products, and use services managed by locals.

4.1.3.2 Well-mannered tourists

Manner refers to polite behavior and speech that a person should exhibit in society in accordance with the norms and regulations at the time. According to the interviewees, high-quality tourists must be well-mannered, respectful, polite, unassuming, friendly, good-natured, considerate, easy to care for, appropriate conduct to tourist attractions, easy, not temperamental, not noisy, not fussed, reasonable, listening to guides and locals, coexisting with other tourists without creating problem or disturbing others, adaptable, and disciplined.

4.1.3.3 Tourists with consciousness in all aspects

"Consciousness" has been defined by interviewees as (a) being responsible to society, the environment, and culture, (b) not harming the environment, art, or culture, (c) and assisting in the conservation of the areas visited. Consciousness is the state of being aware of who you are, where you are, what you want, or how you feel about something. When any behavior is expressed, it acts according to the principles of cause-and-effect and external driving forces. This is consistent with reality's principles. Consciousness is thus linked to a person's moral and ethical

qualities. Therefore, tourists must have a public consciousness, a consciousness of being a good person, and a consciousness of the environment. Tourist attractions and culture will improve or slowly deteriorate if tourists are conscious.

4.1.3.4 Tourists who have planned trips

The interviewees viewed that tourists should search for information before traveling, plan a trip, have basic knowledge and understanding of tourist attractions and products, prepare in advance, research tourist attractions and tourism activities to be visited, study the rules and regulations of the attractions, study the tourist attractions before visiting (what attractions should be visited, what kind of attractions are there, what things should be prepared for a trip, and what clothes that are suitable for those attractions). Preparation prior to a trip allows tourists to travel more smoothly and gives them a positive impression of the tourist site.

4.1.3.5 Tourists who respect the rules of attraction

Respecting the rules of tourist attractions is crucial, and tourists should respect and follow them since society has determined that it is something that everyone should do for the peacefulness of the tourist destination and tourists. Respecting an attraction's rules also includes respecting hosts and tourists, respecting other tourists, not insulting locals, following rules and restrictions, and being an honest traveler. If tourists respect and obey the hosts in that attraction, the host will not oppose and cooperate in tourism management, making the tourism run smoothly. To respect the tourist attractions and follow the regulations and restrictions, the interviewees stated that high-quality tourists must know things they should do and should not when visiting sites. Moreover, they should know how to dress appropriately for the attractions they are visiting.

4.1.3.6 Tourists who understand and are interested in the traditions, culture, and way of life of the local people

According to the interviewees, high-quality tourists must appreciate the local culture, want to learn, want to spread, not destroy the culture or traditions of the local people, understand and be ready to adapt to the culture and way of life of the local people, not do anything against the local customs and beliefs, and appreciate as well as want to see the existing thing rather than the new thing.

4.1.3.7 Tourists who understand the nature of work, products, and services of service providers

Products and services in each country are different. Interviewees described that tourists should understand the host's products and services in terms of varying prices, qualities, and standards. Tourists should not compare them to other tourist attractions that have different physical characteristics.

4.1.3.8 Educated tourists

Educated tourists refer to tourists who are educated, have a middle to high income, have a good attitude, and have a good quality of life. If tourists are educated, tourists will have knowledge in selecting quality products or services to meet their own needs and know as well as understand how to use the products and facilities to avoid damage. Foreign tourists that are educated will be able to speak in English or the native language of the tourist attractions, as well as know the purpose of their trip. Tourists travel for a variety of reasons. Tourists, for example, may come for a study trip, business discussions, negotiation, or travel in particular if they have a purpose.

4.1.3.9 Solo travelers or small groups of tourists

The interviewees described that the characteristics of high-quality tourists would be solo travelers or small groups of tourists. This was because tourists traveling alone or in small groups had more purchasing power than large families. They did not have to be economical with their journey and could stay for a long period of time (or could spend a long time traveling). Returning tourists may include health-conscious elderly people who come to relax, de-stress, or visit various Thai traditional treatment centers.

4.1.3.10 Tourists who desire to experience travel

From the interviewee's point of view, tourists seeking experiences had many types as follows: tourists who want to directly experience tourism from a tourist area, tourists who seek life experiences, tourists who want to experience traveling abroad, tourists who want to absorb the true identity of tourist attractions and communities (meaning that they want new experiences), tourists who like to do new activities (such as the experience of learning new customs and cultures, the

experience of tourism activities, the experience of eating or learning to cook the local food, and natural experiences of the attraction)

4.1.3.11 Tourists who are concerned about the safety

This kind of tourist refers to tourists who are concerned about the safety of tourist attractions, cuisines, and various tourism activities. This means the safety of tourists' life and belongings. Tourists have to take care of themselves and those around them. For example, if a tourist has a food allergy, he/she must inform the tour guide or restaurant, or when they participate in dangerous tourism activities, he/she must follow the rules of the supervisory authority.

4.1.3.12 Tourists who spread the word of mouth

This category of tourist refers to tourists who have an impression of a tourist attraction, tourist activity, or tour operator and share their experiences with friends and acquaintances in order to encourage them to travel. Tourists may express dissatisfaction with some aspects of the tourist attractions and express a desire for them to be improved. Tourists in this group advise and critique tourist attractions in order to improve tourist attractions and operators in the tourist area so that tourists are impressed.

4.1.4 Summary and Discussion of the Definitions and Characteristics of High-quality Tourists.

According to the results of a review of literature, foreign case studies, and in-depth interviews, the characteristics of high-quality tourists can be summarized as follows:

Table 4.3 The definitions and Characteristics of High-quality Tourists

Characteristics of High-quality Tourists		Literature Review	In-depth Interviews
Q1	Buy products/services from local merchant/provider first	/	/
Q2	Purchase product made by local people	/	/
Q3	Select services provided by local staff	/	/

Characteristics of High-quality Tourists		Literature Review	In-depth Interviews
Q4	Use provider having a sound environmental management	/	/
Q5	Use local resources (i.e., water and electricity) economically	/	/
Q6	Give advice for local entrepreneur to improve product	/	
Q7	Recommend the promotion of this destination to others	/	/
Q8	Give honor (or not look down) to local people	/	/
Q9	Respect local traditions, norms and rules	/	/
Q10	Pay respect to place and thing respected by local	/	/
Q11	Understand/accept the difference in local culture	/	/
Q12	Be careful with your body/action that may damage the nature	/	/
Q13	Minimize the waste to litter as much as possible	/	/
Q14	Follow Thailand's laws and rules strictly	/	/
Q15	Dump garbage at litter place/point	/	/

Table 4.3 shows that the relevant literature review covered 15 key aspects of high-quality tourists. When conducting in-depth interviews with entrepreneurs, it was found that the opinions and interview results were in accordance with the conceptual frameworks and theories from the literature review. Only the 6 points of recommendations for local entrepreneurs to improve products were not found in the interviews.

4.2 Results of the Analysis of the Components of High-quality Tourists

Exploratory factor analysis (EFA) was performed in this section to group correlated variables into one component of the survey component of high-quality tourists using statistical values. KMO and Bartlett's Test or KMO (Kaiser-Meyer-Olkin Measure of Sampling of Sampling Adequacy) was used to verify suitability. The components of high-quality tourist characteristics from a sample of 400 people were as follows:

Prior to conducting the exploratory factor analysis, the data were determined whether they were appropriate in accordance with the key preliminary agreements of the exploratory component analysis based on the values of KMO and Bartlett's Test. = 0.825 which was greater than 0.05, and Chi-Square = 3481.846, df = 105, Sig = 0.000** 0.05. It was found that 4 components were classified. All four components had a variable component weight between 0.545 and 0.883, which were greater than 0.40. Variance of sum of the variables proved to be 71.02%. Therefore, it can be stated that the exploratory component variables of the high-quality tourist characteristics had a correlation between the observable variables and the appropriate components.

The four components had the details of indicators and component weights as presented in Table 4.4.

Table 4.4 Exploratory Factor Analysis

Components of High-quality Tourist Characteristics		Factor Loading	Initial Eigenvalues	Variance Squared Loadings (%)
(A) Reducing the negative impacts of tourism			3.401	22.61%
Q12	Be careful with your body/action that may damage the nature	0.830		
Q15	Dump garbage at litter	0.802		

Components of High-quality Tourist Characteristics	Factor Loading	Initial Eigenvalues	Variance Squared Loadings (%)
place/point			
Q13 Minimize the waste to litter as much as possible	0.792		
Q4 Use provider having sound environmental management	0.697		
Q5 Use local resources (i.e., water, electricity) economically	0.545		
(B) Respecting tourism areas		2.948	19.66%
Q8 Give honor (or not look down) to local people	0.883		
Q11 Understand/accept the difference in local culture	0.829		
Q10 Pay respect to place and thing respected by local	0.823		
(C) Supporting local people		2.641	17.61%
Q1 Buy products/services from local merchant/provider first	0.775		
Q3 Select services provided by local staff	0.737		
Q2 Purchase product made by local people	0.731		
Q14 Follow Thailand's laws and rules strictly	0.591		
Q9 Respect local traditions, norms, and rules	0.581		
(D) Supporting sales and marketing		1.671	11.14%
Q6 Give advice to local	0.811		

Components of High-quality Tourist Characteristics	Factor Loading	Initial Eigenvalues	Variance Squared Loadings (%)
entrepreneur to improve product			
Q7 Recommend the promotion of this destination to others	0.713		
KMO and Bartlett's Test = 0.825			
Chi-Square = 3481.846, df = 105, Sig = 0.000** < 0.05			
(Cumulative % of Eigenvalues) Variance of sum of the variables = 71.02%			

Component 1 consisted of 5 indicators which had component weights between .545 - .830. This component was called “reducing the negative impacts of tourism”. It comprised the following indicators: “be careful with your body/action that may damage the nature”, “dump garbage at litter place/point”, “minimize the waste to litter as much as possible”, “use provider having a sound environmental management”, and “use local resources (i.e., water and electricity) economically”. This component had an Eigenvalue of 3.401 (>1.00) and a percentage at which each component could account for the variation of 22.61 percent.

Component 2 comprised 3 indicators, which had component weights between .823 - .833. This component was named “respecting tourism areas”. The mentioned 3 indicators included “give honor (or not look down) to local people”, “understand/accept the difference in local culture”, and “pay respect to place and thing respected by local”. This component had an Eigenvalue of 2.948 (>1.00) and had a percentage at which each component could account for the variation of 19.66 percent.

Component 3 included 5 indicators which had component weights between .581 – .775. This component was termed as “supporting local people” and had indicators as follows: “buy products/services from local merchant/provider first”, “select services provided by local staff”, “purchase product made by local people”, “follow Thailand’s laws and rules strictly” and “respect local traditions, norms, and

rules”. This component had an Eigenvalue of 2.641 (>1.00) and had a percentage at which each component could account for the variation of 17.61 percent.

Component 4 included 2 indicators which had component weights between .713 – .811. This component was called “supporting sales and marketing”. It comprised the indicators as follows: “give advice to local entrepreneurs to improve the product”, and “recommend the promotion of this destination to others”. This component had an Eigenvalue of 1.671 (>1.00) and a percentage at which each component could account for the variation of 11.14 percent.

The degrees of reliability and consistency of all 4 components together with their indicators of high-quality tourists depend on the Eigenvalue, percent variance, and alpha coefficient (confidence value).

According to Table 4.4, all components had an Eigenvalue greater than 1 which indicates a reliable component. All components had a cumulative percent variance of 71.02, which was considered to be of very good internal consistency.

4.3 Summary and Discussion of the Definitions, Characteristics and Components of High-quality Tourists

In chapter 4, the data analyses were divided into 2 stages: 1) a review of the literature and in-depth interview to identify the characteristics of high-quality tourists, and 2) the data analysis of the questionnaire using exploratory factor analysis.

According to a review of the literature and in-depth interview, it was found that the definitions and characteristics of high-quality tourists consisted of 15 key aspects including:

- 1) Buy products/services from local merchant/provider first
- 2) Purchase products made by local people
- 3) Select services provided by local staff
- 4) Use provider having a sound environmental management
- 5) Use local resources (i.e., water and electricity) economically
- 6) Give advice to local entrepreneurs to improve product
- 7) Recommend the promotion of this destination to others
- 8) Give honor (or not look down) to local people

- 9) Respect local traditions, norms, and rules
- 10) Pay respect to place and thing respected by local
- 11) Understand/accept the difference in local culture
- 12) Be careful with your body/action that may damage nature
- 13) Minimize the waste to litter as much as possible
- 14) Follow Thailand's laws and rules strictly
- 15) Dump garbage at litter place/point

According to the exploratory component analysis of high-quality tourists, all 15 key aspects can be grouped into 4 components:

- 1) Component 1: "Reducing negative impacts from tourism" consisted of 5 observable variables with component weights between .545 and .830.
- 2) Component 2: "Respecting tourism areas" comprised 3 observable variables having component weights between .823 and .833.
- 3) Component 3: "Supporting local people" had 5 observable variables which had component weights between .581 and .775.
- 4) Component 4: "Supporting sales and marketing" consisted of 2 observable variables having component weights between .713 and .811.

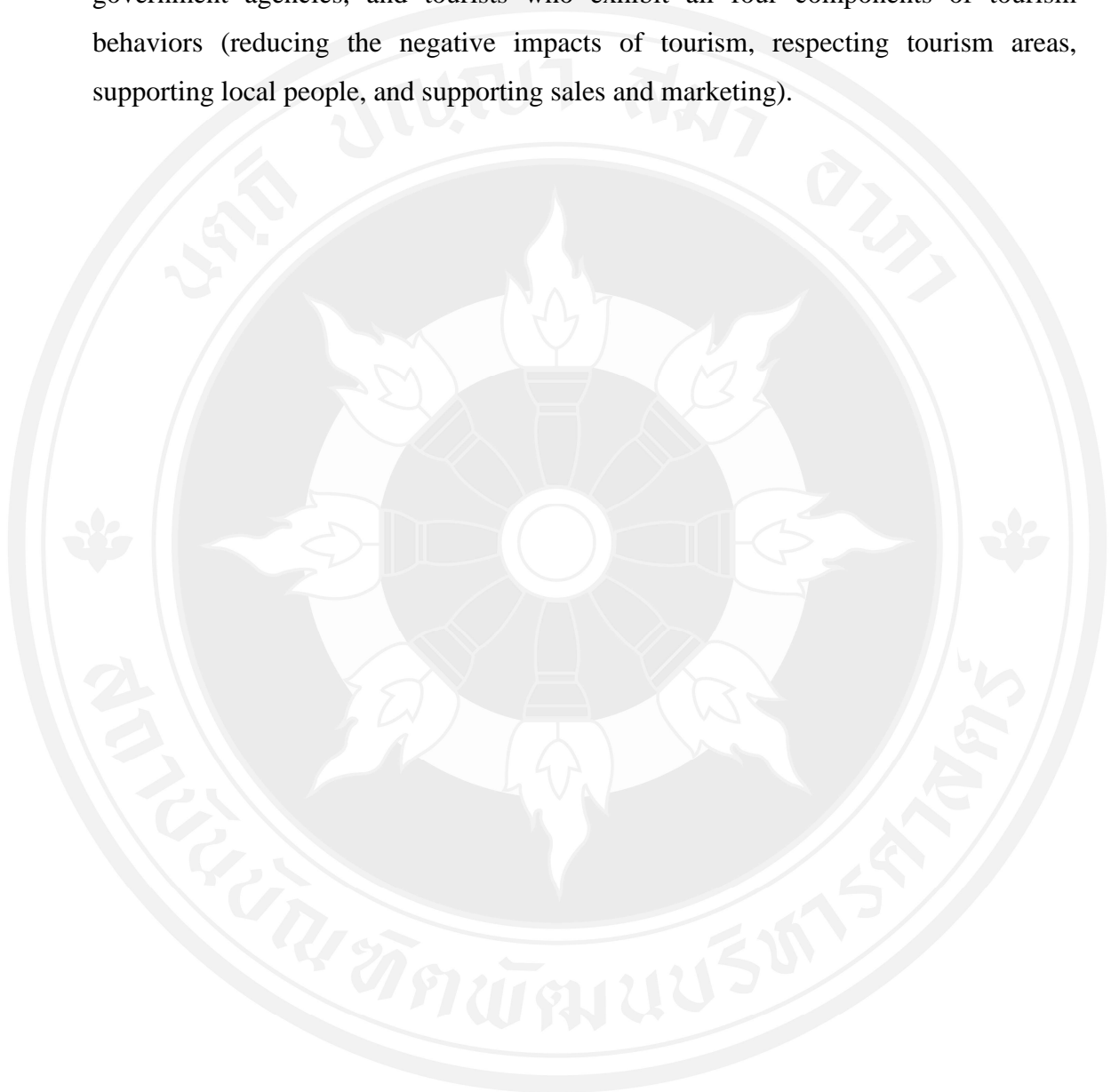
The four components described the variance of high-quality tourist characteristics accounting for 71.02% and had a coefficient weight between 0.40 – 0.93, which agreed with the empirical data.

The analysis of the definitions and characteristics reflects the differences in the tourism behaviors of high-quality tourists. This is consistent with the concept of Andrades and Dimanche (2018) which stated that high-quality tourists were a group of tourists who had specific preferences and interests and made different purchasing decisions in tourism products and services. Such a study was in line with the concept of Andrades and Dimanche (2018) that the tourism behavior of high-quality tourists would explore exotic destinations, buy unique products and services, be interested in novel tourism activities, and enjoy a calm holiday till they had a better quality of life.

The results of the classification of high-quality tourist characteristics were divided into four components. The first component (component A) was "reducing the negative impact from tourism which had tourism behaviors as follows: "be careful with your body/action that may damage the nature", "dump garbage at litter

place/point”, “be careful with your body/action that may damage the nature”, “dump garbage at litter place/point”, “minimize the waste to litter as much as possible”, “use provider having a sound environmental management” and “use local resources (i.e., water and electricity) economically”. This agreed with the concept of Rittakhon (2014) which categorized the key characteristics of high-quality tourists as experienced high-quality tourists who focused on new experiences that provided a memorable experience and add value to each travel trip. The second component (component B) was “respecting tourism areas”. This component described the tourism behaviors as “give honor (or not look down) to local people”, “understand/accept the difference in local culture”, and “pay respect to place and thing respected by local”. This was consistent with The Tourism Authority of Thailand (2018), which grouped Thai tourists who had high quality and potential in spending based on their psychological characteristics as a "Journey Up Close" group, who wanted a unique experience in regions they had never experienced. These tourists traveled to escape the hustle and bustle of modern life and to learn about the lifestyles of the locals. The third component (component C) was “supporting local people”. This component explained the tourism behaviors as the tourists who “buy products/services from local merchants/providers first”, “select services provided by local staff”, “purchase products made by local people”, “follow Thailand’s laws and rules strictly” and “respect local traditions, norms, and rules”. This group of tourists had tourism behaviors in line with the concept of Oates (2016) which defined high-quality tourists as a “culture-conscious group” that wanted to learn the values of culture, arts, unique shows of stories, and traditional luxury features. The fourth component (component D) was “supporting sales and marketing”. This component described the tourist behaviors who “give advice to local entrepreneurs to improve the product”, and “recommend the promotion of this destination to others”. This was related to other concepts of Oates (2016), which presented the characteristics of high-quality tourists as an “expertise group” which was a group of high-quality tourists who prioritized knowledge of a product or service in terms of tour management, services during tourism, provision of comparative advice, responding unique needs, and management of problems quickly and efficiently.

The results of this study have revealed important guidelines that are suitable for the development of marketing strategies for tourist attractions in Thailand on a variety of issues. Marketing strategies to promote high-quality tourism should focus on the promotion of stakeholders such as tourism businesses, tourist attractions, government agencies, and tourists who exhibit all four components of tourism behaviors (reducing the negative impacts of tourism, respecting tourism areas, supporting local people, and supporting sales and marketing).



CHAPTER 5

THE ANALYSIS RESULTS OF FACTORS INFLUENCING HIGH-QUALITY TOURISTS AND ANALYZE THE PREFERENCES AND DECISIONS OF HIGH-QUALITY TOURISTS

This chapter presents the results of analyses according to research objective 2 which aims to analyze the demographic factors, tourist's travel motivation and tourist behaviors influencing high-quality tourists and analyze the preferences and decisions of high-quality tourists. The results were analyzed using descriptive statistics including mean, standard deviation, and distribution coefficient. The chapter is divided into 5 issues:

- 5.1 General Information of High-quality Tourist
- 5.2 The Analysis Results of Factors Influencing High-quality Tourists
- 5.3 Preferences of High-quality Tourists
- 5.4 Decision-making of High-quality Tourists
- 5.5 Summary and Discussion of High-Quality Tourist

5.1 General Information of High-quality Tourist

This section presents the analysis results of high-quality tourist characteristics based on demographic factors, tourist's travel motivation and tourist behaviors. The analysis was conducted using descriptive statistics, i.e., frequency and percentage.

5.1.1 Profiles of High-quality Tourist

The personal data collection of 400 tourist samples revealed that females outnumbered males. The number of females and males accounted for 53.50% and 46.50, respectively. The majority of tourists (53.50 percent) were between the ages of 23 and 36, followed by those between the ages of 15 and 22 (28.00%). Most of these samples were Chinese (46.50%), followed by Russian (12.75%), and were single

(67.00%), followed by married (31.00%). Tourists who hold a bachelor's degree accounted for 67.50%, followed by below a bachelor's degree (17.50%). In addition, most of the tourist samples were students (37.00 percent), followed by housewives (21.00%). Tourists earning less than \$10,000 yearly/per household accounted for 41.75%, followed by \$10,000 - \$29,999 yearly/per household (34.75%). Table 5.1 shows the mean, standard deviation, distribution coefficients of the statistics, and level of opinion toward the characteristics of tourists.

Table 5.1 Frequency and Percentage of the High-quality Tourist Classified by Demographic Factors

Demographic Factors	Frequency	Percentage
Gender		
Male	186	46.50
Female	214	53.50
Total	400	100.00
Age (years old)		
15 - 22	112	28.00
23 - 36	214	53.50
37 - 56	66	16.50
57 - 72	5	1.25
More than 73	3	0.75
Total	400	100.00
Nationality		
Australian	7	1.75
Chinese	186	46.50
English	2	0.50
German	2	0.50
Hong Kong people	11	2.75
Indian	13	3.25
Indonesian	12	3.00
Italian	2	0.50

Demographic Factors	Frequency	Percentage
Japanese	46	11.50
Korean	6	1.50
Malaysian	4	1.00
New Zealander	1	0.25
Filipino	18	4.50
Russian	51	12.75
Singaporean	12	3.00
Spaniard	1	0.25
Taiwanese	14	3.50
Turk	2	0.50
Brit	4	1.00
Vietnamese	6	1.50
Total	400	100.00
Marital Status		
Single	268	67.00
Married	124	31.00
Divorce	8	2.00
Total	400	100.00
Education Attained		
Below bachelor's degree	70	17.50
Bachelor's degree	270	67.50
Above bachelor's degree	60	15.00
Total	400	100.00
Occupation		
Government officer	60	15.00
Student	148	37.00
Business owner	65	16.25
Unemployed	10	2.50
Self-employed	33	8.25
Housewife	84	21.00

Demographic Factors	Frequency	Percentage
Total	400	100.00
Annual Income (yearly/per household)		
Less than \$10,000	167	41.75
\$10,000 - \$29,999	139	34.75
\$30,000 - \$49,999	62	15.50
\$50,000 - \$99,999	20	5.00
\$100,000 - \$349,999	10	2.50
More than \$350,000	2	0.50
Total	400	100.00

5.1.2 Tourist's Travel Motivation of High-quality Tourist

This section examines tourist's travel motivations which were divided into 2 main factors: push factors consisting of 5 aspects (novelty, escape, relaxation, relationship, and self-development) and pull factors consisting of 7 aspects (food, shopping, culture, people, convenience, infrastructure, and travel activity).

The data collection of 400 samples showed that, overall, high-quality tourists placed the importance of travel motivation at an important level (mean of 4.67). When considering each aspect, it was found that the importance of travel motivation in terms of pull factors and push factors were all at an important level, with an average of 4.72 and 4.58, respectively. For push factors, the importance of four aspects (novelty, relaxation, relationship, and self-development) was at an important level with averages of 5.06, 4.68, 4.39, and 4.28, respectively, whereas the aspect of escape had the importance at a rather important level with an average of 4.25. The importance of pull factors consisting of culture, food, people, shopping, convenience, travel activity, and infrastructure was all at an important level, with averages of 5.06, 5.01, 4.81, 4.73, 4.60, 4.45, and 4.35, respectively.

When considering the push factors individually, the results were as follows:

In the aspects of novelty, high-quality tourists placed their importance at an important level. The highest priority was "to explore new experience" (mean of 5.09), followed by "to discover yourself" (mean of 5.04).

In the aspects of escape, high-quality tourists placed their importance at an important level and a rather important level. The highest priority was “to escape from a busy environment” (mean of 4.54), followed by “to be away from bad weather conditions at your place of residence” (mean of 3.97).

In the aspects of relaxation, most high-quality tourists placed their importance at the important level. The highest priority was “to relax from stress (mean of 5.22), followed by “to recharge your energy/willpower” (mean of 4.81).

In the aspects of relationships, high-quality tourists placed their importance at the important and rather important levels. The highest priority was “to restore/strengthen relationship” (mean of 4.48), followed by “to reward your family” (mean of 4.30).

In the aspects of self-development, all of them were placed at a rather important level. The most significant aspect was “to share travel story with others” (mean of 4.28).

When considering the pull factors individually, the results were as follows:

In the aspects of food, most high-quality tourists placed the importance of these aspects at an important level. The most important aspect was Thai fruit (mean of 5.27), followed by Thai food/dish (mean of 5.23).

In the aspects of shopping, all aspects were placed at an important level. The highest priority was Thai products (mean of 4.84), followed by a paradise of shopping (mean of 4.61)

In the aspects of culture, high-quality tourists placed their importance at an important level. The most important aspect was Thai culture (mean of 5.19), followed by Thai art (mean of 4.93)

In the aspects of culture people, high-quality tourists placed all aspects at an important level. The highest priority was Thai hospitality staff (mean of 5.12), followed by Thai people (mean of 4.66).

In the aspects of convenience, they were placed at an important level. The most significant aspect was “ease of entry (VISA)” (mean of 4.85), followed by “living convenience” (mean of 4.68).

In the aspects of infrastructure, high-quality tourists placed all infrastructure aspects at an important level. The most significant aspect was infrastructure in Thailand (mean of 4.35).

In the aspects of travel activity, they were placed at an important level and a rather important level. The highest priority was “relax atmosphere” (mean of 4.87), followed by a variety of travel activities (mean of 4.50).

The standard deviations (S.D.) of the variables of the tourist travel motivations were between 0.87 and 1.89, indicating that the data were slightly distributed to quite high or showing a small to a relatively large difference in information.

Table 5.2 depicts the means and standard deviations of high-quality tourist samples classified by travel motivations

Table 5.2 The Mean and Standard Deviation of the High-quality Tourist Classified by Tourist’s Travel Motivation

Items	\bar{X}	S.d.	Definitions
Push factors			
Novelty			
1. To discover yourself	5.04	1.35	Important
2. To explore new experience	5.09	1.12	Important
Overall novelty	5.06	0.95	Important
Escape			
3. To escape from busy environment	4.54	1.46	Important
4. To be away from bad weather condition at your place of residences	3.97	1.89	Rather important
Overall escape	4.25	1.49	Rather important
Relaxation			
5. To recharge your energy/willpower	4.81	1.40	Important
6. To relax from stress	5.22	1.05	Important
7. To rejuvenate your health	4.26	1.76	Rather important
8. To reward yourself	4.43	1.59	Important
Overall relaxation	4.68	1.09	Important

Items	\bar{X}	S.d.	Definitions
Relationship			
9. To restore/strengthen relationship	4.48	1.70	Important
10. To reward your family	4.30	1.79	Rather important
Overall relationship	4.39	1.55	Important
Self-development			
11. To share travel story with others	4.28	1.69	Rather important
Overall self-development	4.28	1.69	Rather important
Overall push factors	4.58	1.04	Important
Pull factors			
Food			
1. Thai food/dish	5.23	1.21	Important
2. Healthy food	4.55	1.55	Important
3. Thai fruit	5.27	1.10	Important
Overall food	5.01	0.95	Important
Shopping			
4. Thai product	4.84	1.41	Important
5. Paradise of shopping	4.61	1.45	Important
Overall shopping	4.73	1.14	Important
Culture			
6. Thai art	4.93	1.38	Important
7. Thai culture	5.19	1.18	Important
Overall culture	5.06	1.07	Important
People			
8. Thai people	4.66	1.50	Important
9. Thai lifestyle	4.64	1.56	Important
10. Thai hospitality staff	5.12	1.13	Important
Overall people	4.81	1.06	Important
Convenience			
11. Living convenience	4.68	1.40	Important
12. Ease of entry (VISA)	4.85	1.46	Important

Items	\bar{X}	S.d.	Definitions
13. Ease of travel to neighboring countries	4.26	1.72	Rather important
Overall convenience Infrastructure	4.60	1.23	Important
14. Infrastructure in Thailand	4.35	1.67	Important
Overall infrastructure Travel activities	4.35	1.67	Important
15. Variety of travel activities	4.50	1.52	Important
16. Funny entertainment	4.26	1.62	Rather important
17. Professional wellness and medical services	4.18	1.74	Rather important
18. Relax atmosphere	4.87	1.43	Important
Overall travel activities	4.45	1.12	Important
Overall pull factors	4.72	0.88	Important
Total	4.67	0.87	Important

5.1.3 Tourist Behaviors of High-quality Tourist

According to analyzing the data collected from 400 high-quality tourists, most tourists have never been to Thailand before (64.25%). Most of them had experience traveling abroad with group tours (accounting for 69.50%). The majority of them stayed in Thailand for 6-10 days (56.75%), followed by 2-5 days (34.25%). Most tourists visited Thailand with friends (accounting for 60.75%), followed by family (35.25%). High-quality tourists who flew with regular airlines/scheduled flights accounted for 92.50% whereas those who flew with charter flights accounted for 7.50%. The majority of accommodations they stayed in were budget hotels (31.00%), followed by resorts (25.25%). The cost of traveling to Thailand was mostly less than \$1,000 (accounting for 49.25), followed by \$1,000 - \$2,999 (accounting for 31.50%). The results are summarized in Table 5.3.

Table 5.3 Frequency and Percentage of the High-quality Tourist Classified by Tourist Behaviors

Tourist Behaviors	Frequency	Percentage
Have you ever visited Thailand before this trip?		
No, never	257	64.25
Yes	143	35.75
Average number of visits		3.09
Total	400	100.00
Do you have experience of traveling abroad without a group tour?		
No	278	69.50
Yes	122	30.50
Total	400	100.00
How long is your current trip in Thailand? (Days)		
2-5	137	34.25
6-10	227	56.75
11 or more	36	9.00
Average number of days		7.88
Total	400	100.00
Whom do you travel abroad with, usually? (Answer can be more than 1)		
Alone	51	12.75
Friends	243	60.75
Couple	96	24.00
Family	141	35.25
Relatives	8	2.00
Friends in Office	9	2.25
What type of air flight did you come to Thailand this time?		
Regular airline/scheduled flight	370	92.50
Charter flight	30	7.50

Tourist Behaviors	Frequency	Percentage
Total	400	100.00
What type of accommodation do you stay during this trip? (Answer can be more than 1)		
Boutique Hotel	93	23.25
Budget Hotel	124	31.00
Resort	101	25.25
Guesthouse	30	7.50
Luxury Hotel (5-6 stars)	40	10.00
Mid-level Hotel (3-4 stars)	72	18.00
Full-service Villa	54	13.50
Approximately, how much did you spend on your entire visiting Thailand? (per person and excluding your airfare)		
Less than \$1,000	197	49.25
\$1,000 - \$2,999	126	31.50
\$3,000 or more	77	19.25
Average amount spent	2,177.94 \$	
Total	400	100.00

5.2 The Analysis Results of Factors Influencing High-quality Tourists

This section presents the analysis results of the relationships between high-quality tourist and demographic factors, tourist's travel motivation and tourist behaviors. The data were analyzed using descriptive statistics (frequency and percentage).

5.2.1 High-quality Tourist and Demographic Factors

This study examines the relationship between demographic factors and the characteristics of high-quality tourists. A group of demographic factors (sex, age, nationality, marital status, educational level, occupation, and income level) was defined as independent variables. Meanwhile, tourist characteristics were defined as

dependent variables to determine whether different demographic factors affected tourist characteristics differently according to the following hypotheses:

Hypothesis 1: High-quality tourists with different demographic factors (gender, age, nationality, marital status, educational level, occupation, and income level) had different tourist characteristics.

Under this hypothesis, the statistics for the analysis were divided into two components. The first component was gender and marital status. It was testing the difference in means between two groups of populations that were independent of each other. The statistic used in the analysis was the independent sample t-test at a significance level of 0.05. Initially, the difference between the variances of the two groups was tested using Levene's test. If the test results showed that the variances of the two groups were not different, the value of "equal variances assumed" was used. If the results showed that the variances of the two groups were different, the value of "equal variances not assumed" was used. The second component was age, nationality, education level, occupation, and income level. This component was to test the difference between the means of two or more population groups. The statistic used in the analysis was one-way analysis of variance (one-way ANOVA) at a significance level of 0.05. Initially, the difference between the variances of each group was tested using the Levene statistic. If the variances in each group were equal, the F-test was used to test the mean. If the variances in each group were not equal, the Brown-Forsythe statistic was used to test the mean at a statistical significance of 0.05. If at least one mean pair was different, a multiple comparison was conducted using the Least Significant Difference (LSD) test in the case the variances were equal and using Dunnett's T3 test method in the case of unequal variances to determine which pair of mean differed at a statistical significance level of 0.05.

The results of the sub-hypothesis test under hypothesis 1 were as follows:

5.2.1.1 Hypothesis 1.1: Different genders of high-quality tourists had different tourist characteristics.

Table 5.4 The Variance Test Results of Tourist Characteristics and Genders

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	6.751	0.010

As per Table 5.4, as the test results for the variances of the characteristics of tourists for males and females were different, the statistical values of “equal variances not assumed” were used as shown in Table 5.5.

Table 5.5 The t-test Results of the Difference in Characteristics of Tourists Classified by Genders

Variable	Male (n = 186)		Female (n = 214)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
	Characteristics of tourists	4.28	0.53	4.25		

Table 5.5 shows that the characteristics of male and female tourists were not different at a statistical significance level of 0.05

5.2.1.2 Hypothesis 1.2: High-quality tourists with different ages had different tourist characteristics.

Table 5.6 The Variance Test Results of Tourist Characteristics Classified by Ages

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	3.290*	.038

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

According to Table 5.6, the Levene Statistic Test results to test the variance of the characteristics of tourists in each age group showed that the variances of the age groups were different. Therefore, the hypothesis was tested using Brown Forsythe statistics as shown in Table 5.7.

Table 5.7 The Results of Testing the Difference in Tourist Characteristics Classified by Ages using Brown-Forsythe Test

Age	n	\bar{X}	S.D.	Brown-Forsythe	Sig.
15-22 years old	112	4.30	0.47	0.992	0.372
23-36 years old	214	4.26	0.50		
Over 36 years old	74	4.20	0.46		

Table 5.7 shows that high-quality tourists who had different ages had no difference in tourist characteristics at a statistical significance level of 0.05.

5.2.1.3 Hypothesis 1.3: High-quality tourists with different nationalities had different tourist characteristics.

Table 5.8 The Variance Test Results of Tourist Characteristics Classified by Nationalities

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	0.459	0.633

According to Table 5.8, the Levene Statistic Test results to test the variance of the characteristics of tourists in each nationality group indicated that the variance of the nationality groups were not different. Hence, the hypothesis was tested using F-test (one way of analysis of variance) as shown in Table 5.9.

Table 5.9 The Results of Testing the Differences in Tourist Characteristics Classified by Nationalities Using F-test

Nationalities	n	\bar{X}	S.D.	F	Sig.
Chinese	186	4.31	0.45	22.736**	0.000
Japanese	46	3.94	0.50		
Russian	51	4.55	0.40		

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

According to Table 5.9, high-quality tourists with different nationalities were different in tourist characteristics at a statistical significance level of 0.01. Therefore, the level of difference in tourist characteristics in individual pairs was tested using the Least Significant Difference test to determine which pairs' means in each nationality group were different at a statistical significance level of 0.05, as shown in Table 5.10.

Table 5.10 The Results of the Comparison of Individual Pairs of Tourist Characteristics Classified by Nationalities Using the Least Significant Difference Test

Nationalities	\bar{X}	The Differences in Means of Tourist Characteristics		
		(1)	(2)	(3)
(1) Chinese	4.31	-	0.37**	-0.25**
(2) Japanese	3.94		-	-0.61**
(3) Russian	4.55			-

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

As per Table 5.10, when testing the differences between tourist characteristics classified by nationalities in individual pairs, it was found that nationality groups that were significantly different at a 0.01 level were as follows: 1) high-quality Chinese tourists had more tourist characteristics than high-quality Japanese tourists, and 2) high-quality Russian tourists had more tourist characteristics than high-quality Chinese and Japanese tourists.

5.2.1.4 Hypothesis 1.4: High-quality tourists with different marital statuses had different tourist characteristics

Table 5.11 The Variance Test Results of Tourist Characteristics and Marital Statuses

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	0.321	0.572

From Table 5.11, the variance test results for single and married tourist characteristics were not different. Therefore, statistical values in the box “equal variances assumed” were used (see Table 5.12).

Table 5.12 The Results of the Variance Test of Tourist Characteristics and Marital Statuses

Variable	Single (n = 268)		Married (n = 124)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
	Characteristics of tourists	4.25	0.47	4.26		

As per table 5.12, the variance test results of tourist characteristics classified by marital statuses indicated that single and married tourist characteristics were not different at a statistical significance level of 0.05.

5.2.1.5 Hypothesis 1.5: High-quality tourists with different education levels had different tourist characteristics.

Table 5.13 The Variance Test Results of Tourist Characteristics Classified by Education Levels

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	8.893**	0.000

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

According to Table 5.13, Levene Statistic Test results to test the variance of tourist characteristics in each education level group indicated that the variances of the education level group were different. Therefore, hypothesis 1.5 was tested using the Brown Forsythe statistics as shown in Table 5.14.

Table 5.14 The Results of Testing the Differences in Tourist Characteristics Classified by Education Level Using Brown Forsythe Test

Education Attained	n	\bar{X}	S.D.	Brown-Forsythe	Sig.
Below bachelor's degree	70	4.05	0.61	9.021**	0.000
Bachelor's degree	270	4.33	0.43		
Above bachelor's degree	60	4.20	0.44		

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

Table 5.14 shows that high-quality tourists with different levels of education were significantly different in tourist characteristics at a statistical significance level of 0.01. Therefore, the differences in tourist characteristics were

tested on an individual pair basis using Dunnett's T3 test to determine which pairs' means were significantly different at a statistical significance level of 0.05 in each education level group as shown in Table 5.15.

Table 5.15 The Results of Individual Pairs' Comparison of Tourist Characteristics Classified by Education Levels Using Dunnett's T3 Test

Education Levels	\bar{X}	The Differences in Means of Tourist Characteristics		
		(1)	(2)	(3)
(1) Under bachelor's degree	4.05	-	-0.29**	-0.15
(2) Bachelor's degree	4.33			0.13
(3) Above bachelor's degree	4.20			-

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

As shown in Table 5.15, when testing the differences in individual pairs' tourist characteristics classified by education level, it was found that the high-quality tourists with under bachelor's degree had fewer tourist characteristics than high-quality tourists with bachelor's degree at a statistical significance level of 0.01. Apart from this, no significant difference was found at a statistical significance level of 0.05.

5.2.1.6 Hypothesis 1.6: High-quality tourists with different occupations had different tourist characteristics.

Table 5.16 The Variance Test Results of Tourist Characteristics Classified by Occupations

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	2.197	0.069

As shown in Table 5.16, the Levene Statistic test to test the variance of tourist characteristics classified by occupations showed that the variances of the occupation groups were not different. Therefore, hypothesis 1.6 was tested using the F-test (one way of analysis of variance) statistic as shown in Table 5.17.

Table 5.17 The Results of Testing the Differences in Tourist Characteristics Classified by Occupations Using F-test

Occupations	n	\bar{X}	S.D.	F	Sig.
Government Officer	60	4.25	0.44	3.333*	0.011
Student	148	4.30	0.46		
Business Owner	65	4.22	0.51		
Self-employed	33	4.03	0.37		
Housewife	84	4.36	0.53		

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

Table 5.17 shows that high-quality tourists with different occupations had different tourist characteristics at a statistical significance level of 0.05. Therefore, the differences in tourist characteristic levels were tested in pairs using the Least Significant Difference test to determine which pairs' means differed statistically at a significance level of 0.05 in each occupation group, as shown in Table 5.18.

Table 5.18 The Results of Individual Pairs' Comparison of Tourist Characteristics Classified by Occupations Which were Tested Using the Least Significant Difference Test

Occupations	\bar{X}	The Differences in Means of Tourist Characteristics				
		(1)	(2)	(3)	(4)	(5)
		(1) Government officer	4.25	-	-0.05	0.03
(2) Student	4.30		-	0.08	0.27**	-0.06
(3) Business owner	4.22			-	0.19	-0.15
(4) Self-employed	4.03				-	-0.33**
(5) Housewife	4.36					-

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

According to Table 5.17, when testing the differences in individual pairs' tourist characteristics classified by occupations, it was found that groups of high-quality tourists with the government officer, student, and housewife careers had the greater differences in tourist characteristics than self-employed high-quality tourists, at statistical significance levels of 0.05 and 0.01. Apart from this, no significant difference was found at a statistical significance level of 0.05.

5.2.1.7 Hypothesis 1.7: Tourists with different income levels had different tourist characteristics.

Table 5.19 The Variance Test Results of Tourist Characteristics Classified by Income Levels

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	0.619	0.603

From Table 5.19, results of Levene statistic test to test the variance of tourist characteristics in each income level group indicated that the variances of the income level groups were not different. Therefore, hypothesis 1.7 was using the F-test (one way of analysis of variance) as shown in Table 5.20.

Table 5.20 The Results of Testing the Differences in Tourist Characteristics Classified by Income Levels Using F-test

Income Levels	n	\bar{X}	S.D.	F	Sig.
Less than \$10,000	167	4.27	0.48	0.097	0.962
\$10,000 - \$29,999	139	4.26	0.52		
\$30,000 - \$49,999	62	4.24	0.42		
\$50,000 or more	32	4.24	0.49		

Table 5.20 shows that tourists with different income levels had no difference in tourist characteristics at a statistical significance level of 0.05.

5.2.1.8 Summary of the results of testing hypothesis 1

The test results of hypothesis 1 were classified by demographic factors: gender, age, nationality, marital status, educational level, occupation, and income level. It was found that high-quality tourists with different nationalities, educational levels, and occupations had different tourist characteristics as detailed in Table 5.21.

Table 5.21 The Summary of the Test Results of Hypothesis 1

Demographic Factors	Tourist Characteristics					Results
	Mea n	Std Dev	T / F	Sig		
Genders	Male	4.28	0.53	0.696	0.487	Not different
	Female	4.25	0.44			
Ages	15-22 years old	4.30	0.47	0.992	0.372	Not different
	23-36 years old	4.26	0.50			
	Over 36 years old	4.20	0.46			

		Tourist Characteristics				
Demographic Factors		Mea n	Std Dev	T / F	Sig	Results
Nationalities	Chinese	4.31	0.45			
	Japanese	3.94	0.50	22.736**	0.000	Different
	Russian	4.55	0.40			
Education levels	Below bachelor's degree	4.05	0.61			
	Bachelor's degree	4.33	0.43	9.021**	0.000	Different
	Above bachelor's degree	4.20	0.44			
Marital statuses	Single	4.25	0.47	-0.109	0.913	Not different
	Married	4.26	0.52			
Occupations	Government officer	4.25	0.44			
	Student	4.30	0.46	3.333*	0.011	Different
	Business owner	4.22	0.51			
	Self-employed	4.03	0.37			
	Housewife	4.36	0.53			
Income levels	Less than \$10,000	4.27	0.48			
	\$10,000 - \$29,999	4.26	0.52	0.097	0.962	Not different
	\$30,000 - \$49,999	4.24	0.42			
	\$50,000 or more	4.24	0.49			

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

This study revealed that the nationalities of high-quality tourists impacted tourist characteristics. This outcome was consistent with a study by Pizam and Sussmann (1995) which reported that in the past all tourists were viewed as the same regardless of nationality. However, their study on behaviors of tourists from four nationalities comprising Japanese, French, Italian, and American showed that 18 out of 20 behavioral characteristics were significantly different between the four nationalities. Japanese tourists were regarded as the most special and different. Field N. Chen and Hsu (2021) study supported that Japanese tourists had the most positive tourist characteristics and behaviors.

For personal factors of education level, the results were consistent with the study of Casey and Scott (2006) which reported that the high-quality tourists with different education levels had statistically significant differences in tourist characteristics. A study by Dolnicar, Crouch, and Long (2008) further described that besides the education level, the occupation also had a positively significant impact on tourist characteristics.

5.2.2 The Relationship between Tourist's Travel Motivations and High-Quality Tourist Characteristics

In this topic, variables were divided into 2 groups: independent and dependent variables. Independent variables were data of tourist's travel motivations which consisted of push factors and pull factors. Push factors included 5 aspects: novelty, escape, relaxation, relationship, and self-development. Pull factors consisted of seven aspects: foods, shopping, culture, people, convenience, infrastructure, and travel activities. Dependent variables were tourist characteristics used to test whether different tourist's travel motivation affected different tourist characteristics according to the second assumption as follows:

Hypothesis 2: High-quality tourists who had different tourist's travel motivations which consisted of push factors (novelty, escape, relaxation, relationship, self-development) and pull factors (foods, shopping, culture, people, convenience, infrastructure, and travel activities) had different tourist characteristics.

Testing tourist characteristics by classifying data of tourist's travel motivations was to test the differences between the means of two or more population

groups using a one-way analysis of variance (one-way ANOVA) at a significance level of 0.05. Initially, the difference between the variances of each group was tested using Levene Statistic. If the variances in each group were equal, the F-test was then used to test the mean. If the variances in each group were not equal, then the Brown-Forsythe test was used to test the mean by determining the statistical significance at the 0.05 level. If there was at least one pair that differed from each other, in the case of equal variance, it would be conducted multiple comparisons using the Least Significant Difference test. In the case of unequal variances, Dunnett's T3 test was used to determine which pairs of means differed at a statistical significance level of 0.05.

For the tourist's travel motivations factor, the researchers re-weighted the descending importance to test the second hypothesis. The scores were as follows:

Importance levels	Scores	New importance levels
Important	5-6	High
Rather important and rather unimportant	3-4	Moderate
Not important and not important at all	1-2	Low

The valuation criteria are based on the Likert model. The new average criteria are considered as follows:

Average score between	4.35-6.00	refers to	High
Average score between	2.67-4.34	refers to	Moderate
Average score between	1.00-2.66	refers to	Low

After re-determining the valuation criteria for tourist's travel motivations factor of high-quality tourists, the hypothesis that high-quality tourists with different tourist's travel motivations had different tourist characteristics was tested.

The results of testing the sub-hypothesis under hypothesis 2 were as follows:

5.2.2.1 Hypothesis 2.1: High-quality tourists with different tourist's travel motivations in the aspect of novelty had different tourist characteristics.

Table 5.22 The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Novelty

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	2.214	0.111

Table 5.22 depicts the Levene Statistic test results to test the variance of tourist characteristics in each group of novelty tourist's travel motivations. It showed that the variances of the groups of tourist's travel motivations in the aspect of novelty were not different. Therefore, hypothesis 2.1 was tested using the F-test (one way of analysis of variance). The results are shown in Table 5.23.

Table 5.23 The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Novelty Using F-test

Novelty	n	\bar{X}	S.D.	F	Sig.
Low motivation	6	4.41	0.27	1.483	0.228
Moderate motivation	76	4.18	0.45		
High motivation	318	4.28	0.49		

Table 5.23 showed that high-quality tourists with different novelty tourist's travel motivations had no difference in tourist characteristics at a statistical significance level of 0.05.

5.2.2.2 Hypothesis 2.2: High-quality tourists with different tourist's travel motivations in the aspect of escape had different tourist characteristics.

Table 5.24 The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Escape

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	3.754*	0.024

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

Table 5.24 presents the Levene Statistic test to determine the variance of tourist characteristics in each group of tourist's travel motivations in the aspect of escape. It was found that the variances of the groups of tourist's travel motivations the aspect of escape were different. Therefore, hypothesis 2.2 was tested using statistical Brown Forsythe. The results are shown in Table 5.25.

Table 5.25 The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Escape Using Brown-Forsythe Test

Escape	n	\bar{X}	S.D.	Brown-Forsythe	Sig.
Low motivation	79	4.23	0.38	1.208	0.301
Moderate motivation	88	4.21	0.53		
High motivation	233	4.29	0.49		

Table 5.25 depicts those high-quality tourists with different tourist's travel motivations in the aspect of escape had no difference in tourist characteristics at a statistical significance level of 0.05.

5.2.2.3 Hypothesis 2.3: High-quality tourists with different tourist's travel motivations in the aspect of relaxation had different tourist characteristics.

Table 5.26 The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Relaxation

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	0.159	0.853

Table 5.26 depicts the Levene Statistic test to determine the variance of tourist characteristics in each group of tourist's travel motivations in the aspect of relaxation. It demonstrated that the variances of the groups of tourist's travel motivations in such aspect were not different. Therefore, hypothesis 2.3 was tested using F-test (one way of analysis of variance). The results are presented in Table 5.27.

Table 5.27 The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Relaxation Using F-test

Relaxation	n	\bar{X}	S.D.	F	Sig.
Low motivation	22	4.27	0.51	4.694**	0.010
Moderate motivation	118	4.15	0.48		
High motivation	260	4.31	0.47		

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

According to Table 5.27, high-quality tourists with different tourist's travel motivations were different in tourist characteristics at a statistical significance level of 0.01. Therefore, the level of difference in tourist characteristics in individual pairs was tested using the Least Significant Difference test to determine which pairs' means in groups of tourist's travel motivations in the aspect of relaxation were different at a statistical significance level of 0.05. The results are shown in Table 5.28.

Table 5.28 The Results of the Comparison of Individual Pairs of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Relaxation Using the Least Significant Difference Test

Relaxation	\bar{X}	The Differences in Means of Tourist Characteristics		
		(1)	(2)	(3)
(1) Low motivation	4.27	-	0.12	-0.04
(2) Moderate motivation	4.15			-0.16**
(3) High motivation	4.31			-

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

According to Table 5.28, when testing the differences between tourist characteristics in individual pairs, it was observed that, at a statistical significance level of 0.01, the group of high-quality tourists with moderate tourist's travel motivations in the aspect of relaxation had fewer tourist characteristics than high-quality tourists with high tourist's travel motivations. Other than that, there was no significant difference at 0.05 level.

5.2.2.4 Hypothesis 2.4: High-quality tourists with different tourist's travel motivations in the aspect of relationship had different tourist characteristics.

Table 5.29 The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Relationship

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	7.306**	0.001

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

Table 5.29 presents Levene Statistic test to determine the variance of tourist characteristics in each group of tourist's travel motivations in the aspect of the relationship. It was found that the variances of the groups of tourist's travel motivations in such an aspect were different. Hence, hypothesis 2.4 was tested using the Brown Forsythe test. The results are depicted in Table 5.30.

Table 5.30 The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Relationship Using the Brown-Forsythe Test

Relationship	n	\bar{X}	S.D.	Brown-Forsythe	Sig.
Low motivation	63	4.20	0.35	9.080**	0.000
Moderate motivation	100	4.12	0.53		
High motivation	237	4.34	0.48		

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

As per Table 5.30, high-quality tourists with different tourist's travel motivations in the aspect of relationship were different in tourist characteristics at a statistical significance level of 0.01. Therefore, the level of difference in tourist characteristics in individual pairs was tested using the Dunnett's T3 test to determine which pairs' means in groups of tourist's travel motivations in the aspect of relationship were different at a statistical significance level of 0.05. The results are shown in Table 5.31.

Table 5.31 The Results of the Comparison of Individual Pairs of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Relationship Using the Dunnett's T3 Test

Relationship	\bar{X}	The Differences in Means of Tourist Characteristics		
		(1)	(2)	(3)
(1) Low motivation	4.20	-	0.09	-0.13*
(2) Moderate motivation	4.12			-0.22**
(3) High motivation	4.34			-

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

From Table 5.31, when testing the differences between tourist characteristics in individual pairs, it was observed that, at a statistical significance level of 0.01, the group of high-quality tourists with high tourist's travel motivations in the aspect of relationship had greater tourist characteristics than high-quality tourists with low and moderate tourist's travel motivations. Other than that, there was no significant difference at 0.05 level.

5.2.2.5 Hypothesis 2.5: High-quality tourists with different tourist's travel motivations in the aspect of self-development had different tourist characteristics.

Table 5.32 The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Self-development

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	5.029**	0.007

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

Table 5.32 depicts the Levene Statistic test to evaluate the variance of tourist characteristics in each group of tourist's travel motivations in the aspect of self-development. It was found that the variances of the groups of tourist's travel motivations in such an aspect were different. Hence, hypothesis 2.5 was tested using the Brown Forsythe test. The results are depicted in Table 5.33.

Table 5.33 The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Self-development Using the Brown-Forsythe Test

Self-development	n	\bar{X}	S.D.	Brown-Forsythe	Sig.
Low Motivation	72	4.27	0.36	0.224	0.800
Moderate Motivation	112	4.24	0.52		
High motivation	216	4.27	0.50		

Table 5.33 indicates that high-quality tourists with different tourist's travel motivations in the aspect of self-development had no difference in tourist characteristics at a statistical significance level of 0.05.

5.2.2.6 Hypothesis 2.6: High-quality tourists with different tourist's travel motivations in the aspect of food had different tourist characteristics.

Table 5.34 The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Food

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	0.433	0.649

The results of the Levene Statistic test to evaluate the variance of tourist characteristics in each group of tourist's travel motivations in the aspect of food in Table 5.34 indicated that the variances of the groups of tourist's travel motivations in such an aspect was not different. Hence, hypothesis 2.6 was tested using the F-test (one way of analysis of variance). The results are shown in Table 5.35.

Table 5.35 The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Food Using the F-test

Food	n	\bar{X}	S.D.	F	Sig.
Low motivation	13	4.25	0.56	3.720*	0.025
Moderate motivation	75	4.13	0.50		
High motivation	312	4.29	0.47		

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

Table 5.35 indicates that high-quality tourists with different tourist's travel motivations in the aspect of food had significantly difference in tourist characteristics at a statistical significance level of 0.05. Therefore, the level of difference in tourist characteristics in individual pairs was tested using the Least Significant Difference test to determine which pairs' means in groups of tourist's travel motivations in the aspect of food were different at a statistical significance level of 0.05. The results are shown in Table 5.36.

Table 5.36 The Results of the Comparison of Individual Pairs of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Food Using Least Significant Difference

Food	\bar{X}	The Differences in Means of Tourist Characteristics		
		(1)	(2)	(3)
		(1) Low motivation	4.25	-
(2) Moderate motivation	4.13		-	-0.17**
(3) High motivation	4.29			-

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

From Table 5.36, when testing the differences between tourist characteristics classified by tourist's travel motivations in the aspect of food in individual pairs, it was observed that the group of high-quality tourists with moderate motivation in the aspect of food had fewer different tourist characteristics than high-quality tourists with high motivations at a statistical significance level of 0.01. Other than that, there was no significant difference at 0.05 level.

5.2.2.7 Hypothesis 2.7: High-quality tourists with different tourist's travel motivations in the aspect of shopping had different tourist characteristics.

Table 5.37 The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Shopping

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	0.854	0.426

According to Table 5.37, the results of the Levene Statistic test to evaluate the variance of tourist characteristics in each group of tourist's travel motivations in the aspect of shopping indicated that the variances of the groups of tourist's travel motivations in such an aspect were not different. Hence, hypothesis 2.7 was tested using the F-test (one way of analysis of variance). The results are shown in Table 5.38.

Table 5.38 The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Shopping Using the F-Test

Shopping	n	\bar{X}	S.D.	F	Sig.
Low motivation	24	4.20	0.50	0.226	0.798
Moderate motivation	94	4.27	0.46		
High motivation	282	4.26	0.49		

Table 5.38 shows that high-quality tourists with different tourist's travel motivations in the aspect of shopping had no difference in tourist characteristics at a statistical significance level of 0.05.

5.2.2.8 Hypothesis 2.8: High-quality tourists with different tourist's travel motivations in the aspect of culture had different tourist characteristics

Table 5.39 The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Culture

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	0.681	0.507

The results of the Levene Statistic test to determine the variance of tourist characteristics in each group of tourist's travel motivations in the aspect of culture in Table 5.39 indicated that the variances of the groups of tourist's travel

motivations in such an aspect were not different. Hence, hypothesis 2.8 was tested using the F-test (one way of analysis of variance). The results are shown in Table 5.40.

Table 5.40 The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Culture Using the F-test

Culture	n	\bar{X}	S.D.	F	Sig.
Low motivation	14	4.19	0.56	1.717	0.181
Moderate motivation	64	4.17	0.53		
High motivation	322	4.28	0.47		

Table 5.40 demonstrates that high-quality tourists with different tourist's travel motivations in the aspect of culture had no difference in tourist characteristics at a statistical significance level of 0.05.

5.2.2.9 Hypothesis 2.9: High-quality tourists with different tourist's travel motivations in the aspect of people had different tourist characteristics.

Table 5.41 The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of People

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	1.011	0.365

As per Table 5.41, the results of the Levene Statistic test to determine the variance of tourist characteristics in each group of tourist's travel motivations in the aspect of people demonstrated that the variances of the groups of tourist's travel motivations in such an aspect were not different. Hence, this hypothesis was tested using the F-test (one way of analysis of variance). The results are shown in Table 5.42.

Table 5.42 The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of People Using the F-test

People	n	\bar{X}	S.D.	F	Sig.
Low motivation	9	4.10	0.52	1.428	0.241
Moderate motivation	112	4.21	0.51		
High motivation	279	4.29	0.47		

Table 5.42 shows that high-quality tourists with different tourist's travel motivations in the aspect of people had no difference in tourist characteristics at a statistical significance level of 0.05.

5.2.2.10 Hypothesis 2.10: High-quality tourists with different tourist's travel motivations in the aspect of convenience had different tourist characteristics.

Table 5.43 The Variance Test Results of Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Convenience

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	0.503	0.605

According to Table 5.43, the results of the Levene Statistic test to test the variance of tourist characteristics in each group of tourist's travel motivations in the aspect of convenience indicated that the variances of the groups of tourist's travel motivations in the aspect of convenience were not different. Hence, hypothesis 2.10 was tested using the F-test (one way of analysis of variance). The results are shown in Table 5.44.

Table 5.44 The Results of Testing the Differences in Tourist Characteristics
Classified by Tourist's Travel Motivations in the Aspect of Convenience
Using the F-test

Convenience	n	\bar{X}	S.D.	F	Sig.
Low motivation	24	4.23	0.53	1.217	0.297
Moderate motivation	138	4.21	0.47		
High motivation	238	4.29	0.48		

The results in Table 5.44 demonstrated that high-quality tourists with different tourist's travel motivations in the aspect of convenience had no difference in tourist characteristics at a statistical significance level of 0.05.

5.2.2.11 Hypothesis 2.11: High-quality tourists with different tourist's travel motivations in the aspect of infrastructure had different tourist characteristics

Table 5.45 The Variance Test Results of Tourist Characteristics Classified by
Tourist's Travel Motivations in the Aspect of Infrastructure

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	0.439	0.645

In Table 5.45, the results of the Levene Statistic test to determine the variance of tourist characteristics in each group of tourist's travel motivations in the aspect of infrastructure showed that the variances of the groups of tourist's travel motivations in the aspect of infrastructure were not different. Hence, hypothesis 2.11 was tested using the F-test (one way of analysis of variance). The results are shown in Table 5.46.

Table 5.46 The Results of Testing the Differences in Tourist Characteristics
Classified by Tourist's Travel Motivations in the Aspect of Infrastructure
Using the F-test

Infrastructure	n	\bar{X}	S.D.	F	Sig.
Low motivation	70	4.31	0.44	0.366	0.694
Moderate motivation	114	4.25	0.50		
High motivation	216	4.25	0.48		

According to Table 5.46, it was found that high-quality tourists with different tourist's travel motivations in the aspect of infrastructure had no difference in tourist characteristics at a statistical significance level of 0.05.

5.2.2.12 Hypothesis 2.12: High-quality tourists with different tourist's travel motivations in the aspect of travel activities had different tourist characteristics.

Table 5.47 The Variance Test Results of Tourist Characteristics Classified by
Tourist's Travel Motivations in the Aspect of Travel Activities

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	0.170	0.843

According to Table 5.47, the results of the Levene Statistic test to evaluate the variance of tourist characteristics in each group of tourist's travel motivations in the aspect of travel activities demonstrated that the variances of the groups of tourist's travel motivations in the aspect of travel activities were not different. Hence, hypothesis 2.12 was tested using the F-test (one way of analysis of variance). The results are shown in Table 5.48.

Table 5.48 The Results of Testing the Differences in Tourist Characteristics Classified by Tourist's Travel Motivations in the Aspect of Travel Activities Using the F-test

Travel Activities	n	\bar{X}	S.D.	F	Sig.
Low motivation	23	4.17	0.48	0.492	0.611
Moderate motivation	143	4.28	0.50		
High motivation	234	4.26	0.47		

Table 5.48 indicates that high-quality tourists with different tourist's travel motivations in the aspect of travel activities had no difference in tourist characteristics at a statistical significance level of 0.05.

5.2.2.13 Summary of the Results of Testing Hypothesis 2

The test results of hypothesis 2 were classified according to tourist's travel motivations data, which consisted of push factors comprising 5 aspects (novelty, escape, relaxation, relationship, self-development) and pull factors including 7 aspects (food, shopping, culture, people, convenience, infrastructure, travel activities). It was found that relaxation, relationship, and food influenced tourist characteristics. Meanwhile, novelty, escape, self-development, shopping, culture, people, convenience, infrastructure, and travel activities had no effect on tourist characteristics. Therefore, this is consistent with hypothesis 2, which hypothesized that high-quality tourists with different tourist's travel motivations had different tourist characteristics.

Table 5.49 Summary of the Results of Testing Hypothesis 2

Tourist's Travel Motivations Factors		Characteristics of Tourists				
		Mean	Std Dev	F	Sig	Test Results
Push factors						
Novelty	Low motivation	4.41	0.27			
	Moderate motivation	4.18	0.45	1.483	0.228	Not different
	High motivation	4.28	0.49			
Escape	Low motivation	4.23	0.38			
	Moderate motivation	4.21	0.53	1.208	0.301	Not different
	High motivation	4.29	0.49			
Relaxation	Low motivation	4.27	0.51			
	Moderate motivation	4.15	0.48	4.694**	0.010	Different
	High motivation	4.31	0.47			
Relationship	Low motivation	4.20	0.35			
	Moderate motivation	4.12	0.53	9.080**	0.000	Different
	High motivation	4.34	0.48			
Self-development	Low motivation	4.27	0.36			
	Moderate motivation	4.24	0.52	0.224	0.800	Not different
	High motivation	4.27	0.50			
Food	Low motivation	4.25	0.56			
	Moderate motivation	4.13	0.50	3.720*	0.025	Different
	High motivation	4.29	0.47			
Shopping	Low motivation	4.20	0.50			
	Moderate motivation	4.27	0.46	0.226	0.798	Not

Tourist's Travel Motivations Factors	Characteristics of Tourists					Test Results
	Mean	Std Dev	F	Sig		
Push factors						
	motivation					different
	High motivation	4.26	0.49			
	Low motivation	4.19	0.56			
Culture	Moderate motivation	4.17	0.53	1.717	0.181	Not different
	High motivation	4.28	0.47			
	Low motivation	4.10	0.52			
People	Moderate motivation	4.21	0.51	1.428	0.241	Not different
	High motivation	4.29	0.47			
	Low motivation	4.23	0.53			
Convenience	Moderate motivation	4.21	0.47	1.217	0.297	Not different
	High motivation	4.29	0.48			
	Low motivation	4.31	0.44			
Infrastructure	Moderate motivation	4.25	0.50	0.366	0.694	Not different
	High motivation	4.25	0.48			
	Low motivation	4.17	0.48			
Travel Activities	Moderate motivation	4.28	0.50	0.492	0.611	Not different
	High motivation	4.26	0.47			

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

The results obtained were consistent with the study by Sriboonruang and Pimonsompong (2021) which found that travel motivation of high-quality tourists

in the aspect of relaxation affected tourist characteristics. Such a study explained that tourists chose a tourist destination that offered good relaxation, quality, green surroundings, as well as beautiful history and culture. These allowed them to relax, enjoy, and be happy leading to a better quality of life. The uniqueness of the tourist attraction, which offered a special vacation experience, motivated tourists to visit it once in a lifetime.

The study results of tourist travel motivation in the aspect of relationships were consistent with a study by Leiper (1990) that described the interactions between hosts and tourists that a good relationship would impress tourists and influence their travel decision as well as their next return visit. In addition, the results of tourist travel motivation in the aspect of food agreed with the study of Liu, Wang, Huang, and Chen (2017) which described the unique value of a tourist attraction that the uniqueness and interesting story of the attraction led to the desire to explore and want to find them in the tourist attraction. For Thai food, it is well known among foreign tourists and reflects the culture of food sharing, the Thai way of life, and the transfer of wisdom in the selection of ingredients that are unique (Kijwikran, 2014). This uniqueness plays a part in encouraging tourists to become fascinated by that attraction and in attracting tourists to visit.

5.2.3 High-quality Tourist and Tourist Behaviors

In this topic, the variables were divided into 2 groups: independent and dependent variables. The independent variables were identified as tourist behavior data including revisiting/previous travel experience, length of stay, travel companion, type of air flight, type of accommodation, and travel expenditure. Dependent variables were tourist characteristics to test the hypothesis that different tourist behavior factors affected tourist characteristics differently, according to the 3rd hypothesis as follows:

Hypothesis 3: High-quality tourists with different tourist behaviors including revisiting/previous travel experience, length of stay, travel companion, type of air flight, type of accommodation, and travel expenditure had different tourist characteristics.

Testing tourist characteristics classified by revisiting/previous travel experiences travel companion, type of air flight, type of accommodation was to test

the difference in means between two population groups. The two samples were independent of each other. The statistic used in the analysis was two independent sample t-tests at a significance level of 0.05. Initially, the difference between the variances of the two groups was tested using Levene's test. If the test results showed that the variances of the two groups were not different, the value of “equal variances assumed” was used. If the results showed that the variances of the two groups were different, the value of “equal variances not assumed” was used.

Testing tourist characteristics classified by length of stay and travel expenditure were to test the difference between the means of two or more population groups. The statistic used in the analysis was one-way analysis of variance (one-way ANOVA) at a significance level of 0.05. Initially, the difference between the variances of each group was tested using the Levene statistic. If the variances in each group were equal, the F-test was used to test the mean. If the variances in each group were not equal, the Brown-Forsythe statistic was used instead at a statistical significance of 0.05. If at least one mean pair was different, a multiple comparison was conducted using the Least Significant Difference (LSD) test in the case the variances were equal and using Dunnett's T3 test method in the case of unequal variances to determine which pair of mean differed at a statistical significance level of 0.05.

The results of the sub-hypothesis test under hypothesis 3 were as follows:

5.2.3.1 Hypothesis 3.1: High-quality tourists with different revisiting travel experiences had different tourist characteristics.

Table 5.50 The Variance Test Results of Tourist Characteristics and Revisiting Travel Experiences

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	3.542	0.061

According to Table 5.50, the variance test results of tourist characteristics of tourists who have visited and never visited Thailand were not

different. Therefore, the statistical values in the “equal variances assumed” channel were used (see table 5.51).

Table 5.51 The Results of Testing the Differences in Tourist Characteristics Classified by Revisiting Travel Experiences Using the F-test

Variable	No (n = 257)		Yes (n = 143)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
	Characteristics of tourists	4.24	0.49	4.30		

As per Table 5.51, the comparative analysis results of the differences in tourist characteristics classified by revisiting travel experiences revealed that tourist characteristics of tourists who have visited and never visited Thailand were not significantly different at a significance level of 0.05.

5.2.3.2 Hypothesis 3.2: High-quality tourists with different previous travel experiences had different tourist characteristics.

Table 5.52 The Variance Test Results of Tourist Characteristics and Previous Travel Experiences

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	1.340	0.248

The variance test results of tourist characteristics of tourists who have visited Thailand and tourists who have never visited Thailand were not different, according to Table 5.52. Hence, the statistical values in the “equal variances assumed” channel were used (see table 5.53).

Table 5.53 The Results of Testing the Differences in Tourist Characteristics Classified by Previous Travel Experiences Using the F-test

Variable	No (n = 278)		Yes (n = 122)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
	Characteristics of tourists	4.28	0.47	4.21		

From Table 5.53, the comparative analysis results of the differences in tourist characteristics classified by previous travel experiences revealed that tourist characteristics of those who have visited and never visited Thailand were not significantly different at a significance level of 0.05.

5.2.3.3 Hypothesis 3.3: High-quality tourists with different lengths of stay had different tourist characteristics.

Table 5.54 The Variance Test Results of Tourist Characteristics Classified by Lengths of Stay

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	6.133**	0.002

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

According to Table 5.54, the results of the Levene Statistic test to test the variance of tourist characteristics in each group of “lengths of stay” demonstrated that the variance of this group was different. Hence, hypothesis 3.3 was tested using the Brown Forsythe test. The results are shown in Table 5.55.

Table 5.55 The Results of Testing the Differences in Tourist Characteristics
Classified by Lengths of Stays Using the Brown-Forsythe Test

Lengths of Stays	n	\bar{X}	S.D.	Brown-Forsythe	Sig.
1-5 Days	137	4.25	0.49	0.327	0.722
6-10 Days	227	4.28	0.44		
More than 10 Days	36	4.20	0.65		

Table 5.55 demonstrated that high-quality tourists with different lengths of stay had no difference in tourist characteristics at a statistical significance level of 0.05.

5.2.3.4 Hypothesis 3.4: High-quality tourists with different travel companions had different tourist characteristics.

Hypothesis 3.4.1: High-quality solo tourists had different tourist characteristics.

Table 5.56 The Variance Test Results of Tourist Characteristics and Solo Travel

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	0.229	0.632

As per Table 5.56, the variance of tourist characteristics of high-quality solo tourists was not different. Therefore, the statistical values in the “equal variances assumed” box were used (see Table 5.57).

Table 5.57 The Results of Testing the Differences in Tourist Characteristics of Solo Tourists Using t-test

Variable	Alone (n = 51)		No Answer (n = 349)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
	Characteristics of tourists	4.10	0.49	4.28		

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

From Table 5.57, the comparative analysis results of the differences in tourist characteristics of solo tourists demonstrated that tourist characteristics of high-quality solo tourists were significantly different at a significance level of 0.01.

Hypothesis 3.4.2: High-quality tourists traveling with friends had different tourist characteristics.

Table 5.58 The Variance Test Results of Tourist Characteristics and Traveling with Friends

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	0.061	0.805

Table 5.58 indicates that the variance of tourist characteristics of high-quality tourists traveling with friends was not different. Therefore, the statistical values in the “equal variances assumed” box were used (see Table 5.59).

Table 5.59 The Results of Testing the Differences in Tourist Characteristics of Tourists Traveling with Friends Using t-test

Variable	Friends (n = 243)		No Answer (n = 157)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
	Characteristics of tourists	4.28	0.48	4.23		

According to Table 5.59, the comparative analysis results of the differences in tourist characteristics of tourists traveling with friends indicated that the tourist characteristics of this group of tourists were not different at a statistical significance level of 0.01.

Hypothesis 3.4.3: High-quality tourists traveling with their spouses had different tourist characteristics.

Table 5.60 The Variance Test Results of Tourist Characteristics and Traveling with Spouses

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	16.147**	0.000

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

Table 5.60 shows that the variance of tourist characteristics of high-quality tourists traveling with their spouses was different. Therefore, the statistical values in the “equal variances not assumed” box were used (see Table 5.61).

Table 5.61 The Results of Testing the Differences in Tourist Characteristics of Tourists Traveling with their Spouses Using t-test

Variable	Couple (n = 96)		No Answer (n = 304)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
	Characteristics of tourists	4.42	0.37	4.21		

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

As shown in Table 5.60, the comparative analysis results of the differences in tourist characteristics of tourists traveling with their spouses revealed that the tourist characteristics of this group of tourists were significantly different at a statistical significance level of 0.05.

Hypothesis 3.4.4: High-quality tourists traveling with family had different tourist characteristics.

Table 5.62 The Variance Test Results of Tourist Characteristics and Traveling with Family

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	0.003	0.957

Table 5.62 demonstrates that the variance of tourist characteristics of high-quality tourists traveling with family was not different. Hence, the statistical values in the “equal variances assumed” box were used (see Table 5.63).

Table 5.63 The Results of Testing the Differences in Tourist Characteristics of Tourists Traveling with Family Using t-test

Variable	Family (n = 141)		No Answer (n = 259)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
Characteristics of tourists	4.30	0.49	4.24	0.48	1.073	0.284

According to Table 5.63, the comparative analysis results of the differences in tourist characteristics of tourists traveling with family indicated that the tourist characteristics of this group of tourists were not different at a statistical significance level of 0.05.

5.2.3.5 Hypothesis 3.5: High-quality tourists with different types of air flights had different tourist characteristics.

Table 5.64 The Variance Test Results of Tourist Characteristics and Types of Air Flights

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	20.989**	0.000

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

Table 5.64 shows that the variance of tourist characteristics of high-quality tourists traveling with both regular airline/scheduled flights and charter flights was different. Therefore, the statistical values in the “equal variances not assumed” box were used (see Table 5.65).

Table 5.65 The Results of Testing the Differences in Tourist Characteristics
Classified by Types of Air Flights Using t-test

Variable	Regular Airline/Scheduled Flight (n = 370)		Charter Flight (n = 30)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
	Characteristics of tourists	4.29	0.48	3.92		

Note: *At a statistical significance level of 0.05, **At a statistical significance level of 0.01.

As shown in Table 5.65, the comparative analysis results of the differences in tourist characteristics classified by types of air flights revealed that the tourist characteristics of tourists traveling with regular airline/scheduled flights and charter flights were significantly different at a statistical significance level of 0.05.

5.2.3.6 Hypothesis 3.6: High-quality tourists with different types of accommodation had different tourist characteristics

Hypothesis 3.6.1: High-quality tourist who stayed at Boutique Hotels had different tourist characteristics.

Table 5.66 The Variance Test Results of Tourist Characteristics and Boutique Hotel Stays

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	0.297	0.586

From Table 5.66, the results of the tourist characteristics variance test for high-quality tourists staying in boutique hotels were no different. Therefore, the statistics in the Equal Variances Assumed item were used as shown in Table 5.67.

Table 5.67 The Results of Testing the Differences in Tourist Characteristics Classified by Boutique Hotel Stay with t-test

Variable	Boutique Hotel (n = 93)		No Answer (n = 307)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
Characteristics of tourists	4.24	0.48	4.27	0.48	-0.444	0.657

From Table 5.67, the results of a comparative analysis of tourist characteristics classified by staying in a Boutique Hotel found that tourist characteristics of high-quality tourist accommodation in boutique did not differ at a significant level of 0.05.

Hypothesis 3.6.2: High-quality tourist who stayed at Budget Hotel had different tourist characteristics.

Table 5.68 The Variance Test Results of Tourist Characteristics and Budget Hotel Stays

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	12.189**	0.001

Note: * statistically significant at the 0.05 level, ** statistically significant at the 0.01 level

From Table 5.68, the results of the tourist characteristics variance test of high-quality tourists' accommodation in budget hotels were different. Therefore, the statistics in the Equal Variances not Assumed item were used as shown in Table 5.69.

Table 5.69 The Results of Testing the Differences in Tourist Characteristics Classified by Stay in Budget Hotels with t-test

Variable	Budget Hotel (n = 124)		No Answer (n = 276)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
Characteristics of tourists	4.25	0.55	4.27	0.45	-0.354	0.724

From Table 5.69, the results of a comparative analysis of tourist characteristics classified by stay in budget hotels found that The tourist characteristics of high-quality tourist accommodation in Budget Hotels did not differ at a significant level of 0.05.

Hypothesis 3.6.3: High-quality tourist who stayed at the resort had different tourist characteristics.

Table 5.70 The Variance Test Results of Tourist Characteristics and Resort Stays

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	3.865*	0.047

Note: * statistically significant at the 0.05 level, ** statistically significant at the 0.01 level

From Table 5.70, the results of the tourist characteristics variance test of high-quality tourists staying in Resort were different. Therefore, the statistics in the Equal Variances not Assumed item were used as shown in Table 5.71.

Table 5.71 The Results of Testing the Differences in Tourist Characteristics
Classified by Resort Accommodation with t-test

Variable	Resort (n = 101)		No Answer (n = 299)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
Characteristics of tourists	4.42	0.42	4.21	0.49	4.344**	0.000

Note: * statistically significant at the 0.05 level, ** statistically significant at the 0.01 level

From Table 5.71, the results of the comparative analysis of tourist characteristics classified by accommodation in the Resort revealed that tourist characteristics of high-quality tourist accommodation in the Resort differed at a significant level of 0.01.

Hypothesis 3.6.4: High-quality tourist who stayed at a guest house had different tourist characteristics.

Table 5.72 The Variance Test Results of Tourist Characteristics with the Stay in the Guest House

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	0.775	0.379

From Table 5.72, the results of the tourist characteristics variance test of high-quality tourists staying in guest houses were not different. Therefore, the statistics in the Equal Variances Assumed item were used as shown in Table 5.73.

Table 5.73 The Results of Testing the Differences in Tourist Characteristics Classified by Guest House Stay with t-test

Variable	Guest house (n = 30)		No Answer (n = 370)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
Characteristics of tourists	4.12	0.55	4.27	0.47	-1.620	0.106

From Table 5.73, the results of the comparative analysis of tourist characteristics classified by staying in the guest house were found that the tourist characteristics of high-quality tourists staying in the guest house did not differ at a significant level of 0.05.

Hypothesis 3.6.5: High-quality tourists who stayed at Luxury Hotel (5-6 stars) had different tourist characteristics.

Table 5.74 The Variance Test Results of Tourist Characteristics with Luxury Hotel Stays (5-6 Stars)

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	29.644**	0.000

Note: * statistically significant at the 0.05 level, ** statistically significant at the 0.01 level

From Table 5.74, the results of the tourist characteristics variance test of high-quality tourists staying in a Luxury Hotel (5-6 stars) were different. Therefore, the statistics in the Equal Variances not Assumed item were used as shown in Table 5.75.

Table 5.75 The Results of Testing the Differences in Tourist Characteristics
Classified by Stay in Luxury Hotel (5-6 Stars) Using t-test

Variable	Luxury Hotel				t	Sig.
	(5-6 stars) (n = 40)		No Answer (n = 360)			
	\bar{X}	S.D.	\bar{X}	S.D.		
Characteristics of tourists	4.45	0.27	4.24	0.49	4.265**	0.000

Note: * statistically significant at the 0.05 level, ** statistically significant at the 0.01 level

From Table 5.75, the results of the comparative analysis of tourist characteristics classified by accommodation in Luxury Hotel (5-6 stars) found that tourist characteristics of high-quality tourist accommodation in Luxury Hotel (5-6 stars) differed at a significant level of 0.01.

Hypothesis 3.6.6: High-quality tourists who stayed at Mid-level Hotel (3-4 stars) had different tourist characteristics.

Table 5.76 The Variance Test Results of Tourist Characteristics with Mid-level Hotel Stays (3-4 Stars)

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	1.535	0.216

From Table 5.76, the results of the tourist characteristics variance test for high-quality tourists staying in mid-level hotels (3-4 stars) were no different. Therefore, the statistics in the Equal Variances Assumed item were used as shown in Table 5.77.

Table 5.77 The Results of Testing the Differences in Tourist Characteristics Classified with Stay in Mid-level Hotel (3-4 Stars) with t-test

Variable	Mid-level Hotel (3-4 stars) (n = 72)		No Answer (n = 328)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
	Characteristics of tourists	4.23	0.44	4.27		

From Table 5.77, the results of the comparative analysis of tourist characteristics classified by accommodation in Mid-level Hotel (3-4 stars) found that tourist characteristics for high-quality tourist accommodation in the Mid-level Hotel (3-4 stars) did not differ at a significant level of 0.05.

Hypothesis 3.6.7: High-quality tourists who stayed at Full-service Villa had different tourist characteristics.

Table 5.78 The Variance Test Results of Tourist Characteristics with the Stay in a Full-service Villa

Variable	Levene's Test for Equality of Variances	
	F	Sig.
Characteristics of tourists	0.579	0.447

From Table 5.78 the results of the tourist characteristics variance test for high-quality tourists in full-service villas were not different. Therefore, the statistics in the Equal Variances Assumed item were used as shown in Table 5.79.

Table 5.79 The Results of Testing the Differences in Tourist Characteristics Classified by Stay in Full-service Villa with t-test

Variable	Full-service Villa (n = 54)		No Answer (n = 346)		t	Sig.
	\bar{X}	S.D.	\bar{X}	S.D.		
	Characteristics of tourists	4.28	0.46	4.26		

From Table 5.79, the results of the comparative analysis of tourist characteristics classified by a stay in Full-service Villa found that tourist characteristics of high-quality tourists accommodation in Full-service Villa did not differ at a significant level of 0.05.

5.2.3.7 Hypothesis 3.7 High-quality tourists with different Travel Expenditures had different tourist characteristics.

Table 5.80 The Variance Test Results of Tourist Characteristics Classified by Travel Expenditure

Variable	Test of Homogeneity of Variances	
	Levene Statistic	Sig.
Characteristics of tourists	0.973	0.379

From Table 5.80, Levene Statistic Test results to test the variance of tourist characteristics in each Travel Expenditure group found that the variance of the Travel Expenditure group was not different. Therefore, the researcher tested the hypothesis using statistics F-test (One Way of Analysis of Variance) as shown in Table 5.81.

Table 5.81 The Results of Testing the Differences in Tourist Characteristics
Classified by Travel Expenditure with F-test

Travel Expenditure	n	\bar{X}	S.D.	F	Sig.
Less than \$1,000	197	4.31	0.46	5.883**	0.003
\$1,000 - \$2,999	126	4.28	0.48		
\$3,000 or more	77	4.10	0.49		

Note: * statistically significant at the 0.05 level, ** statistically significant at the 0.01 level

From Table 5.81, it was found that high-quality tourists with different Travel Expenditures had a statistically significant difference in tourist characteristics at the 0.01 level. Therefore, the tourist characteristics level difference was tested individually by Least Significant Difference (LSD) to determine which pairs of mean differed statistically at the 0.05 level in each group of Travel Expenditure as shown in Table 5.82.

Table 5.82 Pair Comparison of Tourist Characteristics Classified by Travel Expenditure with Least Significant Difference (LSD)

Travel Expenditure	\bar{X}	The Differences in Means of Tourist Characteristics		
		(1)	(2)	(3)
(1) Less than \$1,000	4.31	-	0.03	0.22**
(2) \$1,000 - \$2,999	4.28		-	0.18**
(3) \$3,000 or more	4.10			-

Note: * statistically significant at the 0.05 level, ** statistically significant at the 0.01 level

From Table 5.82, when testing the differences between tourist characteristics classified by Travel Expenditure individually, it was found that the tourism expenditure group with tourist characteristics differed statistically at a 0.01 level. These include high-quality tourists who spend less than \$1,000, had more tourist characteristics than high-quality tourists who spent \$3,000 or more. And high-quality tourists who spent \$1,000 - \$2,999 had more tourist characteristics than high-quality tourists who spent \$3,000 or more.

5.2.3.8 Summary of the results of testing hypothesis 3

The summary of hypothesis 3 classified according to Tourist Behavior factors were Revisit/ Previous Travel Experiences, Length of Stay, Travel companion, Type of air flight, Type of Accommodation and Travel Expenditure was found that Travel companion, Type of air flight, Type of Accommodation and Travel Expenditure affected tourist characteristics. Revisit Travel Experiences, Previous Travel Experiences and Length of Stay did not affect Attributes of Tourists.

Thus, it corresponded to hypothesis 3. Different Tourist Behavior factors affected tourist characteristics.

Table 5.83 Summary of the Results of Testing Hypothesis 3

Tourist Behavior Factors		Characteristics of Tourists				
		Mean	Std Dev	T / F	Sig	Result
Revisit Travel Experiences	No	4.24	0.49	-1.261	0.208	No difference
	Yes	4.30	0.46			
Previous Travel Experiences	No	4.28	0.47	1.426	0.155	No difference
	Yes	4.21	0.50			
Length of Stay	1-5 Days	4.25	0.49	0.327	0.722	No difference
	6-10 Days	4.28	0.44			
	More than 10 Days	4.20	0.65			
	Married	4.26	0.52			
Travel	Alone	4.10	0.49	-	0.010	Difference

		Characteristics of Tourists				
Tourist Behavior Factors		Mean	Std	T / F	Sig	Result
			Dev			
companion	No Answer	4.28	0.48	2.587**		
	Friends	4.28	0.48	1.187	0.236	No difference
	No Answer	4.23	0.48			
	Couple	4.42	0.37	4.265**	0.000	Difference
	No Answer	4.21	0.50			
	Family	4.30	0.49	1.073	0.284	No difference
	No Answer	4.24	0.48			
Type of air flight	Regular Airline	4.29	0.48	6.792**	0.000	Difference
	Charter Flight	3.92	0.27			
Type of Accommodation	Boutique Hotel	4.24	0.48	-0.444	0.657	No difference
	No Answer	4.27	0.48			
	Budget Hotel	4.25	0.55	-0.354	0.724	No difference
	No Answer	4.27	0.45			
	Resort	4.42	0.42	4.344**	0.000	Difference
	No Answer	4.21	0.49			
	Guest house	4.12	0.55	-1.620	0.106	No difference
	No Answer	4.27	0.47			
	Luxury Hotel	4.45	0.27	4.265**	0.000	Difference
	No Answer	4.24	0.49			
	Mid-level Hotel	4.23	0.44	-0.665	0.507	No difference
	No Answer	4.27	0.49			
	Full-service	4.28	0.46	0.295	0.768	No difference
	Villa					
	No Answer	4.26	0.49			
Travel Expenditure	Less than \$1,000	4.31	0.46	5.883**	0.003	Difference
	\$1,000 - \$2,999	4.28	0.48			
	\$3,000 or more	4.10	0.49			

It is consistent with the results of a study by J. S. Chen, Wang, and Prebensen (2016) that factors in tourist behavior in travel companions affected the tourist characteristics. It stated that traveling with couples is the perfect combination of travel and features different activities. It affected tourists' perceptions of service quality and their sensitivity to price. It led to preferences and different behavioral decision choices (Jeong, Crompton, & Hyun, 2019).

While the study by Sriboonruang and Pimonsompong (2021) on the Development of High-Value Tourist Destinations for High-Value Tourists in Thailand found that factors of Tourist Behavior regarding Type of air flight of tourists affected tourist characteristics. It stated that high-quality tourists have unique characteristics and travel behaviors that were simple in their travels. They desired new and authentic local experiences with the community.

Additionally, the Travel Expenditure factor was also discussed in this study. High-quality tourists were willing to spend, be able to shop and would like to buy unique goods and services as well as supporting specific products in tourist areas.

While tourist behavior in the type of accommodation found that High-quality tourists preferred to use accommodation services from convenient places. In addition, there might be quality service and a reasonable cost.

5.3 Preferences of High-quality Tourists

This section is the result of the Preference analysis of high-quality tourists from the overall picture and classified by aspects. The questionnaire was in a Check-List form with 8 items as follows:

5.3.1 Location of Accommodation

The results of the analysis of data on the preferences of high-quality tourists in Location of Accommodation results are shown in Table 5.84 and Figure 5.1.

Table 5.84 Frequency and Percentage on the Preference of Location of Accommodation

Tourist Preference	Frequency	Percentage
Accommodation Proximity to		
Near Beach	184	46.00
Near Midtown	120	30.00
Near Main Road	11	2.75
Near Nature	69	17.25
Near Local Community	16	4.00
Total	400	100.00

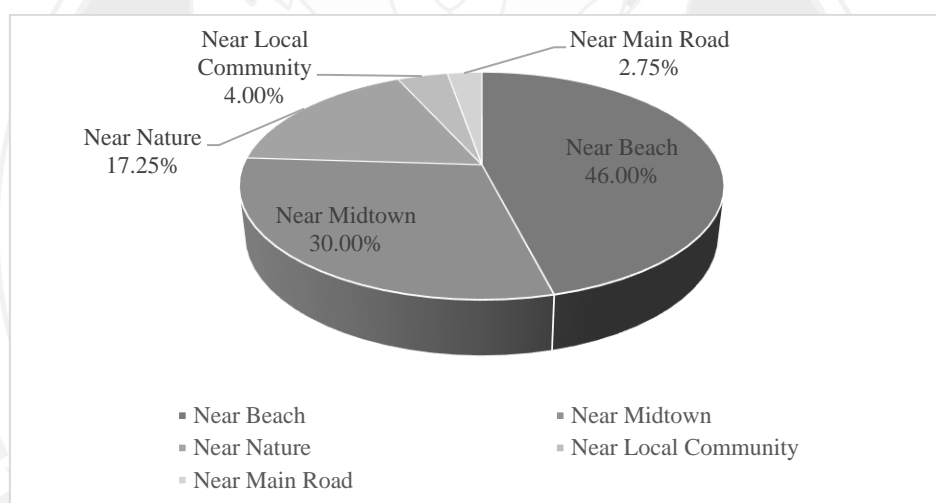


Figure 5.1 Preference Percentage of Location of Accommodation

From Table 5.84 and Figure 5.1, it was found that the highest preference of Location of Accommodation was Near Beach (46.00%), followed by Near Midtown (30.00%), Near nature (17.25%), Near Local Community (40%) and the least was Near Main Road at (2.75%)

From these values, it can be seen that most high-quality tourists have a preference for Location of Accommodation near natural attractions, seas and others. It is in line with the Tourism Authority of Thailand (2013) which focuses on promoting the marketing of high-potential tourists with natural attractions. However, the study

also found that high-quality tourists were less likely to choose accommodation near community attractions compared to those located nearby. It may be for reasons presented in previous research those responsible tourists would subsidize and use the products of community tourism first in order to distribute income to the community (Spenceley, 2007). Instead, they are wary of the impact of their tourism on local communities and nature (Chafe, 2005). It includes responsible tourists are interested in tourism behaviors that stimulate memories and positive experiences with the local area. They interact with local people but avoid the negative impact they will have on that locality (SNV Netherlands Development Organization, 2009). It may cause tourists to choose to stay close to relatively few tourist attractions to avoid impacting the community attractions. Another interesting result was the finding that high-quality tourists preferred to stay in Near Midtown second. It shows that the Near Midtown attraction is a built attraction that can be created more in the future. It is a distinct advantage over natural attractions. It is interesting to be upgraded to a high-quality tourist destination in the future. In addition to promoting natural tourist attractions, the public and private sectors should promote income distribution to local small-scale lodging operators by clarifying guidelines or measures to prevent negative impacts on tourists. The aim is to reassure and reduce concerns for high-quality tourists and increase the popularity of Near Local Community accommodations. It should include promoting Midtown accommodation, which is the second most attractive property and can be further developed into a high-quality tourist destination by focusing on presenting a tourist attraction with comfort and attention to the impact of tourism.

5.3.2 Type of Hotel

The results of the analysis of data on the preferences of high-quality tourists in Type of Hotel are shown in Table 5.85 and Figure 5.2.

Table 5.85 Frequency and Percentage on the Preference of Type of Hotel

Tourist Preference	Frequency	Percentage
Type of Hotel		
World Class Luxury	53	13.25
Luxury with Local Identities	163	40.75
Simple as Local Living	101	25.25
Modern and Stylish	83	20.75
Total	400	100.00

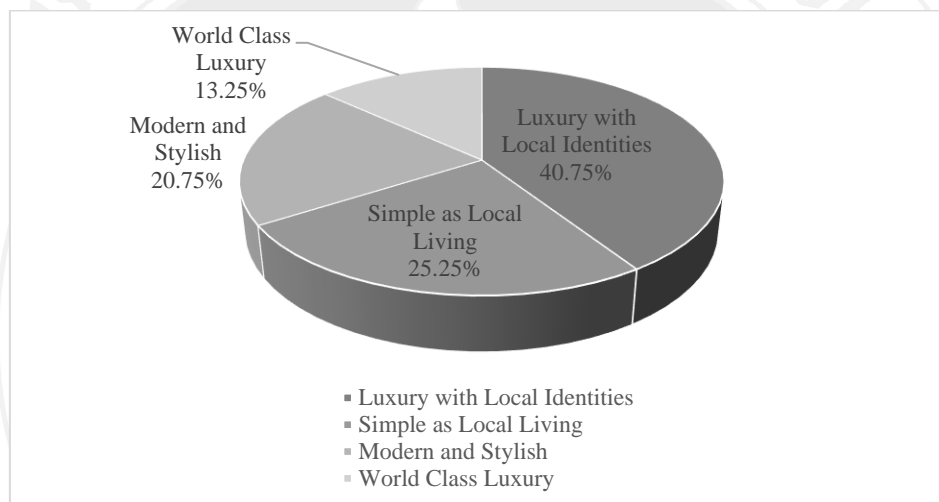


Figure 5.2 Preference Percentage of Type of Hotel

From Table 5.85 and Figure 5.2, it was found that the type of hotel preference the most was Luxury with Local Identities (40.75%), followed by Simple as Local Living (25.25%), Modern and Stylish (20.75%) and the least was World Class Luxury at (13.25 %).

From these values, it can be seen that most high-quality tourists are interested in accommodation related to the locality. Luxury with Local Identities and Simple as Local Living all have characteristics that are connected to locality. It is consistent with the description of Spenceley's research (2007). Responsible tourists look for a connection between the products or services they choose with the locality. The tourism image of the locality is also a component of tourists' decision-making in

choosing a tourist attraction (Boonlert Chittangwattana, 2005). Therefore, the development of hotel business or other business that focuses on high-quality tourists should focus on developing products that are connected with local characteristics. In particular, the physical environment is the first human experience. Organizing a physical environment that reflects the culture of a community influences the beliefs and feelings of high-quality visitors (Bowie & Buttle, 2011).

5.3.3 Size of Hotel

The results of the analysis of information on the preferences of high-quality tourists in terms of size of hotels are shown in Table 5.86 and Figure 5.3.

Table 5.86 Frequency and Percentage on the Preference of Size of Hotel

Tourist Preference	Frequency	Percentage
Size of Hotel		
Large Hotel (> 300 rooms)	72	18.00
Medium Hotel (> 50 but < 300 rooms)	204	51.00
Small Hotel (<50)	124	31.00
Total	400	100.00

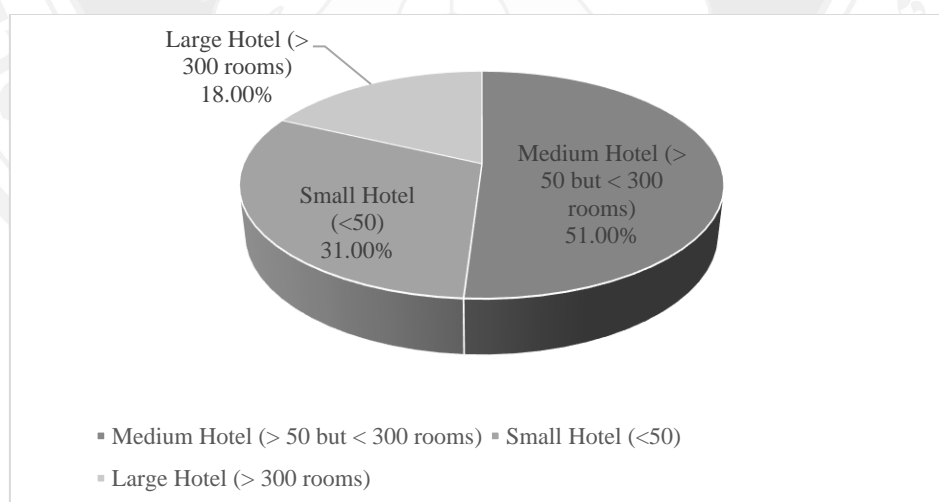


Figure 5.3 Preference Percentage of Size of Hotel

From Table 5.86 and Figure 5.3, it was found that the preference for Size of Hotel was Medium Hotel (> 50 but < 300 rooms) or 51.00%, followed by Small Hotel (<50) or 31.00% and the least was the Large Hotel (> 300 rooms) or 18.00 %.

From these values, it can be seen that most high-quality tourists are Interested in accommodation up to 300 rooms. When combining tourists are interested in staying at Small Hotel (<50) and Medium Hotel (> 50 but < 300 rooms), it revealed more than half of the total sample. It could be inferred that high-quality tourists tend to choose medium- and small-sized accommodations. However, it may be related to the peace and privacy of the stay. It is consistent with studies on Behavioristic Segmentation of Lampang Rajabhat University (2014) found that high paying tourists such as Business people demand privacy, luxury, speed, convenience, and accuracy. Staying in a large hotel can compromise this tourists' sense of privacy. Therefore, the development of hotel business or tourist attraction to support high-quality tourists should promote small and medium-sized hotels or improve large hotels with a strategy that focuses on privacy and more convenience. The promotion of small and medium-sized accommodations will attract high-quality tourists and encourage local small and medium-sized entrepreneurs with small investments to gain business opportunities and reach high-quality tourists.

5.3.4 Travel Destination

The results of the analysis of data on the preferences of high-quality tourists in regard to Travel Destination are shown in Table 5.87 and Figure 5.4.

Table 5.87 Frequency and Percentage on the Preference of Travel Destination

Tourist Preference	Frequency	Percentage
Travel Destination		
Beach/sea	172	43.00
Under Water Scenery	79	19.75
City	85	21.25
Heritage Place	45	11.25
Local Community	13	3.25

Tourist Preference	Frequency	Percentage
Mountain/Forest Park	6	1.50
Total	400	100.00

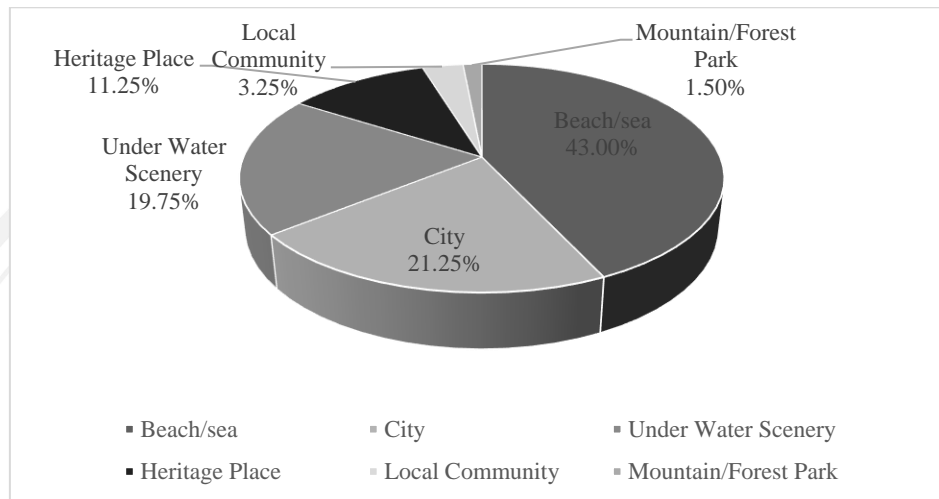


Figure 5.4 Preference percentage of Travel Destination

From Table 5.87 and Figure 5.4, it was found that Travel Destination preferences the most were Beach/sea (43.00%), followed by City (21.25%), Under Water Scenery (19.75%), Heritage Place (11.25%), Local Community (3.25%) and the least was Mountain/Forest Park (1.50%)

From these values, it can be seen that most high-quality tourists are interested in destinations related to nature. The sum of the Beach/sea, Under Water Scenery, and Mountain/Forest Park nature reserves exceeds half of the total high-quality tourists' travel destination preferences. It is consistent with a study by the SNV Netherlands Development Organization (2009), which states that Responsible tourists (which are characteristic of high-quality tourists) often have a desire to interact with nature, society and culture and have a positive effect on the conservation of natural resources. (International Center for Responsible Tourism, 2002) It is a finding that explains that high-quality tourists have a preference for natural attractions and gives them the potential to attract high-quality tourists. However, natural attractions are limited things that cannot be rebuilt. Tourism promotion in natural attractions requires careful maintenance in order to maintain a sustainable tourist destination. Promoting natural

attractions as high-quality tourist attractions that place an emphasis on responsible tourism is another key strategy for sustainable tourism management.

In addition, promoting man-made tourist attractions is another way to reduce the impact on natural attractions as well. The next factor is the city-type tourist attraction. It is a man-made attraction (Middleton & Hawkins, 1998). These results show alternatives that can be used to develop high-quality tourist attractions. The popularity of city attractions leads us to infer that some high-quality tourists need the amenities found in major city attractions. Therefore, urban development planning should take into account buildings, utilities, architectural preservation, history, culture and the construction of recreational areas will upgrade the city and have the opportunity to develop further into a tourist attraction that will attract more high-quality tourists in the future

Another interesting result of this study is the local community tourism destination. It is a relatively less rated attraction than other types of attractions. Although Spenceley (2007) defines high-quality tourists as a focus on proximity to the community, the study found that high-quality tourists are not as popular with community-based destinations. This may be explained by the research of the International Center for Responsible Tourism (2002) found that High-quality tourists (Responsible tourism) respect the cultural differences between locals and tourists. Therefore, the community is not judged as a tourist product that tourists must visit, but tourists want to be part of the community.

5.3.5 Tourism Activities

The results of the analysis of data on the preferences of high-quality tourists in Tourism Activities are shown in Table 5.88 and Figure 5.5.

Table 5.88 Frequency and Percentage on the Preference of Tourism Activities

Tourist Preference	Frequency	Percentage
Tourism Activities		
Sunbath	91	22.75
Dining Local Food	97	24.25
Driving/Riding	19	4.75
Diving	49	12.25
Learning Local Culture	40	10.00
Rejuvenation (i.e. spa)	17	4.25
Shopping	19	4.75
Taking photo	37	9.25
Reading book	1	0.25
Adventure	11	2.75
Thinking/Self-discovery	15	3.75
Upgrading mindfulness	4	1.00
Total	400	100.00

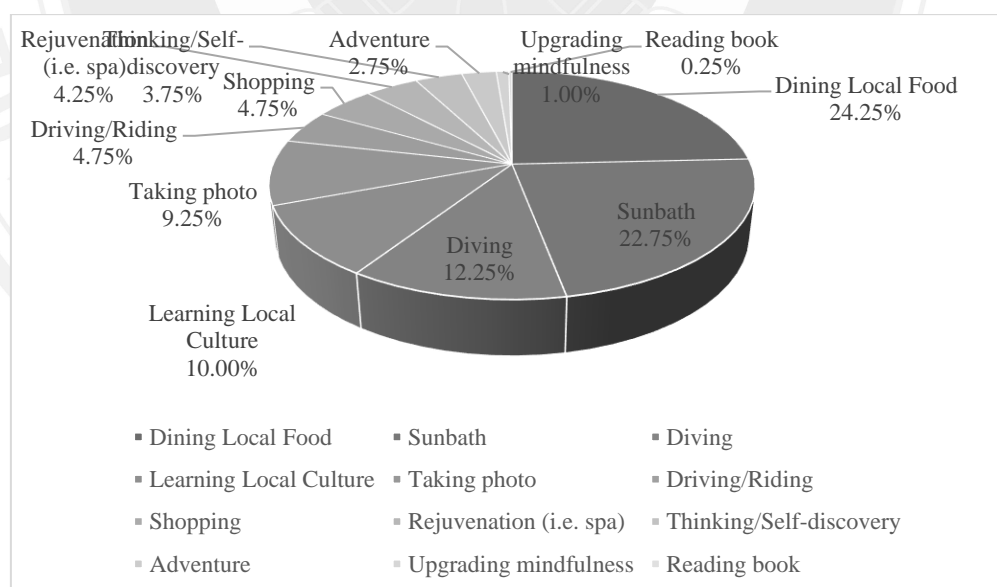


Figure 5.5 Preference Percentage of Tourism Activities

From Table 5.88 and Figure 5.5, it was found that the most popular tourism activities were Dining Local Food (24.25%), followed by Sunbath (22.75%), Learning Local Culture (100%), and Taking photos (10%). 9.25, Diving/Riding (4.75%), Shopping accounted for (4.75%), Rejuvenation (i.e. spa) (4.25%), Thinking/Self-discovery (3.75%), Adventure (2.75%), Upgrading mindfulness (1.0%) and the least was reading book (0.25%)

From these values, it can be seen that the tourism activities of high-quality tourists are quite diverse. When grouped according to the similarity of the activities, they are divided into two main categories: nature tourism activities, namely Sunbath and Diving and cultural tourism activities such as Dining Local Food and Learning Local Culture. It is in line with the concept of SNV Netherlands Development Organization (2009) stating that responsible tourists are interested in interacting and learning with nature, society and culture. Therefore, tourism in high-quality tourist groups should develop tourism products that are comprehensive and consistent with natural and cultural tourism.

In addition, a tourism activity that is likely to grow and gain attention from digital tourists is Taking Photo. Although the frequency is not high compared to other tourism activities above, it can be applied to both natural tourism activities and cultural tourism activities.

5.3.6 Type of Souvenirs

The results of the analysis of data on the preferences of high-quality tourists in Type of Souvenirs are shown in Table 5.89 and Figure 5.6.

Table 5.89 Frequency and Percentage on the Preference of Type of Souvenirs

Tourist Preference	Frequency	Percentage
Type of Souvenirs		
Thai Snack	174	43.50
Thai Food	113	28.25
Jewelry	23	5.75
Iconic doll	10	2.50

Tourist Preference	Frequency	Percentage
Local Cloth/Purse/Bag	39	9.75
Skincare/Beauty	39	9.75
Others	2	0.50
Total	400	100.00

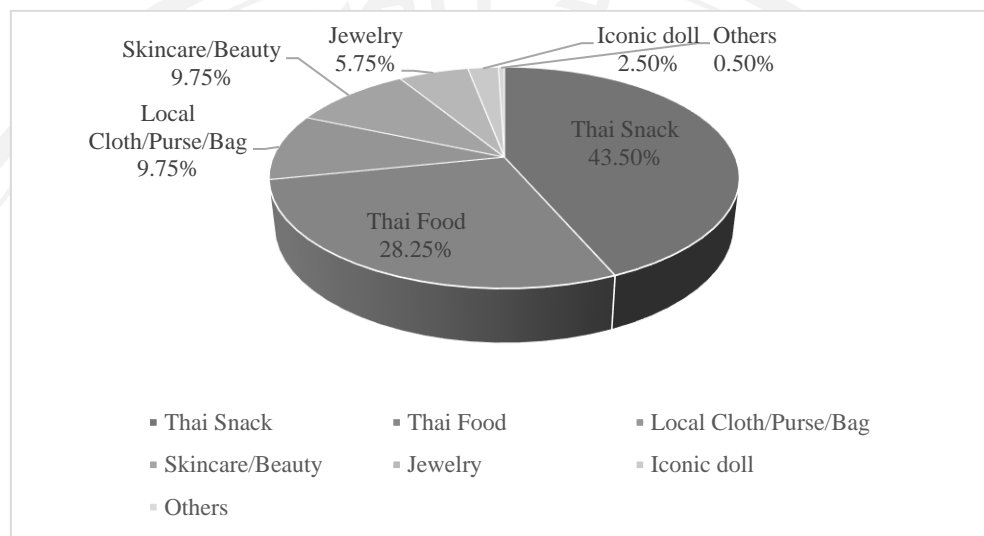


Figure 5.6 Preference Percentage of Type of Souvenirs

From Table 5.89 and Figure 5.6, it was found that the preference for Type of Souvenirs the most was Thai Snack (43.50%), followed by Thai Food (28.25%), Local Cloth/Purse/Bag, 9.75%, Skincare/Beauty (9.75%), Jewelry (5.75%), Iconic doll (2.50%), Iconic Doll (2.50%) and the least was Others (0.50 %)

From these values, it can be seen that Type of Souvenirs that high-quality tourists like in the same direction are Thai Snack and Thai Food. It's an interesting mix between food tourism and Thainess. This interesting result shows that the development of high-quality tourist souvenirs in Thailand should focus on food issues. It is widely recognized as one of the key images of outstanding Thailand. (Department of Tourism, 2015) It should develop in parallel with "Thainess" refers to people, traditions, and ways of life that are passed on from generation to generation in accordance with current or contemporary lifestyles (Ratthanan, Pakphum, & Benyapa, 2016). However, the development of Types of Souvenirs in food products will take

into account the identity and Thainess, it also needs to take into account the production standards that are suitable, clean and safe for consumers as well.

5.3.7 Type of Tour

The results of the analysis of data on the preferences of high-quality tourists in the Type of Tour are shown in Table 5.90 and Figure 5.7.

Table 5.90 Frequency and Percentage on the Preference of Type of Tour

Tourist Preference	Frequency	Percentage
Type of Tour		
Group Tour Travel	133	33.25
Private Travel Organized by Tour Company	93	23.25
Private Travel with your own-organized	174	43.50
Total	400	100.00

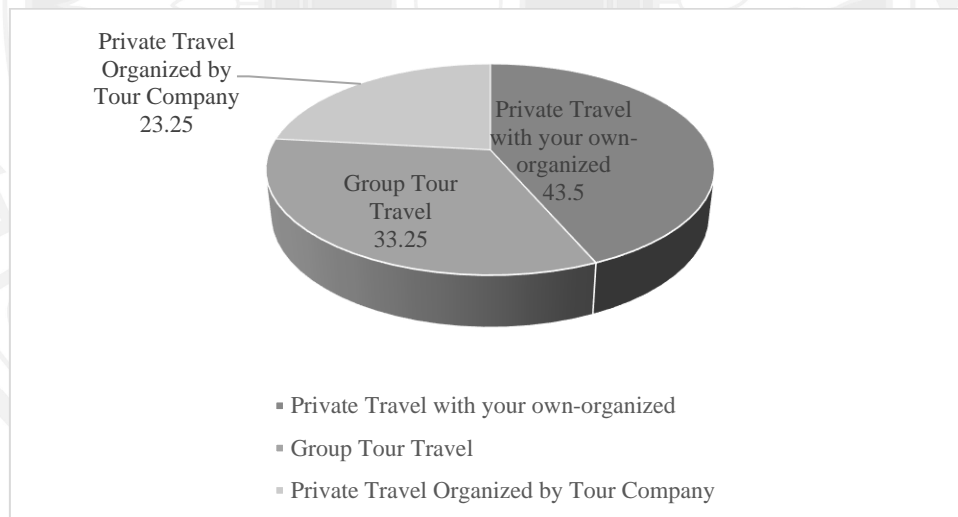


Figure 5.7 Preference Percentage of Type of Tour

From Table 5.90 and Figure 5.7, it was found that the type of tour preference the most was Private Travel with your own organized (43.5 %), followed by Group Tour Travel (33.25%) and the least is Private Travel Organized by Tour Company (23.25%).

From these values, it can be seen that high-quality tourists prefer private travel. It can be seen from the type of tour's preference for high-quality tourists. When private tourists are put together, they exceed half of all tourists. It is consistent with the research of Lampang Rajabhat University (2014) which found that High-paying tourists such as businessmen demand privacy, luxury, speed, convenience and accuracy. Therefore, privacy is a key feature of high-paying tourists. The analysis also revealed that the majority of high-quality tourists prefer independent travel and are primarily FIT tourists, followed by tourists who received services from Tour companies. Therefore, the design of high-quality tourist products must take into account both groups of tourists with different needs.

5.3.8 Payment Method

The results of the analysis of data on the preferences of high-quality tourists in Payment Method are shown in Table 5.91 and Figure 5.8.

Table 5.91 Frequency and percentage on the preference of Payment Method

Tourist Preference	Frequency	Percentage
Payment Method		
Cash	262	65.50
Credit card	67	16.75
Debit card	15	3.75
Bank transfer	4	1.00
3rd Party online Payment (i.e., Alipay, Paypal)	51	12.75
Others	1	0.25
Total	400	100.00

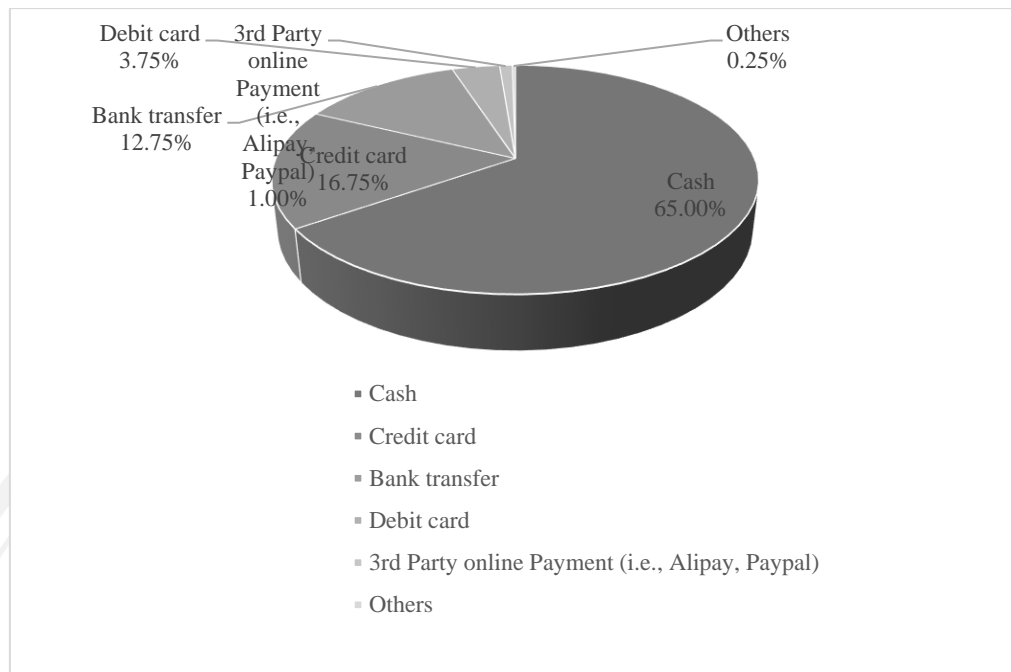


Figure 5.8 Preference percentage of Payment Method

From Table 5.91 and Figure 5.8, it was found that the payment method preferred was Cash (65.00%), followed by Credit Card (16.75%), Bank transfers (12.75%), Debit Card (3.75%), 3rd Party online Payment (i.e., Alipay, PayPal) (1.00%) and the lowest was Others (0.25%)

From this value, it can be seen that the Payment Method of high-quality tourists pays attention to cash. It is another one that promotes the local experience for tourists. However, the fact that most tourists pay by cash can be a inconvenience when it comes to other payment methods. For example, credit card usage fees, unstable currency exchange rates, delays in international money transfers, etc. Therefore, the development of tourism products for high-quality tourists It is worthwhile to study to find out what the main motivations for cash spending are, as the desire for experience should be encouraged as another tourism activity. But if it's because of other inconveniences, the public and private sectors should work together to develop payments that are convenient, secure and support tourists to pay more conveniently.

5.4 Decision-making of High-quality Tourists

The analysis of data on decision-making of high-quality tourists, both overall and classified by sector, consists of Tourism and service providers, Attraction, Information Sources, Persons and Length of Reserve.

In terms of decision-making factors of high-quality tourists, the researchers used the Likert-based evaluation criteria. It is based on the following new mean guidelines:

4.35 - 6.00 scores	refer to	Important
2.67 - 4.34 scores	refer to	Rather Important
1.00 - 2.66 scores	refer to	Not important

5.4.1 Overall Decision-making of High-quality Tourists

Table 5.92 The Overall of the Mean and Standard Deviation of the Decision-making of High-quality Tourists

Tourist Decision Making	\bar{X}	S.D.	Definition
Tourism and service providers	4.32	0.98	Rather Important
Attraction	4.77	0.89	Important
Information Sources	4.09	1.13	Rather Important
Persons	4.33	0.95	Rather Important
Length of Reserve	3.90	1.02	1 Week Ahead
Overall	4.30	0.80	Rather Important

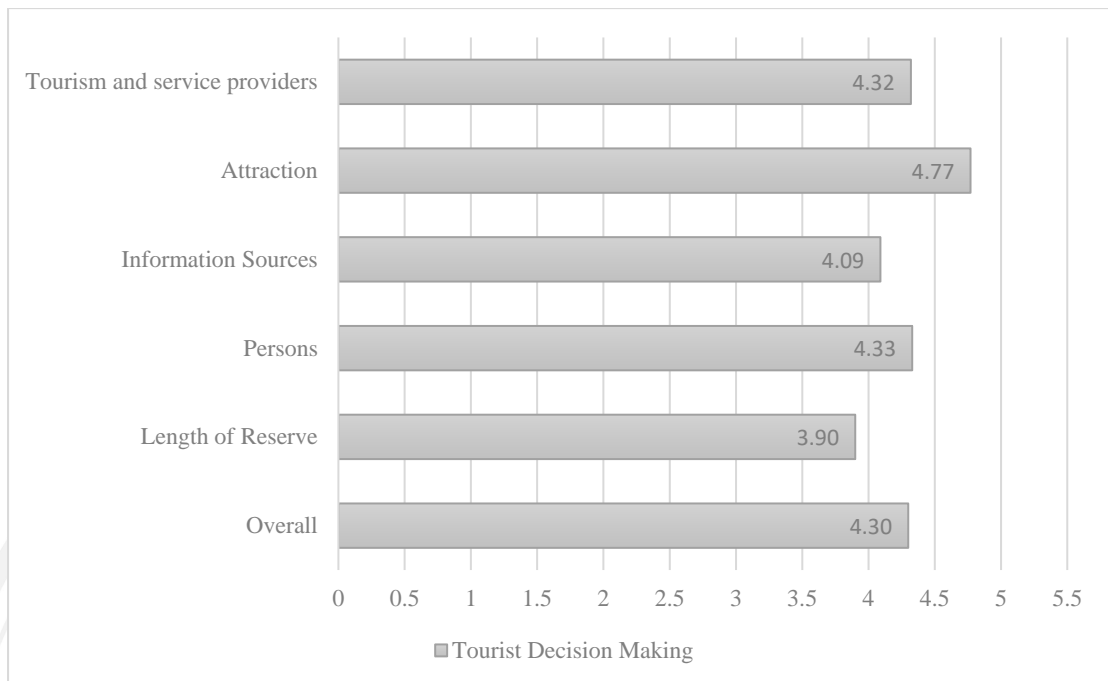


Figure 5.9 The Overview of the Mean of the Decision-making of High-quality Tourists

From Table 5.92 and Figure 5.9, it was found that the overall decision-making of high-quality tourists were at the Rather Important level with the mean of 4.30. The results of each aspect were as follows:

Tourism and service providers had the decision-making level of high-quality tourists on the Rather Important level with the mean score of 4.32.

Attraction had the decision-making level of high-quality tourists on the Rather Important level with the mean score of 4.77

Information Sources had the decision-making level of high-quality tourists on the Rather Important level with the mean score of 4.09

Persons had the decision-making level of high-quality tourists on the Rather Important level with the mean score of 4.33

Length of Reserve had the decision-making level of high-quality tourists on the Rather Important level with the mean score of 3.90

5.4.2 Decision-making of High-quality Tourists in Tourism and Service Providers

Table 5.93 The Mean and Standard Deviation of Decision-Making of High-quality Tourists in Tourism and Service Providers

Tourist Decision Making	\bar{X}	S.D.	Definition
Tourism and service providers			
1. Luxury	4.17	1.73	Rather Important
2. Privacy	4.62	1.39	Important
3. Prestige/Privilege	4.21	1.59	Rather Important
4. Simplicity	4.33	1.67	Rather Important
5. Flexible Program	4.47	1.42	Important
6. Customized services	4.31	1.48	Rather Important
7. Authenticity/Originality	4.65	1.48	Important
8. Global brand	3.92	1.59	Rather Important
9. Inclusive services	4.06	1.46	Rather Important
10. Eco-friendly services	4.19	1.49	Rather Important
11. Supreme location	4.46	1.55	Important
12. High-touch	4.43	1.66	Important
Total Tourism and service providers	4.32	0.98	Rather Important

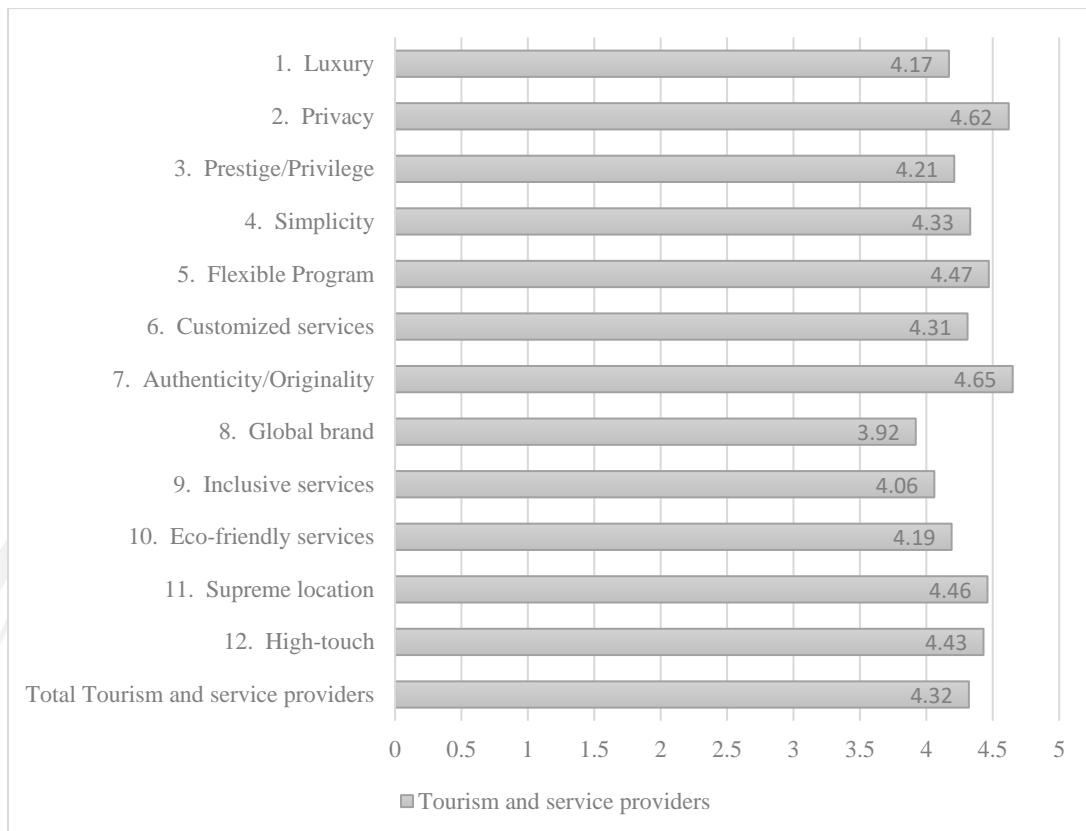


Figure 5.10 The Mean of Decision-making of High-quality Tourists in Tourism and Service Providers

From Table 5.93 and Figure 5.10, it was found that the decision-making of high-quality tourists in Tourism and service providers were at the Rather Important level with the mean value of 4.32. The result of each item's consideration had a mean score between 3.92 - 4.65. The mean scores were sorted in descending order according to the criteria for analyzing and interpreting the data as follows:

The level of decision making of high-quality tourists in Tourism and service providers at the Important level consists of: 7. Authenticity/Originality (4.65) has the highest mean, followed by 2. Privacy (4.62), 5. Flexible Program (4.47), 11. Supreme location (4.46), and 12. High-touch (4.43), respectively.

The level of decision making of high-quality tourists in Tourism and service providers at the Rather Important level consists of: 4. Simplicity (4.33) has the highest mean, followed by 6. Customized services (4.31), 3. Prestige/Privilege (4.21), 10.

Eco-friendly services (4.19), 1. Luxury (4.17), 9. Inclusive services (4.06), 8. Global brand (3.92), respectively.

The level of decision making of high-quality tourists in Tourism and service providers at the Not Important level did not find any items within this level.

The results obtained from the Decision-Making Study of high-quality tourists in Tourism and service providers are consistent with the results of a study by Sriboonruang and Pimonsompong (2021) which stated that high-quality tourists are unique in deciding where to visit. One of the important factors is the Authenticity/Originality of tourist attractions as high-quality tourists demand new experiences during their travels. It is a unique experience that is not found in everyday life but is original and authentic. However, high-quality tourists still need luxury and privacy during their travels.

5.4.3 Decision-making of High-quality Tourists in Attraction

Table 5.94 The Mean and Standard Deviation of Decision-making of High-quality Tourists in Attraction

Tourist Decision Making	\bar{X}	S.D.	Definition
Attraction			
1. Safety	5.33	1.12	Important
2. Price	4.87	1.26	Important
3. Reputation	4.42	1.63	Important
4. Travel time/Distance	4.97	1.23	Important
5. Convenience/Comfort	4.74	1.28	Important
6. Attractiveness	4.61	1.50	Important
7. Cleanness	4.88	1.40	Important
8. Ease of access	4.37	1.60	Important
Total Attraction	4.77	0.89	Important

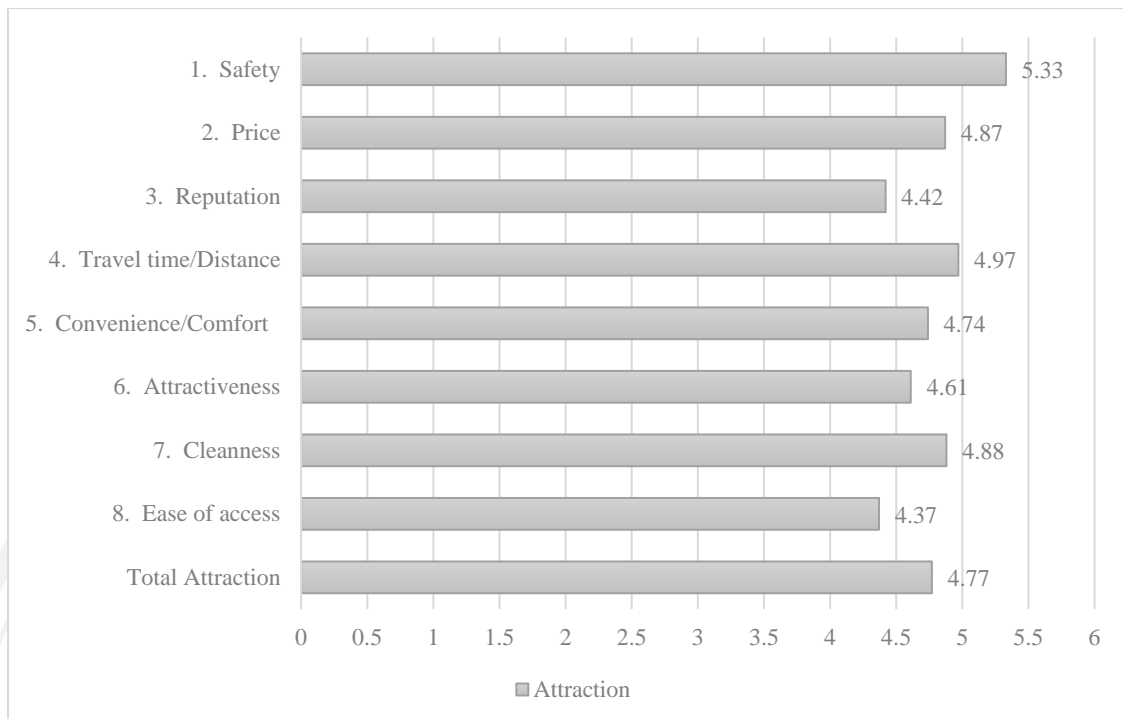


Figure 5.11 The Mean of Decision-making Characteristics of High-quality Tourists in Attraction

From Table 5.94 and Figure 5.11, it was found that the decision-making of high-quality tourists on attractions were at the Important level with the mean of 4.77. The result of each item's consideration had a mean score between 4.37-5.33. The mean scores were sorted in descending order according to the criteria for analyzing and interpreting the data as follows:

The level of decision making of high-quality tourists on attraction at the Important level consists of: 1. Safety (5.33) had the highest mean, followed by 4. Travel time/Distance (4.97), 7. Cleanness (4.88), 2. Price (4.87), 5. Convenience/Comfort (4.74), 6. Attractiveness (4.61), 3. Reputation (4.42) and 8. Ease of access (4.37), respectively.

The level of decision making of high-quality tourists on Attraction at the Rather Important level was not found in this level.

The level of decision making of high-quality tourists on Attraction at the Not Important level was not found in this level.

The results obtained from the study of decision-making characteristics of high-quality tourists on attractions are consistent with the results of a study by Garg (2013) which stated that Tourists travel to recharge or enjoy the peace and to adventure in a different yet secure environment. For this reason, tourists will not go to unsafe places or be affected by political turmoil and terrorist attacks. Before each departure decision, safety and property are taken into account when choosing a travel destination. A key factor in a traveler's decision to visit a destination is their perception of safety and security. Violent events have a negative impact on perceptions of the safety, security or desirability of a tourist attraction.

5.4.4 Decision-making of High-quality Tourists in Information Sources

Table 5.95 The Mean and Standard Deviation of Decision-making of High-quality Tourists in Information Sources

Tourist Decision Making	\bar{X}	S.D.	Definition
Information Sources			
1. Blogger/Web board	3.79	1.76	Rather Important
2. Online video (i.e., YouTube)	4.15	1.57	Rather Important
3. National tourism promotion website	4.44	1.57	Important
4. Travel book/Magazine	4.08	1.78	Rather Important
5. Television program	3.88	1.72	Rather Important
6. Suggestion from friends/relative	4.63	1.46	Important
7. Online travel agent	3.74	1.66	Rather Important
8. Tour program advertisement	3.77	1.72	Rather Important
9. Social media (i.e., FB, Line, Instagram)	4.36	1.62	Important
Total Information Sources	4.09	1.13	Rather Important

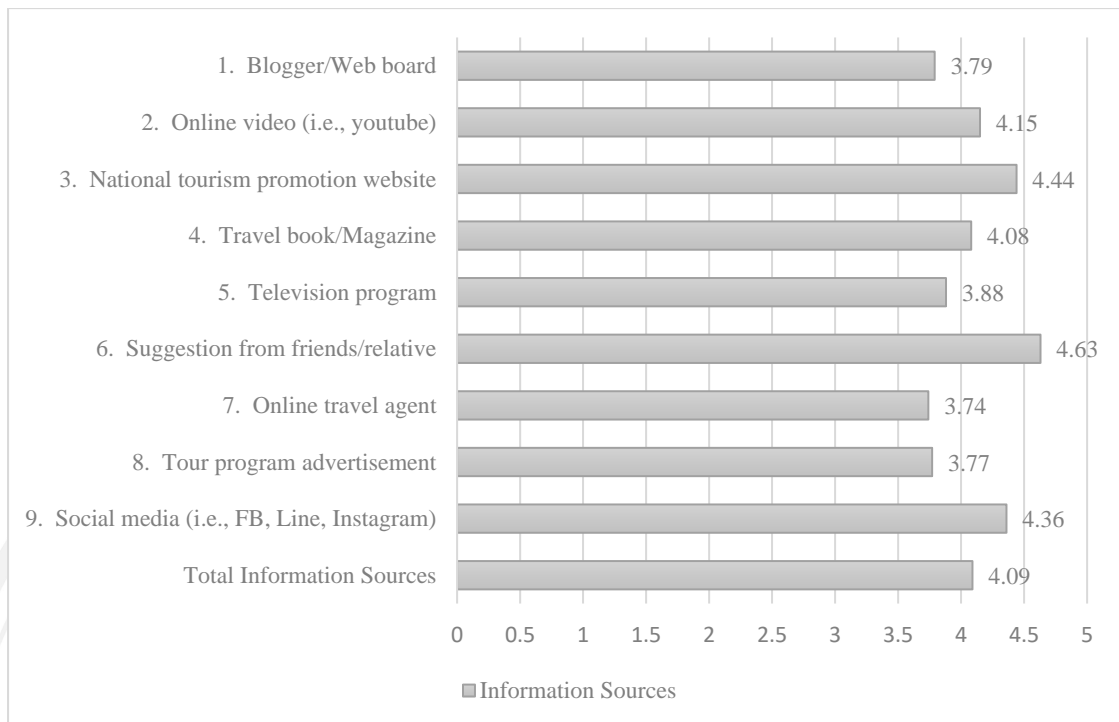


Figure 5.12 The Mean of Decision-making of High-quality Tourists in Information Sources

From Table 5.95 and Figure 5.12, it was found that the decision-making of high-quality tourists on Information Sources were at the Rather Important level, with the mean of 4.09. The result of each item's consideration had a mean score between 3.74-4.63. The mean scores were sorted in descending order according to the criteria for analyzing and interpreting the data as follows:

The level of decision-making of high-quality tourists on Information Sources on the Important level consisted of: 6. Suggestion from friends/relative (4.63) had the highest mean, followed by 3. National tourism promotion website (4.44) and 9. Social media (i.e., FB, Line, Instagram) (4.36), respectively.

The level of decision-making of high-quality tourists on Information Sources on the Rather Important level consisted of: 2. Online video (i.e., youtube) (4.15) had the highest mean, followed by 4. Travel book/Magazine (4.08), 5. Television program (3.88), 1. Blogger/Web board (3.79), 8. Tour program advertisement (3.77) and 7. Online travel agent (3.74), respectively.

The level of decision-making of high-quality tourists on Information Sources at the Not Important level was not found in this level.

The results obtained from a study of decision-making of high-quality tourists on Information Sources are consistent with the results of a study by Mody, Day, Sydnor, Jaffe, and Lehto (2014), which stated: Most tourists obtain tourism information through word of mouth from friends, relatives or other people. It has the most important influence on travel decisions. Additionally, the Internet is one of the most popular sources of information on tourist attractions. Likewise, a study by Mansfeld (2006) indicated that factors affecting traveler decision-making behavior are caused by access to information and image through word of mouth from relatives and family.

5.4.5 Decision-making of High-quality Tourists in Persons

Table 5.96 The Mean and Standard Deviation of Decision-making of High-quality Tourists in Persons

Tourist Decision Making	\bar{X}	S.D.	Definition
Persons			
1. Yourself	5.18	1.14	Important
2. Family/Couple	4.70	1.29	Important
3. Friend	4.62	1.42	Important
4. Employer	3.84	1.64	Rather Important
5. Celebrity you like	3.65	1.79	Rather Important
6. Tour company/Expert	3.97	1.69	Rather Important
Total Persons	4.33	0.95	Rather Important

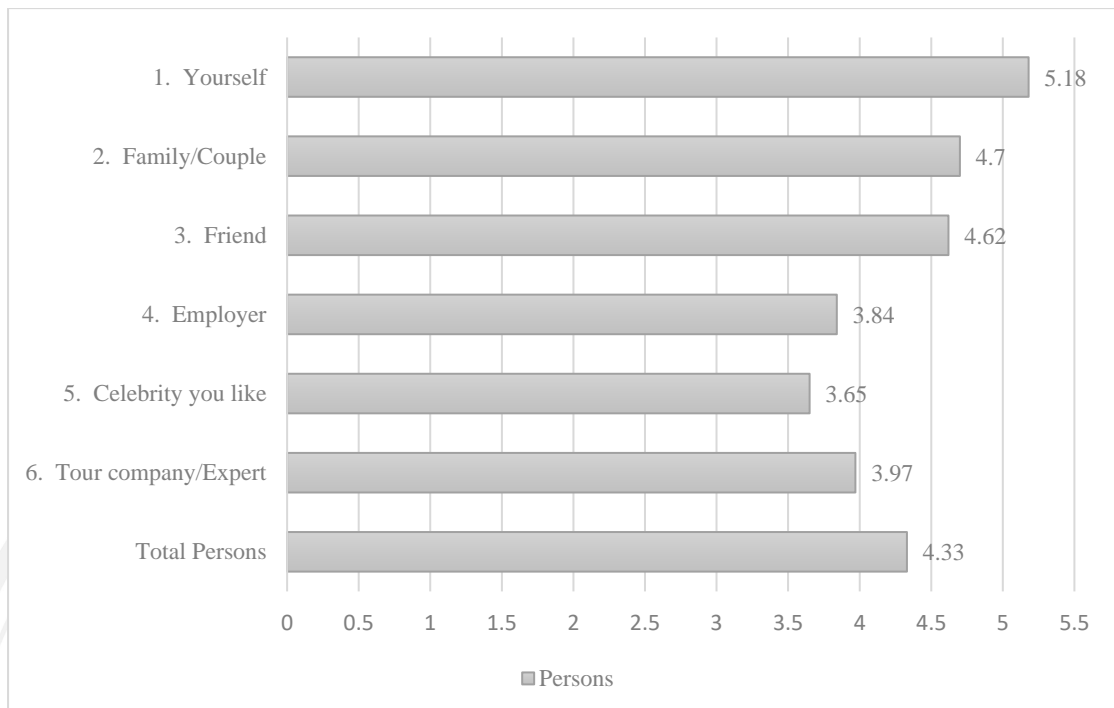


Figure 5.13 The Mean of Decision-making of High-quality Tourists in Persons

From Table 5.96 and Figure 5.13, it was found that the decision-making of high-quality tourists on Persons were at the Rather Important level, with the mean of 4.33. The result of each item's consideration had a mean score between 3.65-5.18. The mean scores were sorted in descending order according to the criteria for analyzing and interpreting the data as follows:

The level of decision-making of high-quality tourists on Persons at the Important level consisted of: 1. Yourself (5.18) had the highest mean, followed by 2. Family/Couple (4.70) and 3. Friend (4.62), respectively.

The level of decision-making of high-quality tourists on Persons at the Rather Important level consisted of: 6. Tour company/Expert (3.97) had the highest mean, followed by 4. Employer (3.84) and 5. Celebrity, you like (3.65), respectively.

The level of decision-making of high-quality tourists on Persons at the Not Important level was not found in this level.

The results obtained from the Decision-making study of high-quality tourists on Persons are consistent with the results of a study by Artal-Tur, Correia, Serra, and Osorio-Caballero (2019), which stated: Most of today's tourists are traveling with

uniqueness. Mostly, they tend to search for information about tourist attractions based on their interests and then make plans to decide on a trip.

5.4.6 Decision-making of High-quality Tourists in Length of Reserve

Table 5.97 The Mean and Standard Deviation of Decision-making of High-quality Tourists in Length of Reserve

Tourist Decision Making	\bar{X}	S.D.	Definition
Length of Reserve			
1. Air-ticket	4.74	0.86	1 month Ahead
2. Hotel room/accommodation	4.42	0.94	1 week Ahead
3. Entrance ticket (i.e., museum, theme park)	3.67	1.41	1 week Ahead
4. Local transportation (i.e., rental car, ferries)	3.34	1.50	1 day Ahead
5. Local program tour	3.56	1.41	1 day Ahead
6. Inclusive package tour from your country	3.66	1.41	1 week Ahead
Total Length of Reserve	3.90	1.02	1 week Ahead

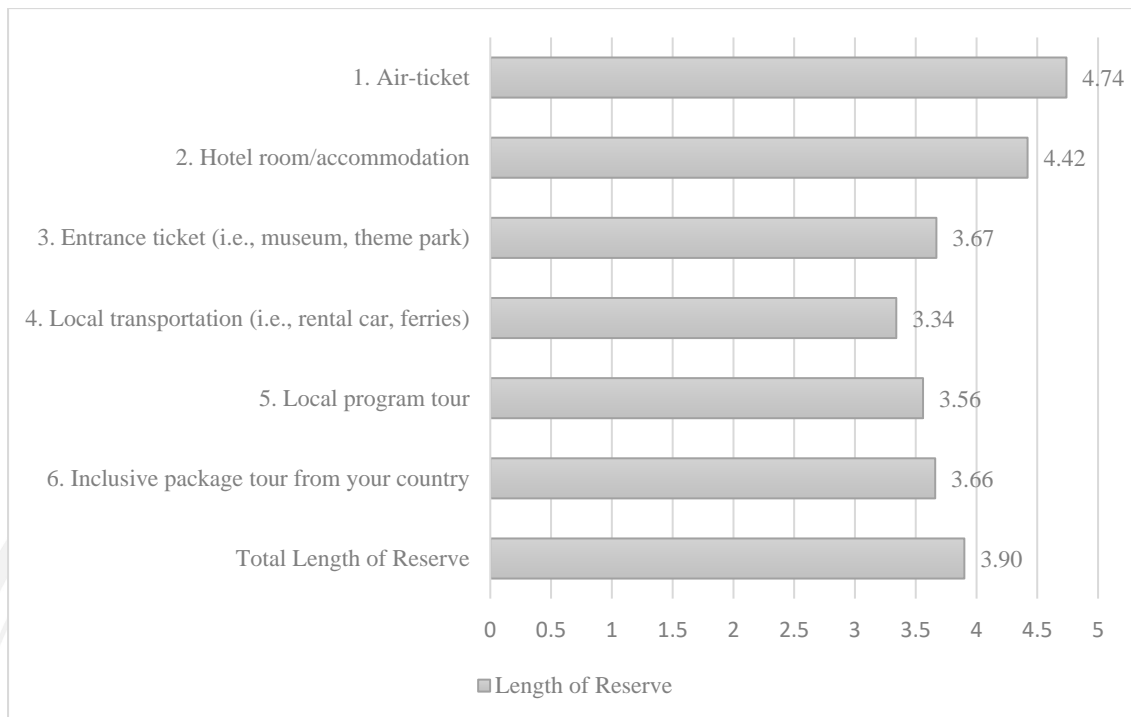


Figure 5.14 The Mean of Decision-making of High-quality Tourists in Length of Reserve

From Table 5.96 and Figure 5.14, it was found that the decision-making of high-quality tourists in the Length of Reserve aspect were at the level of 1 week ahead with the mean of 3.90. The result of each item's consideration had a mean score between 3.34-4.74. The mean scores were sorted in descending order according to the criteria for analyzing and interpreting the data as follows:

The level of decision-making of high-quality tourists in the Length of Reserve aspect at the 1 week ahead level consisted of: 2. Hotel room/accommodation (4.42) had the highest mean, followed by 3. Entrance ticket (i.e., museum, theme park) (3.67) and 6. Inclusive package tour from your country (3.66), respectively.

The level of decision making of high-quality tourists in the Length of Reserve aspect at the 1 day ahead level consisted of: 5. Local program tour (3.56) had the highest mean, followed by 4. Local transportation (i.e., rental car, ferries) (3.34), respectively.

The level of decision making of high-quality tourists in the Length of Reserve aspect at the 1 month ahead level consisted of: 1. Air-ticket (4.74).

5.5 Summary and Discussion of High-quality Tourist

5.5.1 Summary of General Information of High-quality Tourist

The results of the analysis of high-quality tourists' characteristics based on demographic factors, tourist's travel motivation and tourist behavior can be summarized as follows:

Demographic factors: From the personal data collection of 400 High-Quality Tourists, it was shown that the samples were more females than males. Most were aged between 23-36 years, followed by the age range between 15-22 years or 28.00 percent. Most of these samples were Chinese, followed by Russians. Most of the samples were single, followed by married. Most of the samples had a bachelor's degree, followed by a bachelor's degree. Most of them were students, followed by housewives. Most of the sample earned less than \$10,000 yearly/per household, followed by \$10,000 - \$29,999 yearly/per household.

Tourist's travel motivation: From collecting the travel motives of the sample, it was found that the High-Quality Tourists 400 gave the Tourist's Travel Motivation were at Important level. When considering each aspect, it was found that the importance of Tourist's Travel Motivation in terms of Pull factors and Push factors were all at Important levels. Push factors consisted of Novelty, Relaxation, Relationship, and Self-development were all at Important levels. Escape was at Rather Important level, respectively. Pull factors consisted of Culture, Food, People, Shopping, Convenience, Travel Activities and infrastructure were all at Important levels.

Tourist behavior: From the data collection of tourist behavior of the 400 High-Quality Tourist sample group, it was shown that most of them have never been to Thailand before. They have the most experience traveling abroad with tour groups. Most days of rest in Thailand are 6-10 days, followed by 2-5 days. They traveled to Thailand the most with their friends, followed by their families. High-Quality Tourist chose Regular Airline/Scheduled Flight over Charter Flight. Most of the selected accommodation was located in budget hotels, followed by resorts. The cost of traveling to Thailand was less than \$1,000 the most, followed by \$1,000 - \$2,999.

5.5.2 Summary of the Analysis Results of Factors Influencing High-quality Tourists

It was found that factors of nationality, education level and occupation had an effect on high-quality tourists.

The analysis of the relationship between tourism incentives and high-quality tourists found that Push Factor for Relaxation and Relationship is a tourism incentive that affects being a high-quality tourist. For pull factor tourism incentives, it was found that 'Food' was a tourism incentive that influenced high-quality tourists.

The results of the analysis of high-quality tourists and tourism behavior found that Travel companion factor for Alone and Couple, the Type of air flight factor, the Type of Accommodation factor for Resorts and Luxury Hotels, and the Travel Expenditure factor affected the quality of tourists.

5.5.3 Summary of Preferences of High-quality Tourists

High-quality tourists have a preference for Accommodation Proximity to the most was Near Beach, followed by Near Midtown and Near nature. The most preference for the type of hotel was Luxury with Local Identities, followed by Simple as Local Living. The most preference for the Size of Hotel was Medium Hotel (> 50 but < 300 rooms), followed by Small Hotel (<50). The most preference for travel destination was Beach/sea, followed by City and Under Water Scenery. The most preference for Tourism Activities was most likely to be Dining Local Food, followed by Sunbath, Learning Local Culture and Taking photo. The most preference for the type of souvenirs was Thai Snack, followed by Thai Food. The most preference for the type of tour was Private Travel with your own organized, followed by Group Tour Travel. The most preference for payment method was Cash, followed by Credit Card.

As a result, the promotion of tourist attractions suitable for high-quality tourists should be developed in accordance with the eight preferences: (1) Accommodation Proximity: Promote accommodation close to natural attractions to have amenities that meet the needs and ensure to reduce the impact of tourism from accommodation near the community, (2) Type of Hotel: Develop products that are linked to local characteristics, especially the physical environment, such as designing staff attire, inside rooms, and decorating common areas in accordance with the

identity of the community, (3) Size of Hotel: Encourage local operators to invest in small and medium-sized accommodations and encourage large-scale lodgings to pay more attention to the privacy of tourists, (4) Travel Destination: Develop natural tourist attractions by reducing the impact of tourism in parallel with the development of man-made tourist attractions, both urban tourist attractions and other cultural attractions, (5) Tourism Activities: Develop tourism activities to cover both cultural tourism and natural tourism activities, It includes creating engagement through photography activities that can capture the attention of tourists in the digital age, (6) Type of Souvenirs: Promote food tourism through souvenirs with regard to Thai identity, local identity, cleanliness and safety, (7) Type of Tour: Tourists can use quite a variety of services. The design to facilitate and accommodate high-quality tourists must take into account both independent travelers and tour groups, (8) Payment Method: Study tourists' cash spending to create a similar experience with locals, If it is caused by other inconveniences, the government and private sectors should work together to develop a more convenient solution for tourists to facilitate spending.

5.5.4 Summary of Decision-making of High-quality Tourists

The overall decision-making of high-quality tourists were found that most of the tourists were of high quality. Decisions at the Rather Important level comprising Tourism and service providers, Information Sources, and Persons. While the Attraction was Important and the Length of Reserve was at the 1 Week Ahead level. If it is classified by item, it revealed that

1) Decision-making of high-quality tourists on Tourism and service providers at the Important level were Authenticity/Originality, followed by Privacy, Flexible Program, Supreme location and High-touch, respectively.

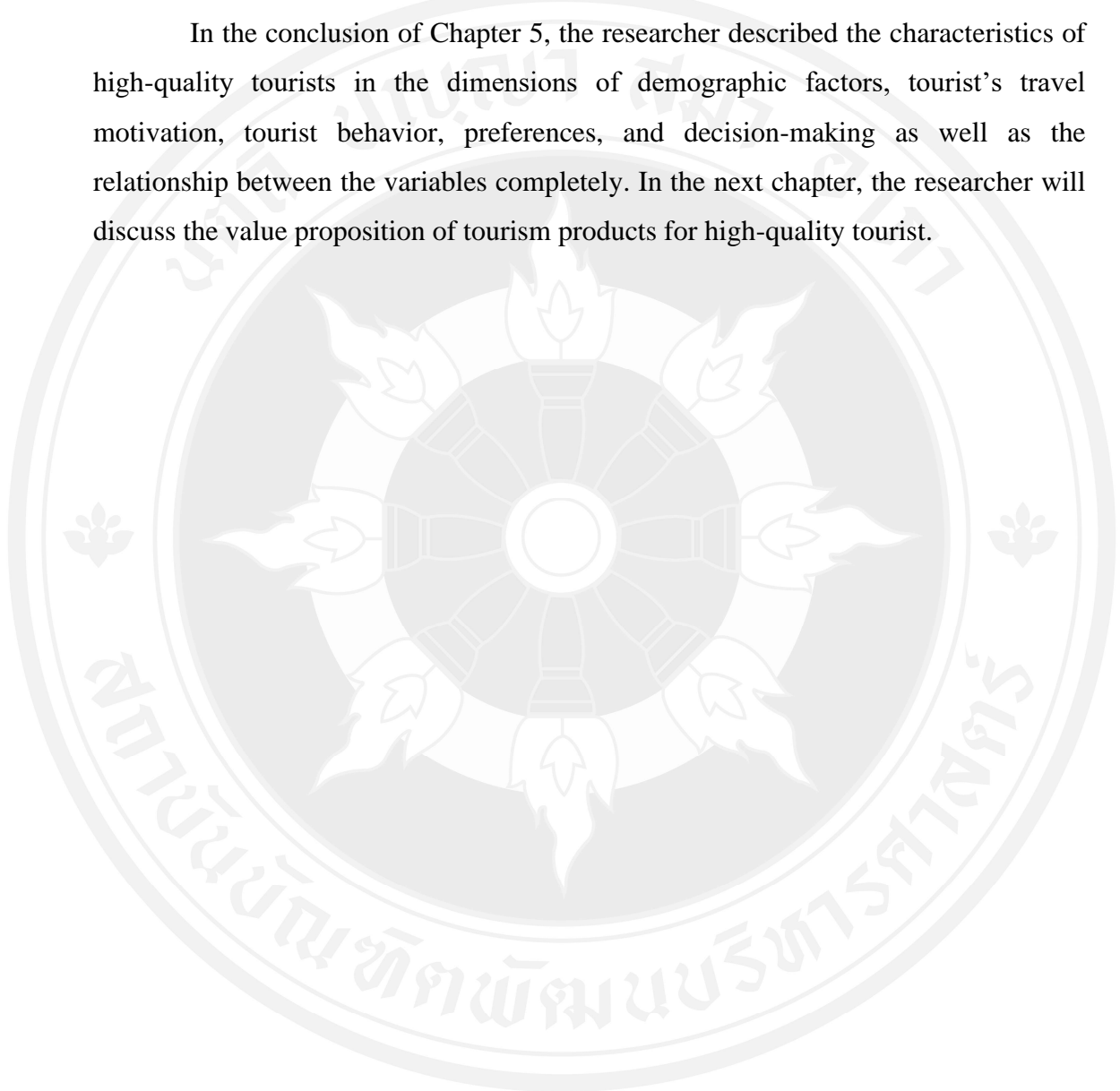
2) Decision-making of high-quality tourists on Attraction at the Important level were Safety , followed by Travel time/Distance, Cleanness, Price , Convenience/Comfort, Attractiveness, Reputation and Ease of access, respectively.

3) Decision-making of high-quality tourists on Information Sources at the Important level Important were Suggestion from friends/relatives, followed by National tourism promotion website and social media (i.e., FB, Line, Instagram), respectively.

4) Decision-making of high-quality tourists on Persons at the Important were Yourself, followed by Family/Couple and Friend, respectively and;

5) Decision-making of high-quality tourists on the Length of Reserve were mostly 1 week ahead such as Hotel room/accommodation, Entrance ticket (i.e., museum, theme park) and Inclusive package tour from your country, respectively.

In the conclusion of Chapter 5, the researcher described the characteristics of high-quality tourists in the dimensions of demographic factors, tourist's travel motivation, tourist behavior, preferences, and decision-making as well as the relationship between the variables completely. In the next chapter, the researcher will discuss the value proposition of tourism products for high-quality tourist.



CHAPTER 6

TOURISM PRODUCTS VALUE PROPOSITION FOR HIGH-QUALITY TOURIST

This section determines the development of tourism products by reviewing the previous studies concerning the demographic factors, tourist's travel motivation, tourist behaviors, preferences, and decision-making of high-quality tourists.

6.1 Profiles of High-quality Tourist

According to collecting data about demographic factors of high-quality tourists from 400 samples, it was found that the samples were more female than male. The majority of them were aged between 23 and 36, followed by between 15 and 22. Most of these samples were Chinese, followed by Russian. Most were single, followed by married. Most had a bachelor's degree, followed by a below bachelor's degree. The samples were most students, with housewives coming in second. The majority earned less than \$10,000 yearly/per household, followed by \$10,000 - \$29,999 yearly/per household.

Analyzing demographic factors revealed that nationality, educational level, and occupation factors influenced high-quality tourist characteristics.

6.2 Tourist's Travel Motivation and Tourist Behaviors of High-quality Tourist

6.2.1 Tourist's Travel Motivation

According to analyzing the data collected from 400 high-quality tourists, it was found that high-quality tourists placed the overall importance of tourist's travel motivation at an important level. When considering each aspect, the importance of tourist's travel motivation in aspects of pull and push factors was all at an important

level. For push factors, the importance of novelty, relaxation, relationship, and self-development was at an important level whereas the importance of escape was at a rather important level. For pull factors including culture, food, people, shopping, convenience, travel activity, and infrastructure, their importance was all at an important level.

6.2.2 Tourism Behavior

According to data obtained from 400 high-quality tourists, the majority of them had never visited Thailand. Most of them have traveled overseas with tour groups. The average length of stay in Thailand was 6-10 days, followed by 2-5 days. The bulk of high-quality tourists traveled to Thailand with friends, then with family. High-quality tourists traveled to Thailand by regular airline/scheduled flight more than charter flights. The majority of samples stayed at budget hotels, followed by resorts. The cost of traveling to Thailand was less than \$1,000, followed by \$1,000 - \$2,999.

The factors of tourist's travel motivation and tourist behaviors of high-quality tourists were analyzed to determine the relationship between these factors and high-quality tourist characteristics. The results of the analysis are as follows.

The analysis of the relationship between tourist's travel motivation and being a high-quality tourist revealed that the push factors in the aspects of relaxation and relationship were the tourist's travel motivation that impacted being a high-quality tourist. As for the pull factors, food is the tourist's travel motivation that influenced high-quality tourists.

The analysis of being high-quality tourists and tourist behaviors showed that the factors of travel companion (in the aspects of alone and couple), type of air flight, type of accommodation (in the aspects of resort and luxury hotel), and travel expenditure affected being a high-quality tourist.

6.3 Preferences and Decision-making of High-quality Tourists

According to analyzing the data about preferences collected from 400 high-quality tourists, it was found that high-quality tourists preferred accommodation

proximity in the aspect of “near beach”, followed by “near midtown” and “near nature”. In the aspect of the hotel, they preferred “luxury with local identities”, followed by “simple as local living”. In the aspect of the size of the hotel, their preference was a medium hotel (> 50 but < 300 rooms), followed by a small hotel (< 50 rooms). In the aspect of travel destination, their preference was beach/sea, followed by city and underwater scenery. In the aspect of tourism activities, their preference belonged to local food, followed by sunbath, learning about local culture, and taking a photo. The type of souvenirs they liked most was Thai snacks, followed by Thai foods. The most liked type of tour was “private travel with your own organized”, followed by “group tour travel”. Finally, the most popular payment method was cash, followed by credit card.

For decision-making of high-quality tourists, the majority of them made decisions in the aspects of tourism and service providers, information sources, and persons at a rather important level. The decisions in the aspect of attraction were made at an important level. Meanwhile, the decision in the aspect of “length of reserve” was made at the level 1 week ahead.

The decision-making of high-quality tourists in each aspect can be concluded as follows.

- 1) Decision-making of high-quality tourists in the aspects of tourism and service at an important level were authenticity/originality, privacy, flexible program, supreme location, and high touch.

- 2) Decision-making of high-quality tourists in the aspects of attraction that were at an important level were safety, followed by travel time/distance, cleanness, price, convenience/comfort, attractiveness, reputation, and ease of access.

- 3) Decision-making of high-quality tourists in the aspects of information sources that were at an important level were suggestions from friends/relatives, followed by national tourism promotion websites, and social media (i.e., Facebook, line, and Instagram).

- 4) Decision-making of high-quality tourists in the aspects of individuals that were at an important level were yourself, followed by family/couple, and friend.

5) Decision-making of high-quality tourists in the aspects of “length of reserve” were most at an important level. Most tourists reserved hotel/accommodation, entrance tickets (i.e., museum and theme park), and inclusive package tour 1 week ahead.

6.4 Value Proposition of Tourism Products Classified by Decision-making Processes

This section applied the concept of the purchase decision process to analyze the value proposition of tourism products classified by decision-making processes relating to the motivation, preference, and decision-making of high-quality tourists.

Kotler and Keller (2012) introduced a model relating to the steps that tourists used when purchasing a tourism product or service, known as the "five-stage model of the consumer buying process". The five stages included problem recognition, information source, evaluation, purchase decision, and post-purchase behavior. However, this study analyzed the value proposition of tourism products according to the decision-making process of 4 issues: problem recognition, information source, evaluation, and purchase decision because this study was carried out in the pre-purchase decision-making and the purchase decision-making processes only. The results of the analysis are as follows:

6.4.1 Problem Recognition

Components of the decision-making process in the aspect of problem recognition are the first stage of the decision-making process. It is the stage where tourists perceive their own needs or problems which may occur spontaneously or as a result of a stimulus (Kotler & Keller, 2012). The data collected from 400 high-quality tourists revealed that push factors that were the intrinsic driving factors of high-quality tourists causing them to decide to travel were novelty, relaxation, relationship, self-development, and escape. The external pull factors of tourist attractions that made high-quality tourists decide to travel included culture, food, people, shopping, convenience, travel activities, and infrastructure.

This study analyzed problem recognition based on the motivation of high-quality tourists for several aspects as follows.

1) The majority of high-quality tourists were motivated to travel by a desire to discover new experiences and escape from their dull daily environment. The majority of high-quality tourists wanted to have a truly authentic local experience. Therefore, presenting the authenticity or originality of a tourist attraction through food, decorations, activities, and service that expresses Thai culture helped attract more high-quality tourists.

2) High-quality tourists wanted to relax and escape from the stress of daily life. Therefore, activities for relaxation such as wellness tourism activities (massage, spa treatment, sunbathing, yoga, etc.) and accommodations that present Thainess in a simple atmosphere should be offered. Too stressful services and activities should not be presented.

3) The self-improvement demands of high-quality tourists were partly driven by the increasing need for experiential learning. Therefore, offering activities that enable high-quality tourists to develop themselves will increase the level of decision-making. Such activities include, for example, learning about local life, learning Thai cooking, learning to make products, and shopping for raw materials. It is acknowledged that high-quality tourists love shopping and have purchase power.

4) High-quality tourist engagements were built through friendly service, convenience, and warm Thai hospitality.

5) The advantages of rich natural resources (e.g., marine resources) and cultural resources (activities, traditions, foods, dress, and Thai image) should be highlighted as tourism selling points. Public relations should be conducted through a variety of channels, especially online channels which are easily accessible and broad. Intimacy with tourists should be built to impress them because high-quality tourists often make their travel decisions based on recommendations from friends or family.

6) Facilities in many tourist attractions were still lacking, requiring urgent development. In addition, transportation should be connected to be accessed easily, simply, and quickly.

7) To stimulate decision, marketing image should be promoted by publicizing the prominence, uniqueness, beauty, variety of activities, and novelty of tourist attractions as well as the special experiences that tourists will gain

6.4.2 Information Source

In order to make a decision, tourists began to gather information about tourism products or services from a variety of sources. The decision-making process regarding information sources would be the following step once a need or recognition of a situation occurred (Kotler & Keller, 2012). According to data collection from 400 high-quality tourists, it was found that the main information source of high-quality tourists was “suggestions from friends/relatives”, followed by “national tourism promotion website” and “social media” (i.e., FB, Line, and Instagram). This study analyzed the information sources of high-quality tourists as follows.

1) The majority of high-quality tourists valued information to make informed decisions from suggestions from friends/relatives. The word of mouth was one of the most influential forms of communication in decision-making because it conveyed the true experiences and feelings arising after traveling. Therefore, tourist attractions should always improve their image and composition to be perfect and beautiful. Services must be professional considering different needs and flexibility to the diversity of each tourist to create an impression that will lead to positive word-of-mouth. Behaviors that can lead to negative consequences should be careful. Inefficient management will cause negative feelings about the attraction. Negative information dissemination and experience negatively impacted the tourist attraction and decision to travel.

2) Public relations in the national promotion website was an important means of disseminating news, events, and public relations on various aspects of tourist attractions that were official and reliable. Therefore, the website should be accessed easily, have attractive elements, as well as keep up to date with the latest information, events, promotions, and activities of various attractions. Moreover, the website should present various tricks, interesting information about events, and traditions for each period to attract high-quality tourists. For example, the Songkran festival is usually held between 13 and 15 April. However, the periods of the

Songkran activities are expanded in some provinces to distribute high-quality tourists to neighboring areas and to extend the travel time of travelers.

3) Self-promotion via social media and online video platforms (e.g., YouTube) was the second most important information source used by high-quality tourists. These platforms were easily accessible, broad, and attractive. They provided pictures, sounds, and opinions from a diverse group of people. Therefore, social media platforms are an important and effective communication channel that can present the image of tourist attractions, activities, services, and other aspects to reach high-quality tourists.

6.4.3 Evaluation of Alternatives

The evaluation of the alternatives decision-making process is the process of reviewing, categorizing, and analyzing the collected data for the decision-making (Kotler & Keller, 2012).

According to collecting the data about the preferences of 400 high-quality tourists, it was found that in the aspect of “accommodation proximity to”, high-quality tourists preferred “near the beach”, followed by “near midtown” and “near nature”. In the aspect of the hotel, they preferred “luxury with local identities”, followed by “simple as local living”. In the aspect of the size of the hotel, their preference was a medium hotel (> 50 but < 300 rooms), followed by a small hotel (< 50 rooms). In the aspect of travel destination, their preference was beach/sea, followed by city and underwater scenery. In the aspect of tourism activities, the majority of them preferred dining local food, followed by sunbath, learning about local culture, and taking a photo. The souvenirs they liked most were Thai snacks, followed by Thai foods. The most liked type of tour was “private travel with your own organized”, followed by “group tour travel”. Finally, the most popular payment method was cash, followed by credit card.

Under this study, the following alternatives based on the preferences of high-quality tourists were analyzed and the results are as follows.

1) For “accommodation proximity to”, high-quality tourists preferred to stay near the beach/ nature, which is a potential location and one of Thailand's main strengths. Therefore, service providers should be always ready to welcome tourists

and should design landscape architecture to be consistent with the surrounding resources. The media for public relations should offer accommodation, amenities, and beachfront activities as an additional element in addition to presenting the beauty of the attraction and should be promoted through various channels to increase awareness and reach of high-quality tourists. Accommodations near beaches/nature should have additional selling points, such as providing high-quality tourists with baby sitters to look after their children so that they can spend their time relaxing. Accommodations near midtown should offer convenience, easy and quick access, and quality service. They should develop and improve their accommodation and surrounding environment. The facilities should be ready for use. In addition, the appearance of accommodation in a tourist attraction and advertising must be consistent. Exaggerated advertising or below-expected service performance often brings a negative impression of liking.

2) Accommodation should be luxurious while remaining simple and comfortable, exhibiting an identity, delivering experiences in connection with the Thai location, and displaying hospitality, decorating, and facilities that reflect Thainess.

3) High-quality tourists often chose to stay in small to medium-sized lodging (< 300 rooms) for privacy. Any lodge that has more than 300 rooms or is classified as a large hotel with a large number of guests should zone or design the interior environment that makes the sensation of not being crowded when sharing space with others.

4) High-quality tourists looked for beach/sea destinations for relaxation or activities. Therefore, it is important to focus on facilitating activities such as preparing places and equipment for sunbathing, scuba diving, sailing, spa services, relaxing massages, relaxing by the sea, and taking photos to add selling points to tourist attractions.

5) High-quality tourists enjoyed having local foods. Therefore, a variety of foods, ingredients, and flavors should be highlighted. The benefits of the seasoning should be included in the foods. The diversity of Thailand's regional dishes should be presented. Accommodations should increase their outstanding by offering breakfast as the local dishes of the region, serving special meals, serving buffet meals

that include foods from all regions of Thailand, or adding activities that will help generate sales (e.g., local cooking classes) to provide high-quality tourists with the opportunity to learn about the culture, which is one of the main motivations for deciding to travel.

6) Taking photo-related activities and sharing photos on social media, such as commemorative photos, should be supported to promote indirect marketing through real consumer experiences.

7) High-quality tourists preferred to buy souvenirs that can be consumed, especially Thai snacks and Thai foods. Therefore, entrepreneurs should develop a variety of products produced from local raw materials to promote community businesses. The entrepreneurs should process seasonal fruits and innovate new products. The packaging should be developed to be attractive, have a suitable size for carrying, easily pack on the plane, and have a long shelf life. High-quality tourists come from many countries around the world. Traveling often takes a long time. Hence, the shelf life is an important factor impacting purchase decisions.

8) The majority of high-quality tourists typically traveled on their own organized. Therefore, the development to accommodate the high-quality tourists' travel should focus on privacy, convenience, flexibility in travel, and not overcrowding. A more extensive transportation system connecting the airport to accommodations and tourist attractions should be built. Safety measures should be enhanced to bolster the confidence of high-quality tourists.

9) Operators should be able to accept a variety of payment methods, either credit card or cash. For the latter method, operators should always have a change in hand as high-quality tourists primarily pay with cash. This will boost tourists' confidence and allow them to spend their money more freely.

6.4.4 Purchase Decision

The problem recognition decision-making process is the process of making a decision to purchase a tourism product or service. After problem recognition and alternative evaluation are processed, purchase intention occurs, followed by purchase decision-making. This process will help tourists to achieve the highest satisfaction with their purchase decisions (Kotler & Keller, 2012).

According to analyzing gathered data about the decision-making of 400 high-quality tourists, the results revealed that in the aspect of “tourism and service providers”, high-quality tourists made their decision in the following order: authenticity/originality, privacy, flexible program, supreme location, and high touch, respectively. In the aspect of attraction, they preferred safety followed by travel time/distance, cleanness, price, convenience/comfort, attractiveness, reputation, and ease of access. In the aspect of the person, they prioritized yourself, family/couple, and friend, respectively. In the aspect of “length of reserve”, most tourists reserved the hotel/accommodation, entrance tickets (i.e., museum and theme park), and inclusive package tour 1 week ahead.

Under this study, the purchase decision according to the decision-making of high-quality tourists was analyzed and the results are as follows:

1) High-quality tourists were always looking for activities that are locally unique while seeking privacy. They had a profound experience. Activities that were flexible, focus on a variety of activities, allow tourists to design their daily activities, and enable tourists to access traditional sites (or an exclusive area) will help attract more tourist attention.

2) For tourist attractions that accommodate high-quality tourists and provide activities, the area and the nature of the activities that would take place must be safe. Entrepreneurs were encouraged to design activities appropriately based on local identity. It must also be accessible and secure. For example, health spa activities should provide a place surrounded by nature. The equipment used must be of standard cleanliness. Access should be easy. In addition, there should be ongoing activities to create value-added, such as sunbathing, sand drying, local dining, and scrubbing with community products. Such activities are an effective way to promote community enterprises.

3) High-quality tourists typically traveled on their own, with their family/partner, or friend. Most of them disliked traveling in groups with other people. Therefore, arranging private vehicles that can accommodate small groups of tourists or public transport that departs frequently makes it easier for high-quality tourists to make decisions.

4) For each type of booking, most high-quality tourists usually booked a week or more in advance. If operators want to increase the number of high-quality tourist bookings or drive sales, they should organize events or offer promotions in advance. However, during each festival, high-quality tourists travel normally. If operators want to increase the number of high-quality tourist bookings, they should offer promotions before the festive season. To boost the number of tourists during the low season, additional promotional activities should be conducted before this period, such as offering discounts, packages, activities, or gaming activities for tourists who want to play games for prizes.

6.5 Value Proposition of Tourism Products Classified by Tourism Components

In this section, the value proposition of tourism products related to the needs of high-quality tourists was analyzed. The tourism component framework, which was previously used for tourist attraction analysis, was developed for use in tourism product analysis, resulting in 5 tourism components to be analyzed: accommodation, transportation, souvenir, dining, and activities. The results of the analysis are as follows.

6.5.1 Accommodation

Accommodation covers a wide range of services, including bedrooms, breakfast, parking, etc. In addition to considering the services that businesses have, developing accommodation also needs to focus on the consumers' needs.

Under this study, the value proposition of tourism products in the aspect of accommodation was analyzed in many aspects and the results are as follows

1) The majority of high-quality tourists came from countries where English was not their native language. Rendering a personnel team that could communicate in various languages to cater to various nationalities of high-quality tourists would increase the value of goods even more.

2) High-quality tourists valued foods that were representative of Thainess. Serving the breakfast having a touch of the Thainess made the hotel's products more distinctive.

3) High-quality tourists preferred to travel alone or with their friends, partner, and family. Therefore, the accommodation must consider various and unique needs. Flexible room design with the ability to adjust the number of guests will make accommodations more responsive to tourists.

4) High-quality tourists chose to stay in various types of accommodation. Most of them preferred budget hotels, followed by resorts, and boutique hotels. The type of accommodation was not a barrier to promoting high-quality tourist marketing.

5) The location close to natural attractions or the city center was a potential location to accommodate high-quality tourists. This group of tourists valued accommodation that offered a local experience in both decor and lifestyle, allowing the hotel business to choose whether to create a luxury or simple product while maintaining the local identity.

6) High-quality tourists were also looking for small to medium-sized lodging (< 300 rooms) for privacy. Any lodge that was classified as a large hotel should design an interior environment that made the sensation of privacy and not being crowded when sharing space with others.

7) High-quality tourists looked for a variety of tourism activities, both natural and cultural activities. The accommodation should provide facilities that support activities related to their location. For instance, accommodation close to the beach should provide a place for sunbathing and equipment for scuba diving. If the accommodations are not located near tourist attractions or the city center, they should develop tourism activities to increase the selling point of the accommodation, such as offering local food on the breakfast menu, cultural classes (e.g., language lessons, cooking classes, or crafts), and low-cost activities (e.g., setting up a good angle for a photoshoot).

8) The accommodations should add more sales channels to meet high-quality tourists' needs. Some tourists preferred the traditional form of travel planning

through tour operators, while some chose to travel in person and booked accommodation directly via phone, website, online dealer, and walk-in.

9) The accommodations should maintain the traditional communication style while developing a new one. Although nowadays, the Internet and the media play an increasingly important role in tourists' decision-making, high-quality tourists still value suggestions from friends and relatives. The accommodations, therefore, need to maintain the quality of service to keep the word of mouth. Getting publicity on the national promotion website was another channel that high-quality tourists paid attention to. However, the hotel business still needs to adapt to the age of the Internet by promoting the business through social media and online video (i.e., Youtube), which are other information sources that high-quality tourists value as their second priority. High-quality tourists also made decisions that valued their opinions over other reference groups. Therefore, communicating the image and product of the hotel via social media and online video remains the primary channel that the hotel business should plan and manage effectively.

10) Bookings made a week or more in advance were important to high-quality tourists. If a hotel wants high-quality tourists to book in advance for a longer period, it should provide discounts or special offers that encourage early booking.

6.5.2 Transportation

Transportation is a tourism component that covers a wide range of services, including booking, seat selection, punctuality, ease of payment, etc. Paying attention to the needs of consumers is necessary for developing tourism products.

Under this study, the value proposition of tourism products in the aspect of transportation was analyzed in many aspects and the results are as follows.

1) The majority of high-quality tourists came from countries where English was not their native language. Providing meaningful symbols to accommodate diverse nationalities of high-quality tourists increased the value of the product even more.

2) High-quality tourists were more likely to travel with friends, their partner, and family. As a result, travel expenditures per trip were cheaper and high-quality tourists could opt for more private transportation.

3) The transportation system between the airport and accommodation as well as tourist attractions should be developed to be linked and comprehensive.

4) The destination of high-quality tourists was diverse. Most of them chose to go to natural and urban attractions. Focusing on the design of routes that link these attractions will increase the convenience for tourists.

5) Less congested transport should be promoted as high-quality tourists value privacy and flexibility in their travels. Providing transport having the privacy and flexibility of the tourism routes can increase tourists' satisfaction.

6) Transport should be designed to be related to the identity of the area. This was a factor that high-quality tourists paid attention to. Providing local transportation while maintaining international travel standards helped add value to tourism products in transport.

7) Safety standards in the transportation system should be enhanced in order to increase the confidence of high-quality tourists.

8) Communication and social media booking channels should be developed so that tourists can access the information at all times. This is because most high-quality tourists book their trips one day in advance. The use of Internet technology in the management helped increase the convenience of using the service.

6.5.3 Souvenir

The souvenir tourism component encompassed various products and services, including product image perception, the beauty of the product, links with local communities, etc. The development of souvenir tourism products must mainly consider the image of the tourist destination, the identity of the area, and the needs of consumers.

Under this section, the value proposition of tourism products in the aspect of souvenirs was analyzed in many aspects and the results are as follows.

1) Developing souvenirs should focus on the development of food or fruits related to Thailand's tourism image which is regarded as the world kitchen.

2) The packaging should be designed to be connected with Thai culture and art.

3) Products presented should be in line with global health trends.

4) The souvenir shop should have a physical appearance to represent the locality of the tourist attraction and be a photogenic spot. As shopping is a popular tourism activity among high-quality tourists, developing a shopping point to be a new destination will also increase product value.

5) Tourists should be allowed to participate in product development as they like learning about local cultural activities.

6) Food preservation technology should be developed to preserve local products (both foods and fruits) for a longer period.

7) Product image should be marketed via social media and online video (i.e., Youtube), which is a channel that high-quality tourists pay attention to.

6.5.4 Dining

The dining tourism component entailed various services such as reservation, service, and taste of food. The development of dining tourism products needed to focus on consumer demand.

Under this investigation, the value proposition of tourism products in the aspect of dining was assessed in various aspects and the results are as follows.

1) High-quality tourists that visited the restaurant looked for a restaurant that had a unique, elegant, and personal ambiance and decorating.

2) High-quality tourists expected to receive courteous and standard service from Thai servicers.

3) High-quality tourists were expected to receive clean and safe food that could be consumed without any harm to the body.

4) The operators should encourage tourists to leave reviews on social media as some high-quality tourists considered the information on social media in choosing a restaurant.

5) Dining experience should be enhanced via activities such as storytelling of menus, shows (e.g., mixing drinks and cooking shows), participation (cooking class), local performances related to the local area, etc.

6.5.5 Activities

The activity tourism component involves service providers in various aspects such as travel, venue, and equipment for conducting activities. The development of tourism activity products must focus on consumers' needs that are in line with the strengths of the tourist attractions.

Under this investigation, the value proposition of tourism activity products was analyzed in various aspects and the results are as follows.

1) High-quality tourists placed a high emphasis on the new travel experience. Although tourist attractions had activities as selling points, they needed to rebrand their tourism activity products for a reasonable period in order to attract the same group of tourists to revisit.

2) Operators should develop food into activities that create tourist experiences, such as Thai cooking classes. These activities will help add value to the Thai dining experience.

3) Service standards for tourists should be promoted to impress tourists. This is because high-quality tourists paid attention to the personal factor when choosing to travel and do activities in Thailand.

4) Tourism activities that are linked to natural attractions, which are popular among high-quality tourists, should be developed. At the same time, tourism activities should be designed to have the least impact on the environment and society.

5) The attraction's marketing should be promoted using activities that high-quality tourists expect to experience upon arrival, such as sunbathing, local dining, scuba diving, and cultural learning activities. These activities should be developed based on tourists' decision-making, namely privacy and local identity.

6) Taking photo-related activities and sharing photos on social media should be supported to promote indirect marketing through actual customer experiences.

7) Activities offered should be paid attention to the safety of those who participate in the activities.

6.6 Summary of Tourism Product Development Guidelines for High-quality Tourists

The development of tourism products for high-quality tourists needs to consider the demographic factors, tourist's travel motivation, tourist behaviors, preferences, and decision-making of high-quality tourists to analyze the value proposition of tourism products. Based on the decision-making process, tourism products' value proposition can be categorized into 4 stages: problem recognition, information source, evaluation, and purchase decision.

It was found that high-quality tourists desired to travel to find new experiences. Therefore, presenting a local identity by developing it into tourism products and services will fulfill the high-quality tourist experience. Designing events that were easily attended and secure made decision-making and participation easier. However, part of the decision-making relied on information from friends and close ones. Therefore, developing effective products and services will increase the likelihood of positive word-of-mouth. The details are shown in Table 6.1.

Table 6.1 Value Proposition of Tourism Products Classified by Decision-making Processes

Problem Recognition	Information Source	Evaluation Alternatives	Purchase Decision
(1) need to search for new things and new experiences such as culture and Thai identity.	(1) Suggestions from friends/relatives which is a form of Word of Mouth.	(1) Choose accommodation near Beach/Near Nature as the main priority, followed by Near Midtown.	(1) the uniqueness of the locality.
(2) need to rest to escape stress and relaxation activities such as Thai massage, spa, yoga, sunbathing	(2) National Promotion Website to disseminate news and promote tourism activities that are official and reliable.	(2) Focus on Local Identities accommodation, both elegant and simple.	(2) There is physical security of the area and the nature of the activities.
	(3) Social Media and	(3) Select a small and	(3) The privacy of traveling groups, both families and couples.
			(4) Book more than 1 week in advance.

Problem Recognition	Information Source	Evaluation Alternatives	Purchase Decision
(3) need to develop oneself and gain experience such as learning local lifestyle, learning to cook Thai food, making handicrafts. (4) Outstanding Thai friendly service (5) Reputation for Thai culture, Thai food, tourism activities and natural resources.	Online Video (i.e. YouTube) are accessible, expansive, and are highly engaging for decision-making.	medium accommodation with no more than 300 rooms. (4) Choose a beach/sea attraction. (5) Choose a local food activity and like Taking Photo. (7) Choose souvenirs as Thai Snack and Thai Food (8) Private Travel with your own organized (9) Choose to pay by cash.	

In addition, the value proposition of tourism products could be classified into five categories: accommodation, transportation, souvenir, dining, and activities. It was found that high-quality tourists preferred privacy (in terms of accommodation, transportation, safety, and comfort). High-quality tourists' top priority was eating local food, which was in line with the souvenir and dining that showcased the uniqueness of ingredients and taste. Therefore, activities related to the development of local food products should be encouraged to stimulate the shopping and a decision to travel of high-quality tourists as detailed in Table 6.2.

Table 6.2 Value Proposition of Tourism Products Classified by Tourism Components

Accommodations		Transportation
(1) Need a hotel service staff who can speak the language of tourists (e.g. Russian and Japanese).		(1) There is a symbol or information in a language familiar to tourists such as Chinese, Japanese, Russian.
(2) Develop a menu that is Thai in both breakfast and welcome drink.		(2) Choose a transport that is private. It is suitable for Friends Couple and Family.
(3) The room must be able to accommodate multiple groups (couples, families and solo tourists).		(3) Most of the passengers traveling by Regular Flight require transport links between airports, accommodation and tourist attractions.
(4) likes to use various types of accommodation services, not limited to one type, but prefers Budget Hotel and Resort .		(4) Transport routes linking various natural and cultural attractions.
(5) Prefer accommodation near natural attractions and the city center.		(5) Pay attention to transportation with less congestion.
(6) Like medium and small inn, no more than 300 rooms.		(6) require safety standards in the transportation system
(7) Prefer accommodation with both natural and cultural activities.		(7) Need a variety of channels, especially online that can be booked in advance within 1 day.
(8) Some are booked through tour companies, some are booked by themselves.		
(9) Pay attention to the word-of-mouth hotel publicity on government websites and online publicity.		
Souvenir	Dinning	Activities
(1) Emphasize souvenirs that are Thai Food or Thai Fruits	(1) Restaurant decorated with local identity and privacy.	(1) Expect new activities when repeating the trip.
(2) Packaging should be	(2) Expect courteous and	(2) Interested in activities related to Thai food such as

associated with Thainess.	standard service.	learning to cook Thai food,
(3) Products should be in line with global health trends.	(3) Expect a restaurant that is clean and safe to consume.	eating Thai food, going to the market for ingredients.
(4) The decoration design of the souvenir shop should be related to the local area.	(4) Promote quality reviews through online media	(3) Prioritize personnel serving both politeness and professional knowledge.
(5) Provide opportunities for tourists to participate in product development.	(5) Should have experience with eating food such as cooking show, cooking instruction, eating (Khantoke)	(4) Tourism activities are linked to tourist attractions and environmentally safe.
(6) There should be proper and hygienic food preservation technology.		(5) Maintain the quality of basic activities that tourists expect such as sunbathing, eating local food, diving.
(7) Promote the image of the product through online channels.		(6) Promote activities related to photography for posting on social media.
		(7) Activities must be safe for life and property.

CHAPTER 7

GUIDELINES FOR DEVELOPING MARKETING STRATEGIES FOR HIGH-QUALITY TOURISTS

This chapter synthesizes marketing strategies for high-quality tourists based on the previous research findings. The content within the chapter is divided into the results of market segmentation and marketing strategy analyses.

7.1 Results of Market Segmentation Analysis

This section has segmented the market based on popular criteria including demographic segmentation, psychology segmentation, geographic segmentation, and behavior segmentation. The details of market segmentation are as follows.

7.1.1 Demographic Market Segmentation

The study of demographic factors revealed that the demographic factors affecting the characteristics of high-quality tourists consisted of educational and occupational factors.

7.1.1.1 Education Level

In the aspect of education level, the bachelor's degree tourists had the highest quality-tourist characteristics, followed by postgraduate tourists and the below bachelor's degree tourists. The results of the analysis were significantly different. Below bachelor's degree tourists had the characteristics of high-quality tourists lower than bachelor's degree tourists. Meanwhile, bachelor's degree tourists had the characteristics of high-quality tourists higher than postgraduate tourists. Undergraduate tourists focused on travel, researched data by themselves, preferred accommodation close to tourist attractions, enjoyed travelling, and sought something unique.

The above results were consistent with the research by Mazilu and Mitroi (2010) which found that tourist education level was an important factor affecting tourist behavior. Tourists with an elementary or middle school education frequently travel for enjoyment and relaxation. On the other hand, tourists with higher education were more likely to have a variety of reasons to travel, such as social status, social reputation, and fulfilment of their internal needs. The findings also revealed that cultural tourism was more likely to cater to educated tourists, ethical tourists, and tourists demanding high quality. This group of tourists expected a tour guide who was well-educated, conscious of environmental issues, and understanding of the nature of tourists.

Therefore, developing a marketing strategy to promote high-quality tourists with higher education, the quality of the media and the tour operators should be developed. The media should be linked to the conservation of both culture and nature. Meanwhile, the tour operators must be professional in service, understand the context of the area very well, present the image of responsible tourism, understand the nature of tourists, and maintain comfort.

7.1.1.2 Occupation

In the aspect of occupation, housewives tourists had the highest quality-tourist characteristics, followed by tourists who were student, civil servant, businesspeople, company employee, and unemployed. The results of the analysis were significantly different. Civil servant and student tourists had high-quality tourist characteristics greater than company employees. Company employees had high-quality tourist characteristics lower than housewife tourists. Meanwhile, housewife tourists had high-quality tourist characteristics higher than unemployed tourists. In addition, the group of housewife tourists had purchasing power and prioritized tourism safety and good service. These results were consistent with research by Diaz-Perez et al. (2005), which examined the occupations of tourists spending higher than the average. Such research concluded that occupation affected a group of high-spending tourists. The occupations of tourists in this research were divided into upper-level occupations (highest income), middle-level occupations (middle income), and low-level occupations (lowest income, compared to other groups). The results indicated that the upper-level occupation group had the highest tourism spending.

Considering the results of this study, developing marketing strategies to promote high-quality tourists should develop media to meet the needs of housewives who are strongly involved in purchasing decisions, although they are not directly active in occupations.

7.1.2 Psychology Market Segmentation

The market segmentation according to the psychological characteristics of high-quality tourists in this study was determined based on the tourism motivations of high-quality tourists. It was found that tourism motivations that affected the characteristics of high-quality tourists consisted of push and pull factors. Push factors involved 2 aspects: relaxation and relationship, whereas pull factors contained 1 aspect which was food. Conducting market segmentation obtained the results as follows.

7.1.2.1 Relaxation

High-quality tourists who traveled according to relaxation motivation prioritized the topics of travel purposes as follows: to relax from stress (mean 5.22), to recharge energy/willpower (mean 4.81), to reward yourself (mean 4.43), and to rejuvenate your heart (mean 4.26), respectively. The results of this study were consistent with a study by Mayo & Javis (1981) which found that relaxation motivation was found in the group of psychocentric tourists according to the theory of Plog (1974). This group of tourists relatively prioritized enjoyment, sun, relaxation, self-esteem, comfort, familiar destination, and safety.

Therefore, developing a marketing strategy to promote high-quality tourists traveling according to relaxation motivation should present the content related to enjoyment, relaxation, comfort, and tourism safety.

7.1.2.2 Relationship

High-quality tourists who traveled according to relationship motivation prioritized the topics of travel purposes as follows: to restore/strengthen the relationship (mean 4.48), followed by to reward your family (mean 4.30). These results show that the development of marketing media for high-quality tourists with relationship motivation should present the image of the tourist attraction to connect with people around them or family, to create a memory that Thailand's tourist

attractions are high-quality tourist attractions that are suitable for building relationships. Moreover, tourism products should be promoted to be linked to building relationships among tourists. However, in addition to the product development based on the mentioned factors, the relationship dimension was further expanded by Leiper (1990) who described the relationship between tourists and the interaction between the hosts and the tourists during their travel period. A good relationship would make a good impression, influence travel decisions, and motivate tourists to revisit.

Therefore, expanding products and marketing media to encompass the above two relationships will help to diversify the image of a high-quality tourist destination.

7.1.2.3 Food

High-quality tourists who traveled according to food motivation prioritized all aspects at an important level. The most important topic was Thai fruit (mean 5.27), followed by Thai food/dish (mean 5.23). These results were consistent with a study by Liu, Wang, Huang, and Chen (2017) that described that the uniqueness and interesting stories of tourist attractions led to the want to travel.

For Thai food, it was well known among foreign tourists. It reflected the culinary culture and demonstrated the wisdom of Thais. Moreover, it represented the Thai way of life from the selection of ingredients that were unique to the local area (Kitvikran, 2014). This uniqueness played a part in motivating tourists to become fascinated by that attraction and influencing tourists to decide to visit. Therefore, to develop a marketing strategy to be able to reach high-quality tourists, a marketing strategy should focus on foods, which are the strength of Thailand. This may be combined with highlighting the safety and convenience of food tourism in Thailand.

7.1.3 Geographic Market Segmentation

The geographic segmentation of the high-quality tourists in this study was determined by the nationality of high-quality tourists. The study revealed that the nationalities of high-quality tourists include Russian, Chinese and Japanese. High-quality tourists of different nationalities had statistically significantly different tourist characteristics. When examining the difference in tourist characteristics in individual pairs, it was found that high-quality Russian tourists had tourist characteristics higher

than high-quality tourists from China and Japan. High-quality Chinese tourists had tourist characteristics greater than high-quality Japanese tourists. Conducting market segmentation obtained the results as follows.

7.1.3.1 Russian

Russian tourists preferred to travel to natural attractions (e.g., islands and seas), were impressed with Thai service, wanted Russian-speaking staff, had high purchasing power, acknowledged Thailand as an affordable destination, and needed a variety of attractions and activities to do while spending time in the attraction (Jonglerdjesdawong and Booranakittipinyo, 2018).

7.1.3.2 Chinese

Chinese tourists of various ages displayed a variety of tourist characteristics. High-quality Chinese tourists were a new generation of people who valued foreign independent travel and were interested in ecological and cultural activities. Chinese tourists that have never traveled often chose Thailand as the first country because they considered that travelling to Thailand was inexpensive. This group had spending power, looked for activities during travel, decided where to visit based on the information from bloggers, and was a bit concerned about communicating abroad (Madtyampurush, 2020).

7.1.3.3 Japanese

Japanese tourists were a group of tourists placing a high emphasis on the safety of their life and property when traveling to Thailand. This may be due to the unsafe image of tourist attractions in Thailand. In addition, Japanese tourists paid more attention to the hospitality of the local people as well as the attractiveness of tourist attractions. Among the issues of concern for high-quality Japanese tourists to Thailand included the Japanese language skills of the service providers, the insecurity of life and property, the uncleanness of the restrooms, and inflated prices of goods and services (Tomoda, 2014).

From the above market segmentation, there are constraints that should be developed as a joint strategy: (1) personnel who can communicate in the language of high-quality tourists, (2) life and property safety, and (3) a diversity of tourism activities. Advantages such as being a cheap tourist destination should be rebranded

as a valuable tourist destination rather than the traditional image of a cheap tourist destination in the eyes of high-quality tourists.

7.1.4 Behavior Market Segmentation

The behavioral market segmentation in this study considers the tourist behavior of high-quality tourists. The results of behavioral market segmentation are as follows:

7.1.4.1 Travel Companion

The travel companion segmentation divided high-quality tourists into two groups: solo and couple tourists.

Solo tourists were consistent with the study by Chanapal et al. (2019), which described that solo tourists had different motivations according to age. Young adult tourists wanted to learn and understand themselves by tourism activities that they did during travel in Thailand, such as eating Thai food, enjoying street food, eating insects, trekking, and visiting temples. For middle adult tourists, their travel motivations were the need to learn and to rest. The popular tourism activities among middle adult tourists included visiting the Grand Palace, visiting temples, visiting historical sites, and eating Thai street food.

Couple tourists were in line with a study by Siribowonphithak (2015), which examined honeymooners traveling to Thailand. The number of tourists in this group tended to increase. They had high purchasing power and were interested in tourist attractions such as beaches and seas. Such types of travel were planned.

If there is proper development, Thailand will become a potential tourist destination for this group of tourists. Through this market segmentation, operators can develop different tourism products to meet the need of each tourist group. The marketing should be conducted separately to be able to communicate directly with the target customers.

7.1.4.2 Types of Air Flights

Market segmentation based on the types of air flights divided high-quality tourists into two groups: tourists flying with regular flights and tourists flying with charter flights. This study was consistent with research by Barros (2012) which found that transportation played an important role in tourism. Air transport was the

main mode of transport for international tourists, which were a group of high-quality tourists. Different types of travel affected tourist characteristics differently. Charter flights were normally classified as low-cost airlines as consumers tended to be a large group of tourists who had low-purchasing power and chartered to keep their travel costs low. However, chartering to exotic destinations could also be high-purchasing tourists. This study also indicated that tourists traveling by regular flights were associated with cultural and beach tourism. Meanwhile, tourists traveling by charter flights were associated with travel costs and tourist age. They were interested in show tourism and cultural tourism activities.

The results of this study indicate that when managing marketing strategies, travel patterns should be considered as well. Tourists who choose to travel on different airlines have different travel needs. Therefore, managing marketing strategies should be specific and appropriate for each tourist group.

7.1.4.3 Types of Accommodations

Market segmentation based on types of accommodations divided high-quality tourists into 2 groups: tourists staying in resorts and luxury hotels. The findings in this study showed that the high-quality tourist characteristics of these two tourist groups were significantly different. This indicates that if an entrepreneur or strategist wants to set up a marketing strategy for different types of accommodations, a more in-depth study of each tourist group is required. For example, Inbakaran & Jackson (2005) studied resorts that were unique accommodations. It was found that tourists who chose resorts could be divided into several groups including romantics, immersers, tasters, and veteran. Romantics were usually young, single, and well-educated. They liked doing diverse activities at the accommodation while maintaining a relaxed atmosphere. Immersers were in their mid-30s, traveled as a single-family or a couple with children, and sought family-friendly services and amenities. Tasters were the youngest among the four groups, had a low education level, traveled for the first time, sometimes traveled with family, traveled in a relaxed way, preferred high-quality services, and paid attention to natural and innovative designs. Veteran group was elderly males, had a low education level, considered safety over facilities and location, was interested in high-quality services, and prioritized the design and newness of the property.

A study about luxury hotels by Veríssimo and Loureiro (2013) indicated that tourists who chose to stay in luxury hotels desired services with higher-than-expected levels of service. Although the service providers offered various levels of services or various service options, tourists were still dissatisfied as they should. This group of tourists had high spending. Therefore, it was a challenge for service providers to be prepared to act and build connections to maintain this group of tourists.

According to the above studies, each type of accommodation attracts a distinct group of tourists. Therefore, marketing strategies for tourists in each type of accommodation should be broken down in-depth to attract a group of customers who are interested in tourism and to develop a marketing strategy that meets the needs of tourists.

7.1.4.4 Travel Expenditure

Market segmentation based on travel expenditure was a clear tourist segmentation and strongly influenced operators. Mok & Iverson (2000) found that tourists with different expenditures had different components such as age, length of stay, the purpose of stay, and method of spending. Therefore, entrepreneurs and government agencies should look for marketing strategies to attract tourists that are suitable for their products.

7.2 Results of Marketing Strategy Analysis

This section analyzes high-quality tourist marketing strategies that tourism operators should focus on. The analysis consists of 3 issues: marketing content for high-quality tourists, marketing communication for high-quality tourists, and marketing promotion for high-quality tourists. The results are as follows.

7.2.1 Marketing Content for High-quality Tourists

This section analyzes marketing content for high-quality tourists based on the preferences of high-quality tourists. The outcomes of the analysis are grouped into 6 strategies as follows.

7.2.1.1 Product Differentiation Strategy

Offering a variety of tourism activities that were distinguished from the basis of natural resources and the strengths of the culture of each province (e.g., arts, culture, nature, adventures, farming methods, foods, and lifestyle) and expanding the activity area to nearby tourist attractions to enhance the tourism experiences about the exotic culture and way of life helped increase the demand for high-quality tourists. Tourism activities during the day and at night could encourage more overnight stays and could increase spending, especially for high-quality tourists which had high purchasing power. Creating new tourism products, improving the quality of products and services, and offering tourism products that were unique, creative, and luxurious (but keeping the original) could attract tourists and be a point of attraction for spending that will generate income for local businesses. In addition, adding new tourist attractions or connecting tourist attractions was another way to create a variety of tourism for tourist attractions.

7.2.1.2 Service Differentiation Strategy and Customization/

Personalized Service Strategy

Privacy was a major concern for high-quality tourists. Private tourism had a rather unique form of demand: luxury but surrounded by traditional local identity and simple as local living. Therefore, operators should focus on delivering high-quality services, which are elegantly decorated while maintaining local identity, as well as having amenities that are always available and sufficient for the demands. Tour operators and tourism service providers should focus on quality and standard services by providing customers with good, fast, and convenient services at every step, choosing premium materials and equipment for servicing tourists to provide them with a sense of exclusivity, and providing quality activities that meet or exceed expectations. Food and beverage operators should prioritize service quality, food quality control, service style, how to serve food, and customer services that focus on making a good first impression. The group of hotel and accommodation business operators should focus on comfort and the privacy of high-quality tourists because these tourists value privacy. If the accommodation has many rooms or guests using the service, the space should be allocated to be as private as possible. Decorations should be made from locally sourced materials. In addition, there should be

cooperation with reputable organizations to improve, develop and regularly monitor product and service quality standards to build confidence and trust in tourists. However, customization/personalized service marketing or service that is tailored to the personal needs of tourists is also important so that operators can respond to the needs exactly.

Most high-quality tourists were serious about privacy. Private tourism had a rather specific form of demand. Therefore, providing services that meet the specific needs of tourists in this form allows high-quality tourists to choose a variety of services according to their preferences. Flexible services that can be adjusted according to the different needs of tourists allow high-quality tourists to feel the exclusivity and good care of the service provider, attracting more attention and raising the level of impression.

In addition, the study showed that differentiating and strengthening competitive advantage in services required personnel to drive. Therefore, business operators should prioritize personnel development, especially in the tourism, hotel and accommodation, spa, food and beverage, and tourism-related service businesses. This is because these businesses rely on personnel to deliver services directly to tourists. As the strong selling point of the business is its personnel, businesses should prioritize 1) personnel selection to obtain personnel who can provide good service, are courteous, and are willing to provide services, and 2) training personnel to be proficient in services, have a high standard of service, and have good language communication skills to satisfy tourists.

7.2.1.3 Image Differentiation Strategy

Using the strengths of tourist attractions to create a unique image of the tourism business is another important selling point in attracting high-quality tourists. This study found that high-quality tourists liked to spend their vacation in natural places (e.g., beaches/seas) and cities, take a sunbath, dive to enjoy underwater scenery, do land-based activities that were focused on learning about local culture, local food, Thai food, and Thai snack, do sightseeing, and take a photo.

Businesses may differentiate their unique identity to capture the attention of tourists by highlighting existing resources:

- 1) Presenting the original identity of the local area
- 2) Telling the historical story of each province
- 3) Promoting art, culture, way of life, cultural heritage, religion, the local language, festival, tradition, and unique architecture
- 4) Presenting the image of local people (kindness, smile, friendliness, etc.).

The northern area, for example, may showcase Lanna-likeness, native cuisine, and unique decorations as well as patterns. Each entrepreneur should have their unique theme or image of the business they wish to deliver to their high-quality target tourists. Duplication or copying should be avoided. In addition to highlighting the uniqueness of natural resources and culture, operators can highlight selling points in terms of location, accessibility, and privacy. Communicating to tourists the image of a city that is secure, clean, and ideal for tourism is essential in developing strategies to build confidence and trust in tourists.

7.2.1.4 Storytelling Differentiation Strategy

Adding value for tourism products or services with a storytelling differentiation strategy was another piece of information that was sent to influence the decision of tourists. Storytelling about the history of local culture, natural phenomena, and resources was an important factor in attracting tourists, creating experiences for tourists, and educating tourists. Telling the story of the community through various activities, presenting products that reflect the community, designing activities that made tourists' experience memorable, participating in doing or preparing the equipment by themselves, being part of the story of the activity could meet the needs of high-quality tourists who wanted a unique experience from their visit. In addition, sharing of stories and experiences through storytelling or photographic representation from tourists who had a prior or shared experience increased tourism motivations and influenced tourists' decision-making due to the credibility of the experience. Visual confirmation and storytelling from the recommenders drove more interest in tourist attractions. Storytelling may be given in various styles depending on the tale of each region, such as entertaining content, inspiring content, instructive content, credibility creation content, and content inviting to attend experience.

7.2.1.5 Eco-friendly Differentiation Strategy

High-quality tourists cared about sustainability and environmental friendliness (in terms of tourism activities, accommodation, and restaurants). In addition, tourism-related sectors played a part in environmental campaigns. Therefore, creating a sustainable environmental difference in tourism is one of the key elements that enhance the decision-making of high-quality tourists. Entrepreneurs should therefore offer environmentally friendly activities, present experiences to tourists in conjunction with environmental conservation, protect resources from tourism-related damage, provide tourists with opportunities to participate in tourism, and raise awareness of how tourists have contributed to resource deterioration. Hotel and restaurant operators should implement sustainable and standard environmental and management practices.

7.2.1.6 Publicizing the Image of Tourist Attraction Strategy

In addition to creating an image of a tourist attraction by private entrepreneurs, public relations and support from government agencies are also important. This study found that most high-quality tourists obtained decision-making information from friends' or close ones' recommendations. However, the key element in searching for information came from the national tourism promotion website. Therefore, government agencies must focus on public relations that are consistent with the area's identity and resources as well as create a positive image of the tourist destination to build confidence and trust in high-quality tourists. The information presented must be clear, interesting, factual, reliable, easy to understand, and up to date. The presentation should focus on presenting strengths, uniqueness, the beauty of natural resources, beach/sea, cultural resources, lifestyle, art, and food. A community image with basic standards of cleanliness, safety, and comfort should be presented to ensure tourism's competence. At the same time, the community maintains the simplicity and traditional way of life, which is the new experience that high-quality tourists desire. Importantly, the government must focus on security measures in tourism destinations, particularly on the safety of tourists' lives and property.

7.2.2 Marketing Communication for High-quality Tourist

This section analyzes marketing communication for high-quality tourists based on the decision-making of high-quality tourists. It can be categorized into 6 aspects as follows.

7.2.2.1 Word of Mouth Marketing

Word of mouth marketing can generate a trend for tourism products and services to become more well-known since it is a type of marketing that is effective in a wide range, can spread fast with little expenditure, and has a strong influence on the decisions of high-quality tourists. This study discovered that most tourists were of high quality, received decision-making information from friends/relatives who had visited tourist attractions and were impressed, and searched for information on social media (e.g., Facebook, Line, and Instagram), where tourists shared their experience by writing reviews. Therefore, to add a good experience that will lead to positive word-of-mouth about the attractiveness of tourist attractions, create awareness in tourists, and attract high-quality tourists to decide to travel, entrepreneurs should focus on creating a good impression using the strengths of quality tourism products and services that are of high quality, have reasonable prices, and adhere to safety standards. These are crucial considerations for high-quality tourists when choosing tourist destinations. These factors also have an impact on the impression of general tourists.

7.2.2.2 Online Marketing

High-quality tourists were more likely to search for information about attractions online, both on national tourism promotion website and on social media (e.g., Facebook, Line, and Instagram). Therefore, it is essential to focus on online marketing, both through the government website and the increasingly popular social media platforms, in order to generate successful marketing communications that reach a large audience of high-quality tourists. The online channels enabled tourists to contact travel agencies or operators directly and easily, provided two-way communication between operators and tourists, and enabled tourists to contact for bookings or inquiries instantly. Furthermore, online referral reviews had a direct impact on the impression of high-quality tourists, influencing tourism goods and service sales as well as the attractiveness of that tourist destination.

7.2.2.3 Influencer Marketing

Inviting a group of celebrities to collaborate in marketing tourism products and services through advertising (or their travel experience reviews) or inviting them to visit a tourist attraction could increase the attraction's appeal. Furthermore, constructing their own journeys of celebrities and providing travel recommendations could help the attraction become well-known and a trend in a wide range, encouraging high-quality tourists to follow in the footsteps of celebrities. Influencer marketing may be carried out through large-scale filmmaking, such as inviting media from both within and outside the country to visit and film movies, TV shows, or commercials. Tourist perception will be influenced by such communication, encouraging them to follow in the footsteps of the attractions that have been documented.

7.2.2.4 Event Marketing

Aggressive marketing was popular in many destinations since it grabbed attention and was simple to implement. Although the study's findings indicated that event marketing did not have a direct influence, it was one of the techniques that may communicate a high-quality message to tourists. The operator may present their goods and services by:

Participating in a travel booth or attending trade fairs hosted by government organizations such as the Tourism Authority of Thailand and Provincial Tourism Company to provide products and services directly to customers and promote their business.

Organizing events in the form of festivals that entrepreneurs jointly organize or receive support from the government as a means of promoting their businesses and attracting tourists.

Organizing events to promote sales or introduce goods and services to tourists as well as organizing social and environmental activities, for example, environmental conservation activities to promote the good image of the organization to the public or high-quality tourists to create awareness and impression on the business or brand.

Participating in or arranging roadshow events, both locally and internationally, to increase awareness and attract foreign tourists by presenting culture, products, and services.

7.2.2.5 Marketing through Network and Alliance

Marketing through network channels or business alliances was one of the marketing channels that businesses in tourist attractions widely used. This was because tourism businesses needed to rely on mutual support for serving tourists and for the survival of their business. For high-quality tourists, providing services from just one business unit could not meet their demand. In addition to the readiness and competitiveness of the business to attract such tourists, networking or business alliances could be another way for operators to increase the number of high-quality tourists to use their services.

7.2.2.6 Agency

Although high-quality tourists prioritized receiving information through word of mouth or online channels, choosing a service from a dealer was still an important choice. This was because most high-quality tourists tended to enjoy traveling that was luxurious yet combined the traditional with a focus on privacy. Therefore, this type of travel agency or service provider plays an important role in providing tourism information to tourists due to being close to the community. Dealers can also provide goods and services that high-quality tourists want. Dealers may be in the form of a tour company both domestically and internationally, including tour counters located at hotels or landmarks. However, to attain high-quality tourists, businesses must consider marketing to a dealer that targets high-quality tourists or is standardized, reliable, and reputable so that it can penetrate the high-quality customers as the business expect.

7.2.3 Marketing Promotion for High-Quality Tourists

This section analyzes the marketing promotion for high-quality tourists. The results of the strategy analysis are divided into 2 areas as follows:

7.2.3.1 Advertising

Advertising was an important communication tool for delivering tourism information to target tourists. It influenced the decision-making of high-

quality travelers and influenced the building of the image and credibility of tourist attractions through public relations and promotion in terms of the originality of resources, way of life, culture, environment, and beautiful nature. Tourism activities, food, facilities, cleanliness, safety, as well as administration related to tourism were tourist attraction factors that high-quality tourists paid attention to. Advertising should be collaborative with both the government, the private sector, and local communities involved in tourism to be able to present the story and information correctly and to create an impression as well as proper communication.

To attract high-quality tourists, advertising should prioritize providing services and experiences that are responsive to the motivations of high-quality tourists. This study found that presenting new experiences, fun, effective relaxation, allowing high-quality tourists to engage with tourist attractions (hi-touch), and improving themselves via tourism helped high-quality tourists be more interested and prefer to travel more. Advertising should also present a local identity including food, culture, art, and people's way of life to enhance the learning experience of high-quality tourists. For example, sunbathing, diving, shopping, eating local food, and a safe image of tourist attractions were important factors that must be paid attention to and brought out to the eyes of tourists to stimulate interest and be decision-making elements. In addition, the channels used for public relations should be diverse. The most important thing was the word of mouth and recommendations from friends or close ones. To generate word-of-mouth, the impression of a travel experience was important. Furthermore, attention should be paid to public relations through online media both government agencies' websites and popular social media public relations such as Facebook, YouTube, and Instagram. This helped increase awareness and expand the group of high-quality tourists. It helped maintain old customers while attracting new ones. In addition, tourists could always view experienced tourists' opinions on travel from reviews. There should also be a channel for inquiries or contact for reservations that can be done easily. This increased tourists' interest and purchasing decisions.

7.2.3.2 Sales Promotion

Promotion influences the purchase decision and interest of high-quality tourists. The results of the strategy analysis are divided into 4 areas as follows:

1) Promotional Package Design

High-quality tourists had high purchasing power and could make their own purchasing decisions. Therefore, promotions that can help high-quality tourists make more purchasing decisions are worth paying attention to. The operators may offer goods and services as a package. For example, spa services may be sold together with a package of Thai massage and body scrubs at a special price or sold as a package with a discount. Customers matching may be used as a promotional activity, for example, offering a special price when 2 or more customers come to use the service. Accommodation businesses may provide promotions to prolong the stay, such as a discount for a stay of three nights or longer or a bundle for booking one room with a discount for reserving another one. Tourism operators may promote sales from tourism activities, for example, providing promotion for the purchase of a cooking class with a bamboo hat weaving package or creating a main package with additional services free of charge. These promotions will influence high-quality tourists' purchase decisions and build an impression that will lead to referrals and repeat visits. However, there is also a group of high-quality tourists who prefer to travel alone. Therefore, the promotional activity packages that require couples may not be impressed by high-quality tourists. Hence, the tourism businesses should offer other forms of promotions or discounts.

2) Discount to Attract Attention Strategy

A discount strategy to attract customers proved to be one of the most popular and effective strategies. This strategy was often used by operators in tourism-related sectors. The price reduction to attract attention did not have a direct impact on high-quality tourists because this group had high purchasing power. However, it played a part in driving high-quality tourists' decision-making.

Operators may adopt discount strategies to attract more tourists during non-peak seasons, such as offering discounts on accommodation for the third night or more to increase subsequent stay rates or lowering prices on tourism products and services during periods when people use the service less. For example, for spa services that most tourists visit in the afternoon after sunbathing or outdoor activities, operators may offer discounts or promotions to attract tourists to use the service in the morning. This not only helps to attract customers but also distributes tourists at other

times to avoid overcrowding, which will affect the impression of high-quality tourists who like privacy. Operators may offer discounts to consumers who book for a longer period in order to attract their attention and influence their decision to purchase products and services in advance. This enables operators to use the bookings for management, giving them more time to prepare for accommodating upcoming tourists. It is also a purchase or reservation confirmation since each booking is subject to a prepayment deposit that guarantees the operator income from the booking.

In addition, it is important to focus on existing customers. Operators should retain old customers while increasing new ones. Providing old customers with discounts or special promotions will help create their impression of the products and services resulting in more positive word-of-mouth. Offering special promotions to new customers will help attract more attention.

3) Sample Distribution Strategy

Although high-quality tourists strongly relied on decision-making information from friends or close ones, they made decisions based on their personal preferences. Therefore, allowing high-quality tourists to try or sample products and services first can aid in decision-making. This is because they have tried the products. If the products or services meet the needs of tourists, a purchase decision will be made; if not, tourists can still switch to a comparable product or another alternative by utilizing a trial product as a decision-making tool. The operator may supply a tester of the product that is being introduced as part of a new collection. Spas, for example, may supply a tiny bottle sample kit for tourists to try for themselves. Restaurateurs may introduce new menus with smaller servings for tourists to try. Groups of tour operators may offer tourists the chance to participate in activities other than the ones they have booked. These strategies, based on high-quality travelers' enjoyment of new experiences, will increase the likelihood that high-quality tourists will purchase more products or services. However, the distribution of tester samples will result in greater marketing expenditures for the operator. Therefore, before proceeding, expenses should be considered appropriately.

4) Pricing Strategy

In contrast to the discount strategy, the pricing strategy focused on setting prices for a specific group of customers. Previously, most tourism operators

and service providers prioritized pricing since it was thought to effect tourist reach and be crucial in marketing to attract tourists. Operators employed a marketing strategy that combined emphasizing the service that will impress customers and entice them to return for more. However, some operators claimed that attracting high-quality tourists allowed them to pay greater costs owing to their spending power and tourism style.

Businesses may utilize premium or high-priced pricing to target high-quality tourists with high-spending potential or upper market segments. To make premium pricing a component of screening high-quality target audiences, the price was set based on the strengths of resources, accessible services to attract tourists, distinctiveness, reputation, and business positioning. The operators may offer a unique local novelty, a new tourism experience, and learning a way of life. Impressing high-quality tourist vacations in line with the intrinsic motivations of high-quality tourists as well as offering distinctive resources (e.g., foods, snacks, and local products) can enhance the experience and spending of high-quality tourists.

7.3 Summary of Guidelines for Developing Marketing Strategies for High-quality Tourists

This section summarizes the results of a synthesis of high-quality tourists marketing strategies classified into Market Segmentation and Marketing Strategy as follows:

7.3.1 Guidelines for Market Segmentation

7.3.1.1 Demographic Market Segmentation

Demographic factors affecting the characteristics of high-quality tourists include educational and occupational factors. When segmenting the market, the issues that can be developed into a marketing strategy are as follows:

- 1) Developing marketing strategies to promote tourists according to educational factors Both the quality of the media and the quality of tour operators should be developed. The quality of the media should be linked to the conservation of both culture and nature. While the quality of the tour operator must be

professional in service and understand the context of the area very well to present the image of responsible tourism while maintaining the comfort and understanding that tourists will receive throughout the service. Segmentation by educational level divides tourists into 3 groups: those with a bachelor's degree, those with a postgraduate degree, and those with less than a bachelor's degree. The results of the analysis differed statistically. The group of tourists with less than a bachelor's degree had lower characteristics of high-quality tourists. Bachelor's degree tourists and the bachelor's degree tourists have higher quality tourists than the postgraduate tourists. Undergraduate tourists focus on travel, self-discovery, accommodation close to attractions as a group that enjoys traveling and discovering something unique.

2) The approach to developing a marketing strategy for high-quality tourists considering the career group is that media should be developed to meet the needs of housewives, butlers who, although not directly engaged in occupations, but are highly involved in purchasing decisions. When dividing tourists from occupations, they were divided into 6 groups: housewives tourists with the highest quality tourist characteristics, followed by student tourists, government service, private businesses, company employees and unemployed. The results of the analysis differed statistically, among the civil service tourists, the students had higher characteristics of high-quality tourists than the group of professional tourists. The professional tourists group of company employees will have lower quality tourists than the housewives tourists and the housewives tourists will have higher quality tourists than the unemployed tourists. The group of housewives tourists is a group with purchasing power, focusing on tourism safety and good service.

7.3.1.2 Psychology Market Segmentation

The psychographic segmentation of the market for high-quality tourists in the study was determined by the tourism motivation of high-quality tourists. From the study of tourism motivation factors, it was found that tourism motivation affecting the characteristics of high-quality tourists consisted of Push factor and Pull factors. Push factors have 2 aspects: Relaxation and Relationship. Pull factors have 1 aspect: Food. When divided into marketing segments, the issues that can be developed into marketing strategies are as follows:

1) Developing a marketing strategy to promote High Quality Tourists who travel with motivation on Relaxation should offer content related to fun, relaxation, comfort and safety in tourism. High-Quality Tourist who travels with motivation on Relaxation is focused on the level Important. The most important is To relax from stress (average is 5.22), followed by To recharge your energy/willpower. (Mean 4.81), To reward yourself (mean 4.43) and the lowest on the Rather Importance level was To rejuvenate your heart (mean 4.26).

2) Developing a marketing strategy to promote High Quality Tourists who travel with motivation on Relationships should expand products and marketing materials to cover relationship styles to help diversify the image of high-quality tourist attractions. High-Quality Tourist who travels with motivation on Relationship is focused on the level Important and Rather Important. The highest priority was To restore/strengthen the relationship (mean 4.48), followed by To reward your family (mean 4.30).

3) Developing marketing strategies to promote High Quality Tourists who travel with motivation on food should develop marketing strategies to reach High Quality Tourists. It should design a marketing strategy that focuses on Food, which is the strength of Thailand. It may be combined with highlighting the safety and convenience of food tourism in Thailand as High-Quality Tourists who travel with food motivation are placed in every Important level. The most important factor was Thai fruit (mean 5.27), followed by Thai food/dish (mean 5.23), and the least was Thai fruit (mean of 4.55).

7.3.1.3 Geographic Market Segmentation

The geographic segmentation of the high-quality tourists in this study was determined by the nationality of the high-quality tourists. The nationality study revealed that the nationalities of high-quality tourists include Russians, Chinese and Japanese. High-quality tourists of different nationalities had statistically significantly different Attributes of Tourists. When testing the difference in Attributes of Tourists levels individually, it was found that Chinese high-quality tourists had more Attributes of Tourists than Japanese high-quality tourists, and Russian high-quality tourists had more Attributes of Tourists than China and Japan high-quality tourists.

When divided into marketing segments, the issues that can be developed into 3 groups of marketing strategies are as follows:

1) Russian tourists should offer island and sea attractions. Including other natural attractions together with creating an impression with Thai service and developing Russian-speaking staff to offer products with higher prices. These tourists are paying for and see Thailand as a relatively inexpensive destination. We should develop tourist attractions to be diverse and have activities to do while in tourist attractions.

2) Chinese tourists have quite different characteristics between different age groups. Chinese tourists in the high-quality tourists group are the new generation who travel on Foreign Independent Travel (FIT). Ecological and cultural activities should be promoted. For those who have never traveled to Thailand as their first country because they see that the cost in Thailand is not expensive, they should offer activities during their travels. This group willing to pay to buy activities should promote Chinese blogger marketing to attract tourists to decide on destinations and support Chinese-speaking personnel to reduce Chinese tourists' concerns about overseas communication.

3) Japanese tourists should be presented with a high-level marketing focus on life and property safety when traveling to Thailand. It should create a new image that reduces the feeling of insecure when traveling to tourist attractions in Thailand, promotes goodwill of local people, creates attractiveness of tourist attractions, develop personnel with language skills (Japanese), set measures for safety in life and property, and deal with uncleanness and unsanitary sanitation of restrooms including controlling and solving problems of inflated prices of goods and services.

From the above-market segmentation, there are limitations that should be developed as a joint strategy: (1) Personnel who can communicate in the language of high-quality tourists. (2) the safety of life and property; and (3) a variety of tourism activities while being a cheap tourist attraction should be rebranded as a tourist attraction with more value than the old image of being a cheap tourist attraction in the eyes of high-quality tourists.

7.3.1.4 Behavior Market Segmentation

The behavioral market segmentation in this study takes into account the tourism behavior of high-quality tourists. When divided into marketing segments, the issues that can be developed into marketing strategies are as follows:

1) Travel Companion segmentation divides high-quality tourists into two groups, Alone and Couple. Couple tourists traveling to Thailand tend to expand more. It should push and support sand and sea tourism. Develop travel products for groups with high spending potential tourists with the Alone Travel Companion have different motivations based on their age. Young adults should develop tourism activities that promote learning and self-understanding, both solo activities. such as trekking, free dive or rock climbing etc. Activities with the locals such as local arts, cooking lessons or participating in traditions, etc. With this market segmentation, operators can develop different tourism products to meet different groups of tourists. Marketing should be done separately in order to communicate directly with the target customers.

2) Segmentation according to Type of air flight divides high-quality tourists into 2 groups: those who travel by Regular Flight and Charter Flight. Regular Flight tourists should promote cultural activities and beach tourism. While charter flight tourists should promote tourism products that travel expenses are not very high. Based on the results of the study, it should promote performance tourism and cultural tourism activities. Marketing strategy management should take into account travel patterns as well. Tourists who choose to fly with different airlines have different travel needs and should have a specific and appropriate marketing strategy for each tourists group.

3) Type of Accommodation The high-quality tourists were divided into two groups, namely, resort tourists and luxury hotels. An entrepreneur or strategist who wants to lay out a marketing strategy for different types of accommodation needs to study in-depth with each traveler group. Resort tourists should develop their accommodation to be unique. If it's high-quality tourists: Group 1 (Romantics) should offer a variety of activities in the accommodation while maintaining a relaxed atmosphere. Group 2 (Immersers) should develop services and facilities that are suitable for families. The third group (Tasters) should present a

relaxed travel style that emphasize on high-quality service is designed at the resort to convey the care of nature and newness. Group 4 (Veteran) should offer more security than facilities and location. It should develop high-quality service, and pay attention to decoration design. and the newness of the accommodation. While a Luxury Hotel should offer a higher level of service than most travelers expect. If a provider offers a wide range of service levels or options, it is best to choose the one that is the highest for this traveler group and can set a higher price in exchange for a higher quality of service.

From the results of the study above, it can be seen that each type of accommodation has a different group of tourists. Marketing strategies for tourists in each type of accommodation need to be segmented in order to get a group of customers who are interested in tourism and get a marketing strategy that meets the needs of tourists.

4) Travel Expenditure segmentation is a very noticeable and highly influential traveler segmentation. Entrepreneurs and governments should look for different marketing strategies to attract tourists that are suitable for their products, with tourists with different expenses. Additional elements need to be considered, such as age, length of stay. The purpose of the stay and the payout to determine the strategy.

7.3.2 Guidelines for Marketing Strategy

7.3.2.1 Marketing Content

Analysis of Marketing Content for High Quality Tourist from the Preference of High-Quality Tourists can be summarized as follows:

1) Product Differentiation Strategy

Should differentiate the product by offering a variety of tourism activities that are distinguished from the basis of natural resources and strong culture of each province in terms of arts and culture, nature, adventure, Agriculture, art, food and lifestyle as well as expanding the activity area to nearby tourist attractions to enhance the tourism experience and learn about the exotic culture and way of life. It is the demand for high-quality tourists, including increasing activities to encourage overnight stays or increased spending.

2) Service Differentiation Strategy / Customization/ Personalized Service Strategy

Operators should focus on standard service, attractive decor while retaining a local identity, and facilities that are always available and sufficient to meet their needs. It should focus on comfort. Traveler's privacy In response to high-quality tourists, rather focusing on privacy as well as promoting Customization/Personalized Service so that entrepreneurs can respond to the needs exactly. It allows high-quality tourists to choose from a wide range of services according to their preferences and flexibility. It can be adjusted according to the different needs of tourists. High-quality tourists experience the exclusivity and care provided by the operators, which further attracts attention and raises the level of impression.

3) Image Differentiation Strategy

The government should promote the use of the strengths of tourist attractions to create a different image for the tourism business. Especially the image that high-quality tourists like, such as vacations in natural places such as Beach/sea City, Sunbath, Under Water Scenery diving activities, or cultural learning activities such as Learning Local Culture, Dining with Local Food, Thai Food. and Thai Snack or City Tour and Taking a photo business can use the strengths of these resources to create a story that differentiates each region's distinctive identity to capture the attention of tourists.

4) Story Telling Differentiation Strategy

Government and tourism businesses should promote Story Telling about the history of local culture. It includes the use of natural phenomena and resources as tourist attractions to create experiences and knowledge for tourists through local things that create value for tourism products or services with the Story Telling Differentiation Strategy. It is another piece of information that has already been sent to influence the decision of the traveler.

5) Eco-Friendly Differentiation Strategies

Operators should offer environmentally friendly activities, offer tourists experiences in conjunction with environmental conservation, protect resources from damage caused by tourism, provide opportunities for tourists to be part

of or encourage tourism. Realize that their tourism has contributed to the conservation of resources. Hotel and restaurant operators should introduce environmental and management measures that are sustainable, standardized, using safe, economical, and natural raw materials and sustainable waste treatment to meet the needs of high-quality tourists who care about sustainability and environmental friendliness.

6) Strategies for publicizing the image of tourist attractions

Government agencies must focus on public relations that are targeted and consistent with the identity and resources that actually exist in the tourist area, as well as creating a positive image of the tourist attraction. It promotes the image to build credibility and trust among high-quality tourists to support the image building by private entrepreneurs and create more credibility to tourist attractions.

7.3.2.2 Marketing Communication

This section analyzes Marketing Communication for High Quality Tourist based on decision making characteristics of high-quality tourists. Summary of market strategy development guidelines can be divided into 6 issues as follows:

1) Word of Mouth Marketing

Operators should focus on creating an impression through the advantages of quality tourism products and services, reasonable prices, and maintaining safety standards, which are important factors in choosing high-quality tourist attractions. It is also a factor that affects the impression of general tourists in order to increase the good experience leading to positive word-of-mouth of the attractiveness of the attraction to create awareness and attract high quality tourists to decide to travel.

2) Online Marketing

Entrepreneurs and government sectors should focus on online marketing for both government websites and popular social media platforms to create effective marketing communications and reach a wide audience of high-quality tourists. Tourists have direct and convenient access to travel agents or operators. It includes two-way communication between operators and tourists as quickly as possible. Tourists can make reservations or ask for information immediately. In addition, Internet referral reviews have a direct impact on the perception of high-

quality tourists, which in turn affects the sales of tourism products and services as well as the popularity of tourist attractions.

3) Influencer Marketing

Influencer marketing is accomplished by inviting a group of celebrities to take part in promoting travel products and services through advertisements or reviews of travel experiences. It will make the place more interesting. In addition, those people design their own travel and write travel recommendations, which will promote the attraction to be known, famous and create a trend to be widely recognized. It also resulted in the complacency and deciding to set out to follow in the footsteps. It encourages more high-quality tourists to travel.

4) Event Marketing

Entrepreneurs should offer aggressive marketing to attract attention and reach their target audience. Bringing samples of goods and services to be presented at a special event that will have a large group of interested parties by:

Organizing travel booths or attending trade shows organized by government agencies

Organizing events in the form of festivals that entrepreneurs jointly organize or receive support from the government

Organizing events to promote sales or introduce products and services to tourists, including organizing social and environmental activities.

Organizing or participating in road show activities both in Thailand and abroad

5) Network and Alliance

This is because tourism business operators need to rely on mutual support to serve tourists and for the survival of their business. For high-quality tourists, services from just one business unit cannot meet the demand. In addition to the readiness and competitiveness of businesses in attracting such tourists, the use of networks or business alliances can be another way for entrepreneurs to increase the number of high-quality tourists to use the service.

6) Agency

This type of travel agency or service provider plays an important role in providing information to tourists. It has a closeness to the

community as well as the ability to provide the goods and services that high quality tourists need. It may take the form of both domestic and international tour operators and tour counters located at hotels or landmarks.

7.3.2.3 Marketing Promotion

This section analyzes Marketing Promotion for High Quality Tourist, which can be divided into 2 marketing strategies development guidelines as follows:

1) Advertising

For advertising to attract high-quality tourists, the focus should be on providing services and experiences that can meet the incentives of high-quality tourists. It should also showcase the local identity of food, arts and culture, people's way of life to enhance the high-quality tourist learning experience. It is also worth paying attention to conveying the atmosphere of the Beach/Sea and tourism activities. For example, Sunbath, diving, shopping, eating local food. etc. to be presented to the eyes of tourists to stimulate interest and as an element in decision-making.

In addition, the channels used for public relations should be diverse. The most important thing is the word of mouth and recommendations from friends or close ones. In order for word-of-mouth to occur, the impression of a travel experience is important. In addition, the emphasis should be placed on public relations through online media, both government agencies' websites that must be easily accessible, with updated and accurate information, as well as public relations through social media as is becoming popular. For example, Facebook YouTube Instagram etc. It will help increase awareness and expand the group of high-quality tourists even more. It keeps old customers and also attracts new customers along the way. In addition, tourists can always get their opinions on travel from reviews. It also should have a means of contacting inquiries or booking contacts that can be convenient. It will increase your interest and purchasing decision.

2) Sales Promotion

Promotion influences the purchasing decision and interest of high-quality tourists, which can be categorized as a result of the strategy analysis in the following:

(1) Design a promotional package

Operators should make goods and services available in packages that can be purchased together. For example, providing spa services that are sold in combination with Thai massage and scrub packages at a special price or as a bundle package with discounts or may use customer matching as a promotional activity. For example, offer a special price when 2 or more customers use the service or come 3 people 20 percent discount or come 3 people pay only the price equal to 2 people. In the hotel and accommodation business, promotions may be used to extend the length of stay. For example, it offers a discount on a stay of 3 nights or more, or a package for booking one room, and a discount on booking one more room. If it is a tourism operator, there may be a promotion from tourism activities. For example, organize a promotion to buy a cooking class package with a bamboo hat weaving package or book a room with a travel program to receive a special discount or create the main package with additional services free of charge that will make high-quality tourists decide to buy. It is an impression that will lead to word of mouth and return to travel again.

However, there is also a group of high-quality tourists who prefer to travel alone. Therefore, issuing a promotional activity package that must come in pairs. It might make high-quality tourists feel unimpressed. Therefore, other promotions or discounts should be offered along with them as well.

(2) Discount Strategies to Attract Attention

Operators should implement discount strategies during the non-peak season to attract more tourists or offer accommodation discounts for the third night or more to increase their stay rates. It includes lowering the price of travel goods and services during times of low traffic. For example, the spa treatments are mostly used by tourists in the afternoon after sunbathing or outdoor activities. Operators reduce prices or organize promotions to attract more traffic in the morning or when there are less tourists. In addition to attracting customers, it also distributes tourists at other times to avoid overcrowding. It will affect the impression of high-quality tourists who appreciate privacy, etc.

Providing discounts for customers with a long pre-booking period to attract attention and drive decision-making in the purchase of goods and services in advance.

In addition, entrepreneurs should choose to operate at the same time in terms of retaining old customers and increasing new customer bases. Giving discounts or special promotions for existing customers will make them more impressed with the products and services, as well as offering special promotions for new customers will also attract more attention.

(3) Tester Giveaway Strategy

In the dimension of the tourism industry, entrepreneurs should develop Complimentary Product to impress customers when they come to use the service. For example, a high-end tourist inn business should distribute hotel-branded shampoos, soaps or hand creams. or travel agencies that should give away free cloth bags to facilitate the shopping of tourists Those complimentary products should be designed with your business identity and attraction in mind to impress. In other words, most high-quality tourists rely on information to make informed decisions from friends or loved ones, but decisions are made based on personal preferences. Therefore, giving high-quality tourists a chance to try or sample products and services first. can increase the level of decision-making However, the tester distribution will cost the operator higher marketing costs. Therefore, costs should be taken into account before proceeding properly.

(4) Pricing Strategy

Businesses should target high-quality tourists with the potential to pay or the upper market segment will use premium or high-priced pricing. Each price is determined based on the strength of the resource or service that can attract tourists, is highly unique or well-known, as well as the theme or position of the business to set this premium price as part of selecting or screening the target audience of high-quality tourists.

The operator may offer a unique local novelty, a new tourism experience, a lifestyle learning experience or make a high-quality tourist vacation a memorable one. It is in line with the intrinsic motivation that drives high-quality tourists to leave as well as offering outstanding resources such as food, snacks,

local products, etc. It will increase the experience and spending of high-quality tourists



CHAPTER 8

CONCLUSION AND RECOMMENDATIONS

This chapter summarizes research studies on the Destination Strategic Positioning and Marketing Strategy for Foreign High-Quality Tourist. It contains a summary of the definition and characterization of high-quality tourists for Thailand, the demographic factors, tourist's travel motivation and tourist behaviors influencing high-quality tourists and the preferences and decisions of high-quality tourists, the value positioning of tourism products in high-quality tourist attractions and, marketing strategies for high-quality tourists, and limitations and recommendations. The details are as follows:

8.1 Conclusion

The study on the Destination Strategic Positioning and Marketing Strategy for Foreign High-Quality Tourist was conducted using Mixed Methods Research between Qualitative Research and Quantitative Research. The research details and procedures consistent with the research objectives include: (1) To define the definition and characterization of high-quality tourists for Thailand, (2) To analyze the demographic factors, tourist's travel motivation and tourist behaviors influencing high-quality tourists and analyze the preferences and decisions of high-quality tourists, (3) To analyze the value positioning of tourism products in high-quality tourist attractions and; (4) To analyze marketing strategies for high-quality tourists.

This part intends to summarize the results of this research study. The findings were illustrated according to the research objectives

8.1.1 Summarized Results on Research Objective 1: Definitions and Characteristics of High-quality Tourists

According to a review of the literature and in-depth interview, it was found that the definitions and characteristics of high-quality tourists consisted of 15 key aspects including:

- 1) Buy products/services from local merchant/provider first
- 2) Purchase products made by local people
- 3) Select services provided by local staff
- 4) Use provider having a sound environmental management
- 5) Use local resources (i.e., water and electricity) economically
- 6) Give advice to local entrepreneurs to improve product
- 7) Recommend the promotion of this destination to others
- 8) Give honor (or not look down) to local people
- 9) Respect local traditions, norms, and rules
- 10) Pay respect to place and thing respected by local
- 11) Understand/accept the difference in local culture
- 12) Be careful with your body/action that may damage nature
- 13) Minimize the waste to litter as much as possible
- 14) Follow Thailand's laws and rules strictly
- 15) Dump garbage at litter place/point

According to the exploratory component analysis of high-quality tourists, all 15 key aspects can be grouped into 4 components:

- 1) Component 1: "Reducing negative impacts from tourism" consisted of 5 observable variables with component weights between .545 and .830.
- 2) Component 2: "Respecting tourism areas" comprised 3 observable variables having component weights between .823 and .833.
- 3) Component 3: "Supporting local people" had 5 observable variables which had component weights between .581 and .775.
- 4) Component 4: "Supporting sales and marketing" consisted of 2 observable variables having component weights between .713 and .811.

The four components described the variance of high-quality tourist characteristics accounting for 71.02% and had a coefficient weight between 0.40 – 0.93, which agreed with the empirical data.

8.1.2 Summarized Results on Research Objective 2: The Analysis Results of Factors Influencing High-quality Tourists and Analyze the Preferences and Decisions of High-quality Tourists

8.1.2.1 Profiles of High-quality Tourist

According to collecting data about demographic factors of high-quality tourists from 400 samples, it was found that the samples were more female than male. The majority of them were aged between 23 and 36, followed by between 15 and 22. Most of these samples were Chinese, followed by Russian. Most were single, followed by married. Most had a bachelor's degree, followed by a below bachelor's degree. The samples were most students, with housewives coming in second. The majority earned less than \$10,000 yearly/per household, followed by \$10,000 - \$29,999 yearly/per household.

Analyzing demographic factors revealed that nationality, educational level, and occupation factors influenced high-quality tourist characteristics.

8.1.2.2 Tourist's Travel Motivation

According to analyzing the data collected from 400 high-quality tourists, it was found that high-quality tourists placed the overall importance of tourist's travel motivation at an important level. When considering each aspect, the importance of tourist's travel motivation in aspects of pull and push factors was all at an important level. For push factors, the importance of novelty, relaxation, relationship, and self-development was at an important level whereas the importance of escape was at a rather important level. For pull factors including culture, food, people, shopping, convenience, travel activity, and infrastructure, their importance was all at an important level.

The analysis of the relationship between tourist's travel motivation and being a high-quality tourist revealed that the push factors in the aspects of relaxation and relationship were the tourist's travel motivation that impacted being a high-

quality tourist. As for the pull factors, food is the tourist's travel motivation that influenced high-quality tourists.

8.1.2.3 Tourism Behavior

According to data obtained from 400 high-quality tourists, the majority of them had never visited Thailand. Most of them have traveled overseas with tour groups. The average length of stay in Thailand was 6-10 days, followed by 2-5 days. The bulk of high-quality tourists traveled to Thailand with friends, then with family. High-quality tourists traveled to Thailand by regular airline/scheduled flight more than charter flights. The majority of samples stayed at budget hotels, followed by resorts. The cost of traveling to Thailand was less than \$1,000, followed by \$1,000 - \$2,999.

The analysis of being high-quality tourists and tourist behaviors showed that the factors of travel companion (in the aspects of alone and couple), type of air flight, type of accommodation (in the aspects of resort and luxury hotel), and travel expenditure affected being a high-quality tourist.

8.1.2.4 Preferences of High-quality Tourists

According to analyzing the data about preferences collected from 400 high-quality tourists, it was found that high-quality tourists preferred accommodation proximity in the aspect of "near beach", followed by "near midtown" and "near nature". In the aspect of the hotel, they preferred "luxury with local identities", followed by "simple as local living". In the aspect of the size of the hotel, their preference was a medium hotel (> 50 but < 300 rooms), followed by a small hotel (< 50 rooms). In the aspect of travel destination, their preference was beach/sea, followed by city and underwater scenery. In the aspect of tourism activities, their preference belonged to local food, followed by sunbath, learning about local culture, and taking a photo. The type of souvenirs they liked most was Thai snacks, followed by Thai foods. The most liked type of tour was "private travel with your own organized", followed by "group tour travel". Finally, the most popular payment method was cash, followed by credit card.

8.1.2.5 Decision-making of High-quality Tourists

For decision-making of high-quality tourists, the majority of them made decisions in the aspects of tourism and service providers, information sources, and

persons at a rather important level. The decisions in the aspect of attraction were made at an important level. Meanwhile, the decision in the aspect of “length of reserve” was made at the level 1 week ahead.

The decision-making of high-quality tourists in each aspect can be concluded as follows.

1) Decision-making of high-quality tourists in the aspects of tourism and service at an important level were authenticity/originality, privacy, flexible program, supreme location, and high touch.

2) Decision-making of high-quality tourists in the aspects of attraction that were at an important level were safety, followed by travel time/distance, cleanness, price, convenience/comfort, attractiveness, reputation, and ease of access.

3) Decision-making of high-quality tourists in the aspects of information sources that were at an important level were suggestions from friends/relatives, followed by national tourism promotion websites, and social media (i.e., Facebook, line, and Instagram).

4) Decision-making of high-quality tourists in the aspects of individuals that were at an important level were yourself, followed by family/couple, and friend.

5) Decision-making of high-quality tourists in the aspects of “length of reserve” were most at an important level. Most tourists reserved hotel/accommodation, entrance tickets (i.e., museum and theme park), and inclusive package tour 1 week ahead.

8.1.3 Summarized Results on Research Objective 3: Tourism Products Value Proposition for High-quality Tourist

The development of tourism products for high-quality tourists needs to consider the demographic factors, tourist’s travel motivation, tourist behaviors, preferences, and decision-making of high-quality tourists to analyze the value proposition of tourism products. Based on the decision-making process, tourism products' value proposition can be categorized into 4 stages: problem recognition, information source, evaluation, and purchase decision.

It was found that high-quality tourists desired to travel to find new experiences. Therefore, presenting a local identity by developing it into tourism products and services will fulfill the high-quality tourist experience. Designing events that were easily attended and secure made decision-making and participation easier. However, part of the decision-making relied on information from friends and close ones. Therefore, developing effective products and services will increase the likelihood of positive word-of-mouth.

In addition, the value proposition of tourism products could be classified into 5 tourism components: accommodation, transportation, souvenir, dining, and activities. It was found that high-quality tourists preferred privacy (in terms of accommodation, transportation, safety, and comfort). High-quality tourists' top priority was eating local food, which was in line with the souvenir and dining that showcased the uniqueness of ingredients and taste. Therefore, activities related to the development of local food products should be encouraged to stimulate the shopping and a decision to travel of high-quality tourists.

8.1.4 Summarized Results on Research Objective 4: Guidelines for Developing Marketing Strategies for High-quality Tourists

This section analyzes high-quality tourist marketing strategies that tourism operators should focus on. The analysis consists of 3 issues: marketing content for high-quality tourists, marketing communication for high-quality tourists, and marketing promotion for high-quality tourists.

8.1.4.1 Marketing Content

Analysis of Marketing Content for High Quality Tourist from the Preference of High-Quality Tourists can be grouped into 6 strategies as follows:

- 1) Product Differentiation Strategy
- 2) Service Differentiation Strategy / Customization/
Personalized Service Strategy
- 3) Image Differentiation Strategy
- 4) Story Telling Differentiation Strategy
- 5) Eco-Friendly Differentiation Strategies
- 6) Strategies for publicizing the image of tourist attractions

8.1.4.2 Marketing Communication

This section analyzes Marketing Communication for High Quality Tourist based on decision making characteristics of high-quality tourists. Summary of market strategy development guidelines can be divided into 6 issues as follows:

- 1) Word of Mouth Marketing
- 2) Online Marketing
- 3) Influencer Marketing
- 4) Event Marketing
- 5) Network and Alliance
- 6) Agency

8.1.4.3 Marketing Promotion

The Marketing Promotion for High Quality Tourist, which can be divided into 2 marketing strategies development guidelines as follows:

- 1) Advertising
- 2) Sales Promotion

Promotion influences the purchasing decision and interest of high-quality tourists, which can be categorized as a result of the strategy analysis in the following:

- (1) Design a promotional package
- (2) Discount Strategies to Attract Attention
- (3) Tester Giveaway Strategy
- (4) Pricing Strategy

8.2 Limitations and Recommendations

This section presents study limitations, research recommendations and recommendations for further action.

8.2.1 Limitations

This research had limitations related to sample identification, questionnaire use of the research tool and to testing the effectiveness of strategies.

Although the researchers selected tourists from all regions of the country, it cannot be said that the samples were representative of the high-quality tourists obtained at random. Researchers need to collect data from a sample of high-quality tourists who have characteristics of sustainable tourism and high paying power. These tourists are often concerned with privacy and are not prepared to provide information in the first place. Therefore, the researcher distributed the questionnaire with a larger number and selected the eligible samples later. It was concluded that the samples in this study were more representative later.

The research tool used in this study was a self-assessment questionnaire. Therefore, there is a likelihood of over-reporting or common method variance. It's a problem with storing data the same way for all variables. Specifically, variables related to high-quality tourists. The researcher could not know that the tourists would answer truthfully. Tourists may respond to the expectations of society.

The final limitation of this work is that the researcher did not conduct tests to verify the potential of the resulting marketing strategy. For example, opinions of policy experts, opinions of local tour operators or opinions of tourists. The researcher believes the role in the implementation of strategies and the effectiveness of the policies.

8.2.2 Research Recommendations

Recommendations for further research should be carried out as follows:

- 1) An in-depth study of the emotional needs of high-quality tourists should be explored, which cannot be detailed in quantitative research. The next study should be studied in more detail, such as the 5 Senses of Tourists. To complete the Profile of High-Quality Tourist.

- 2) High-quality tourists should be classified into groups and cross-group comparisons should be discussed in order to obtain more specific products for each tourist group and it will be easier to detail strategies in different groups, as well as helping businesses to prioritize each tourists group and formulate a strategy that works for their organization.

- 3) Research should be continued by evaluating the potential of the research strategies outlined in this study and concluding the results leading to the

implementation of the strategies. It should develop an action plan detailing the project, budget, responsible parties and implementation timeline for implementation.

8.2.3 Practical Recommendations

The findings were reflected that high-quality tourists have a variety of needs and similarities for many preferences that can be developed into strategies. Therefore, the developed marketing strategies are diverse. Businesses should consider strategies that align with the resources they have and implement them as follows:

- 1) Prepare language-ready personnel to accommodate the diverse nationalities of high-quality tourists will add more value to the product.
- 2) Pay attention to the strengths of Thai food, both restaurant souvenirs and hotel menus.
- 3) Businesses located close to natural attractions and in the heart of the city have the potential to attract high-quality tourists.
- 4) Develop service quality to be higher than standard and maintain the privacy of tourists in both service area design and service.
- 5) Develop tourism activities and design sites that are connected with local identity, where tourists must have areas that are part of the activities.
- 6) Strict safety standards for life and property, including cleanliness and hygiene of tourist attractions.

BIBLIOGRAPHY

- Aaker, D. A. (2001). *Strategic market management* (6th ed.). New York: John Wiley & Sons.
- Andrades, L., & Dimanche, F. (2018). Co-creation of experience value: A tourist behavior approach. *Creating Experience Value in Tourism*, 83-97.
- Angus & Associates, The Knowledge Warehouse, & Tourism Resource Consultants. (2010). *Domestic Tourism Market Segmentation Prepared for Ministry of Tourism Stage*. Retrieved from <https://www.tourism.net.nz/images/domestic-tourism-downloads/ExecutiveSummaryStage2.pdf>
- Armstrong, G., & Kotler, P. (2007). *Marketing: An introduction*. New Jersey: Pearson Education Inc.
- Artal-Tur, A., Correia, A., Serra, J., & Osorio-Caballero, M. I. (2019). Destination Choice, Repeating Behaviour and the Tourist-Destination Life Cycle Hypothesis. *Trends in Tourist Behavior*, 175-193.
- Ashworth, G. & Goodall, B. (Eds.). (2012). *Marketing tourism places* (Vol. 2). London: Routledge.
- Barros, V. G. (2012). Transportation choice and tourists' behaviour. *Tourism Economics*, 519-531.
- Bendixen, P. (1997). Cultural tourism—Economic success at the expense of culture? *International Journal of Cultural Policy*, 4(1), 21-46.
doi:10.1080/10286639709358061
- Boonlert Jitvatthana. (2005). *Tourism Industry*. Bangkok: Press and Design. Borisuth Saenkam. (2021). The behavior of Thai tourists after COVID 19 situations. *Journal of Liberal Arts and Service Industry*, 4(1), 160-167.
- Bowie, D., & Buttle, F. (2011). *Hospitality Marketing Principles and Practice* (2nd ed.). London: Taylor & Francis Group.
- Budeanu, A. (2007). Sustainable tourist behaviour—a discussion of opportunities for change. *International Journal of Consumer Studies*, 31(5), 499-508.
- Brucks, M., & Zeithaml, V. A. (1987). Price as an indicator of quality dimensions.

- Paper presented at Association for Consumer Research Annual Meeting, Boston, MA.
- Camilleri, M. A. (2016). Responsible tourism that creates shared value among stakeholders. *Tourism Planning & Development*, 13(2), 219-235.
- Casey, P. J., & Scott, K. (2006). Environmental concern and behaviour in an Australian sample within an ecocentric–anthropocentric framework. *Australian Journal of Psychology*, 58(2), 57-67.
- Cerina, F. (2007). Tourism specialization and environmental sustainability in a dynamic economy. *Tourism Economics*, 13(4), 553-582.
- Chafe, Z. (2005). *Consumer demand and operator support for socially and environmentally responsible tourism*. (CESD/TIES Working Paper No. 104). Retrieved from <http://www.mangalani-consult.org/fichiers/ressources/Consumer%20Demand%20for%20Responsible%20Tourism.pdf>
- Chalongsri Phimonsompong. (2003). Backpacking travel. *Journal of the Humanities*, 11, 104-110.
- Chaminuka, P., Groeneveld, R. A., Selomane, A. O., & Van Ierland, E. C. (2012). Tourist preferences for ecotourism in rural communities adjacent to Kruger National Park: A choice experiment approach. *Tourism Management*, 33(1), 168-176.
- Chanapal, P. Khongdi, C., Sudnawa, W., & Dabphet, S. (2019). The dimensions of travel motivation and tourism activities in a context of international solo women travelers in Thailand. *Srinakharinwirot Business Journal (SBJ)*.
- Chen, J. S., Wang, W., & Prebensen, N. K. (2016). Travel companions and activity preferences of nature-based tourists. *Tourism Review*.
- Chen, N., & Hsu, C. H. (2021). Tourist stereotype content: Dimensions and accessibility. *Annals of Tourism Research*, 89, 103212.
- Cheng, T.-M., C. Wu, H., & Huang, L.-M. (2013). The influence of place attachment on the relationship between destination attractiveness and environmentally responsible behavior for island tourism in Penghu, Taiwan. *Journal of Sustainable Tourism*, 21(8), 1166-1187.

- Cheng, Z., & Chen, X. (2022). The effect of tourism experience on tourists' environmentally responsible behavior at cultural heritage sites: The mediating role of cultural attachment. *Sustainability*, *14*(1), 565.
- Chettiparamb, A., & Kokkranikal, J. (2012). Responsible tourism and sustainability: the case of Kumarakom in Kerala, India. *Journal of Policy Research in Tourism, Leisure and Events*, *4*(3), 302-326.
- Christopher, M., Payne, A., & Ballantyne, D. (1991). *Relationship marketing: Bringing quality customer service and marketing together*. Oxford: Butterworth Heinemann.
- Cohen, E. (1972). Toward a Sociology of International Tourism. *Social Research: An International Quarterly*, *39*(1), 164-182.
- Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, *56*(3), 55-68. doi:10.2307/1252296
- Crowther, P., & Donlan, L. (2011). Value-creation space: The role of events in a service-dominant marketing paradigm. *Journal of Marketing Management*, *27*(13-14), 1444-1463.
- Diaz-Perez, F., Bethencourt-Cejas, M., & Alvarez-Gonzalez, J. (2005). The segmentation of canary island tourism market by expenditure: Implications for tourism policy. *Tourism Management*, 961-964.
- Dibb, S., & Simkin, L. (2008). *Market segmentation success: Making it happen*. London: Routledge.
- Dickman, S. (1997). *Tourism: An introductory text* (2nd ed.). Australia: Hodder Headline.
- Digital Government Development Agency. (2021a). Tourism receipts from international tourist arrivals by expenditure item_2018. Retrieved from <https://data.go.th/dataset/tourism-receipts-2018>.
- Digital Government Development Agency. (2021b). Tourism receipts from international tourist arrivals by expenditure item_2019. Retrieved from <https://data.go.th/dataset/tourism-receipts-2019>
- Digital Government Development Agency. (2021c). Tourism receipts from international tourist arrivals by expenditure item_2020. Retrieved from

<https://data.go.th/dataset/tourism-receipts-2020>

- Dixon, A. W., Backman, S., Backman, K., & Norman, W. (2012). Expenditure-based segmentation of sport tourists. *Journal of Sport & Tourism, 17*(1), 5-21.
- Dolnicar, S. (2002). A review of data-driven market segmentation in tourism. *Journal of Travel & Tourism Marketing, 12*(1), 1-22.
- Dolnicar, S. (2008). Market segmentation in tourism. In A. Woodside & D. Martin (Eds.), *Tourism management: Analysis, behaviour and strategy* (pp. 129-150). Cambridge: CAB International.
- Dolnicar, S., Crouch, G. I., & Long, P. (2008). Environment-friendly tourists: What do we really know about them? *Journal of Sustainable Tourism, 16*(2), 197-210.
- Dolnicar, S., Crouch, G. I., Devinney, T., Huybers, T., Louviere, J. J., & Oppewal, H. (2008). Tourism and discretionary income allocation: Heterogeneity among households. *Tourism Management, 29*(1), 44-52.
- Dowling, G. R., & Uncles, M. (1997). Do customer loyalty programs really work? *Sloan Management Review, 38*, 71-82.
- Field, A. (2005). *Discovering statistics using SPSS* (2nd ed.). London: Sage.
- Fredman, P. (2008). Determinants of visitor expenditures in mountain tourism. *Tourism Economics, 14*(2), 297-311.
- Fuller, D. A. (1999). *Sustainable marketing: Managerial-ecological issues*. Thousand Oaks, CA: Sage.
- Garg, A. (2013). A study of tourist perception towards travel risk factors in tourist decision making. *Asian Journal of Tourism and Hospitality Research, 7*(1), 47-57.
- Giacomelli, A. (2006). *Italy heterogeneity and uncertainty in the tourism choice process*. Italy.
- Goodwin, H., & Francis, J. (2003). Ethical and responsible tourism: Consumer trends in the UK. *Journal of Vacation Marketing, 9*(3), 271-284.
- Hair, J. F., Jr., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis*. Upper Saddle River, New Jersey: Prentice Hall.
- Inbakaran, R., & Jackson, M. (2005). Understanding resort visitors through

- segmentation. *Tourism and Hospitality Research*, 6(1), 53-71.
- International Association of Tourism and Travel Medicine. (2010). Thai Travel clinic blog: Let's be a good traveler. Retrieved from <http://www.thaitravelclinic.com/blog/th/travel-medicine-issue/thai.html>
- International Centre for Responsible Tourism. (2002). *Responsible tourism in cape town*. Retrieved from https://resource.capetown.gov.za/documentcentre/Documents/Graphics%20and%20educational%20material/Responsible_tourism_bro_web.pdf
- Jang, S., & Cai, L. A. (2002). Travel motivations and destination choice: A study of British outbound market. *Journal of Travel & Tourism Marketing*, 13(3), 111-133.
- Jeong, J. Y., Crompton, J. L., & Hyun, S. S. (2019). What makes you select a higher price option? Price–quality heuristics, cultures, and travel group compositions. *International Journal of Tourism Research*, 21(1), 1-10.
- Jonglerdjesdawong, Y., & Booranakittipinyo, P. (2018). A Study of behavior and factor affecting the tourism of Russian tourists. *Academic Journal Bangkokthonburi University*, 171-183.
- Kaewyu, P., Pakdeepinit, P., & Madtyampurush, W. (2020). Behaviour of independence Chinese tourists travelling in Lanna civilization area, Thailand. *WMS Journal Management*.
- Kitvikran, N. (2014). Thai food image, quality perceived and tendency to revisit Thailand. *International Thai Tourism Journal*, 10(1), 12-28.
- Klenosky, D. B. (2002). The “pull” of tourism destinations: A means-end investigation. *Journal of Travel Research*, 40(4), 396-403.
- Kotler, P. (1997). *Marketing management: Analysis, planning, implementation, and control* (9th ed.). Upper Saddle River: Prentice Hall.
- Kotler, P., Bowen, J. T., & Makens, J. C. (2006). *Marketing for hospitality and tourism* (4th ed.). New Jersey: Pearson Education.
- Kotler, P., & Keller, K. L. (2012). *Marketing management*. New York: Pearson.
- Kozak, M., & Kozak, N. (2018). *Tourist behavior: An experiential perspective*. London:

Springer.

- Kritvikarn. (2014). Thai food image, Thai food quality perception and food tourism behavior trends of foreign tourists. *International Thai Tourism Journal*, 10(1), 12-28.
- Kruger, M., & Saayman, M. (2010). Travel motivation of tourists to Kruger and Tsitsikamma National Parks: A comparative study. *South African Journal of Wildlife Research*, 40(1), 93-102.
- Lampang Rajabhat University. (2014). Market segmentation and target market determination. Retrieved from <http://netra.lpru.ac.th>
- Leiper, N. (1990). Tourist attraction systems. *Annals of Tourism Research*, 17(3), 367-384.
- Liu, C.-R., Wang, Y.-C., Huang, W.-S., & Chen, S.-P. (2017). Destination fascination: Conceptualization and scale development. *Tourism Management*, 63, 255-267.
- Lundy, L. (2015). *Future traveller tribes 2030: Building a more rewarding journey*. Erding-Aufhausen, Germany: Amadeus.
- Luo, M., Feng, R., & Cai, L. A. (2005). Information search behavior and tourist characteristics: The internet vis-à-vis other information sources. *Journal of Travel & Tourism Marketing*, 17(2-3), 15-25.
- Mansfeld, Y. (2006). The role of security information in tourism crisis management: The missing link. *Tourism, Security & Safety: From Theory to Practice*, 271-290.
- Martin, D., & Schouten, J. (2012). *Sustainable marketing*. New York: Prentice Hall.
- Mazilu, M., & Mitroi, S. (2010). Demographic, social, economic and geographic features-shaping factors of the tourist market. *Romanian Economic and Business Review*, 159-166.
- McCarthy, E. J., & Perreault, W. D. (1991). *Essentials of marketing* (5th ed.). United States: E Jerome McCarthy and Associates.
- Middleton, V. T. C. (1994). *Marketing in travel and tourism* (2nd ed.). Oxford: Butterworth-Heinemann.
- Middleton, V. T. C. (1998). *Sustainable tourism: A marketing perspective*. Great Britain: Martins the printers.

- Ministry of Tourism and Sports. (2015). *The conclusion on tourist situation*. Bangkok: Department of Tourism.
- Ministry of Tourism and Sports. (2015). *Summarizing the situation of tourists*. Bangkok: Department of Tourism.
- Ministry of Tourism and Sports. (2019a). Final report: Project for the Promotion of Sustainable Tourism. Retrieved from <https://www.mots.go.th/download/Research/ProjectToPromoteSustainableTourism.pdf>.
- Ministry of Tourism and Sports. (2019b). Summary of Thailand's competitiveness in tourism in 2019. Retrieved from https://www.mots.go.th/download/article/article_20190925130927.pdf.
- Ministry of Tourism and Sports. (2020). COVID-19 and the impact on Thai tourism on the situation of Thai tourism in Q1/2020. Retrieved from <https://www.mots.go.th/download/TourismEconomicReport/4-1TourismEconomicVol4.pdf>
- Mody, M., Day, J., Sydnor, S., Jaffe, W., & Lehto, X. (2014). The different shades of responsibility: Examining domestic and international travelers' motivations for responsible tourism in India. *Tourism Management Perspectives*, 12, 113-124.
- Mok, C., & Iverson, T. (2000). Expenditure-based segmentation: Taiwanese tourists to Guam. *Tourism Management*, 21(3), 299-305.
- Monteson, P. A., & Singer, J. (2004). Marketing a resort-based spa. *Journal of Vacation Marketing*, 10(3), 282-287.
- Morrison, A. (1996). *Hospitality and travel marketing*. New York: Delmar Publishers.
- Murphy, P., Pritchard, M. P., & Smith, B. (2000). The destination product and its impact on traveller perceptions. *Tourism Management*, 21(1), 43-52.
- Naudé, W. A., & Saayman, A. (2005). Determinants of tourist arrivals in Africa: A panel data regression analysis. *Tourism Economics*, 11(3), 365-391.
- Nicolau, J. L. (2009). The smile of the tourist: the relationship between price sensitivity and expenses. *The Service Industries Journal*, 29(8), 1125-1134.
- Nunnally, J. C. (1978). *Psychometric theory* (2nd ed.). New York: McGraw-Hill.

- Oates, G. (2016). *How the rise of smart cities is impacting travel and tourism*. New York: Skift. Retrieved from <https://skift.com/2016/02/01/how-the-rise-of-smart-cities-is-impacting-travel-and-tourism/>
- Ojasalo, J., & Ojasalo, K. (2018). Service logic business model canvas. *Journal of research in marketing and entrepreneurship*, 20(1), 70-98.
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers* (Vol. 1). New York: John Wiley & Sons.
- Page, S. (2007). *Tourism management: Managing for change*. New York: Routledge.
- Pakkrich Prasit. (M.P.A.). How do you travel like a good quality tourist?. Retrieved from koratcity.no-ip.org/Tourist/TouristIsGood.html
- Parasurman, A., Valarie A. Zeithaml, & Leonard Berry (1985), A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(Fall), 41-50.
- Pesonen, J. A. (2013). Information and communications technology and market segmentation in tourism: A review. *Tourism Review*, 68(2), 14-30.
- Pizam, A., & Sussmann, S. (1995). Does nationality affect tourist behavior? *Annals of Tourism Research*, 22(4), 901-917.
- Pomeroy, A., Noble, G., & Johnson, L. W. (2011). Conceptualising a contemporary marketing mix for sustainable tourism. *Journal of Sustainable Tourism*, 19(8), 953-969.
- Porter, M. E. (1980). *Competitive strategy: Techniques for analyzing industries and competitors*. New York: Free Press.
- Preveetelearning. (n.d.). Roles related to tourism business. Retrieved from http://praveetelearning.com/elearning_content.php?subject_id=2&chapter_id=15
- Pulido-Fernández, J. I., & López-Sánchez, Y. (2016). Are Tourists Really Willing to Pay More for Sustainable Destinations?. *Sustainability*, 8(12), 1240.
- Responsible Travel. (2011). 2011 Responsible tourism award winners. Retrieved from <https://www.responsibletravel.com/holidays/responsible-tourism/travel->

guide/2011-awards-winners

Rittakhon, T. (2014). Luxury tourism. *TAT Review*, 2(April-June).

Said, J., & Maryono, M. (2018). *Motivation and perception of tourists as push and pull factors to visit national park*. Paper presented at the E3S Web of Conferences.

Sa Kaeo Community College. (2012). Consumer behaviors. Retrieved from <http://www.skcc.ac.th>

Sansanee Krajangchom, Korawan Sangkakorn, & Nivej Poonsukcharoen. (2021). The adaptation strategy of tourism in upper North of Thailand under the COVID-19 pandemic. *University of the Thai Chamber of Commerce Journal Humanities and Social Sciences*, 41(1), 1-20.

Schiffman, L. (2003). *Consumer behaviour*. Englewood Cliffs, NJ: Prentice-Hall.

Schultz, S., Pinazzo, J. and Cifuentes, M. (1998). Opportunities and limitations of contingent valuation surveys to determine national park entrance fees: evidence from Costa Rica. *Environment and Development Economics*, 3, 131-149.

Sharpley, R. (1994). *Tourism, tourists and society*. Huntingdon: Elm publications.

Sirakaya, E., & Sonmez, S. (2000). Gender images in state tourism brochures: An overlooked area in socially responsible tourism marketing. *Journal of Travel Research*, 38(4), 353-362.

Siribowonphithak, C. (2015). Honeymooners and the development of specialized tourism in Thailand. *Journal of Humanities and Social Sciences*.

SNV Netherlands Development Organization. (2009). *The market for responsible tourism products in Latin America and Nepal*. Hanoi: SNV Asia regional office.

Special Area Development Administration Organization for Sustainable Tourism (Public Organization). (2015). Principles of sustainable tourism management.

Retrieved from <https://th-th.facebook.com/saijaipaitiew/>

Spenceley, A. (2007). *Responsible tourism practices by South African tour operators*

International Centre for Responsible Tourism – South Africa. Retrieved from

<https://www.tourism.gov.za/CurrentProjects/ResponsibleTourism/Responsible%20Tourism/Responsible%20Tourism%20Practices%20By%20South%20African>

%20Tour%20Operators.pdf

- Sriboonruang, P., & Pimonsompong, C. (2021). Developing tourist attraction values to support high-potential tourists in Thailand. *Journal of Southern Technology*, 14(1), 1-13.
- Stanford, D. (2006). *Responsible tourism, responsible tourists: What makes a responsible tourist in New Zealand?* (Doctoral dissertation). Victoria University of Wellington, Wellington, New Zealand.
- Suddan Wisudthiluck. (2013). *Creative tourism*. Bangkok: Designated Areas for Sustainable Tourism Administration.
- Swarbrooke, J. (1990). *Sustainable tourism management*. New York: CABI Pub.
- Swarbrooke, J. (1999). *Sustainable tourism management*. New York: CABI Pub.
- Tirca, A. M., Stanciulescu, G. C., & Chis, A. (2009). Heritage tourism—A marketing focused approach. In *Journal: Marketing from Information to Decision* (2 ed., pp. 487-502). Cluj-Napoca, Romania.
- Tomoda, W. (2014). *SOC: Independent study (IS)*. Retrieved from <http://cmuir.cmu.ac.th/jspui/handle/6653943832/18159>
- Tourism Authority of Thailand. (2013). *Executive summary of ASEAN tourism market study project year 2013*. Retrieved from https://etatjournal.files.wordpress.com/2014/02/asean_market.pdf
- Tourism Authority of Thailand. (2018). Comprehensive report, high-quality overseas tourist market study project: Italy and Spain. Retrieved from http://tourismlibrary.tat.or.th/medias/t26325.pdf?fbclid=IwAR1Z28KO7-vm_2QZ8wPzs8lGTHu_sec06hl0iflfiOwEr5hPoiCmkLX9PTA
- Tran, X., & Ralston, L. (2006). Tourist preferences influence of unconscious needs. *Annals of Tourism Research*, 33(2), 424-441.
- UNEP, & UNWTO. (2005). *Making tourism more sustainable*. A Guide for Policy Makers. Nairobi, Kenya: United Nations Environment Programme and World Tourism Organization.
- United Nations. (2002). Report of the world summit on sustainable development, Johannesburg, South Africa, 26 August-4 September 2002. Retrieved from New York: <https://digitallibrary.un.org/record/478154?ln=en>

- UNWTO. (2017). *Tips for a responsible traveler: Travel, enjoy, respect*. Madrid: UNWTO.
- Veríssimo, M., & Loureiro, S. M. C. (2013). Experience marketing and the luxury travel industry. *Tourism & Management Studies*, 296-302.
- Vietze, C. (2011). What's pushing international tourism expenditures? *Tourism Economics*, 17(2), 237-260.
- Wang, K.-C., Chen, J. S., & Chou, S.-H. (2007). Senior tourists' purchasing decisions in group package tour. *Anatolia*, 18(1), 23-42.
doi:10.1080/13032917.2007.9687034
- Wantana Suracheevin. (1999). *The exposure of news, knowledge, attitudes of foreign tourists and the travel to Thailand in 1998-1999*. Bangkok: Chulalongkorn University.
- Weeden, C. (2008). *The values of ethical and responsible tourists* (Doctoral dissertation). University of Glasgow, Glasgow, Scotland, UK.
- Wehrli, R., Egli, H., Lutzenberger, M., & Pfister, D. (2011). *Is there demand for sustainable tourism?-Study for the World Tourism Forum Lucerne 2011*. Lucerne, Switzerland: Citeseer.
- Wellden, S. R. (1956). Product differentiation and market segmentation as alternative marketing strategies. *Journal of Marketing*, 21, 3-8.
- Woodside, A. G., Caldwell, M., & Spurr, R. (2006). Advancing ecological systems theory in lifestyle, leisure, and travel research. *Journal of Travel Research*, 44(3), 259-272.
- World Commission on Environment and Development. (1987). *From one earth to one world: An overview*. Oxford: Oxford University Press.
- World Economic Forum. (2013). The global competitiveness report 2013–2014. Retrieved from https://www3.weforum.org/docs/WEF_GlobalCompetitivenessReport_2013-14.pdf
- World Economic Forum. (2015). *The travel & tourism competitiveness report 2015*. Geneva: World Economic Forum.
- World Economic Forum. (2017). *The travel & tourism competitiveness report 2017*. Geneva: World Economic Forum.

World Economic Forum. (2019). *The travel & tourism competitiveness report 2019*.

Geneva: World Economic Forum.

World Tourism Organization and European Travel. (2007). *Handbook on tourism market segmentation maximising marketing effectiveness*. UK: University of Bedfordshire.

Xiang, Y. (2013). The Characteristics of Independent Chinese Outbound Tourists.

Tourism Planning & Development, 10(2), 134-148.

doi:10.1080/21568316.2013.783740

Yamane, T. *Statistics: An introductory analysis* (3rd ed.). New York: Harper and Row.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *The Journal of Marketing*, 2-22.

Zhang, X., Ding, P., & Bao, J. (2008). Income distribution, tourist commercialisation, and hukou status: A socioeconomic analysis of tourism in Xidi, China. *Current Issues in Tourism*, 11(6), 549-566.





No. _____

Date ____/____/____

Area _____

This questionnaire collect valuable data from tourists for analyzing in research study “Destination Strategic Positioning and Marketing Strategy for Foreign High Quality Tourists”

This questionnaire survey is conducted by Hathaichanok Chimbanrai as a part of Ph.D. dissertation in Integrated Tourism Management, Graduate School of Tourism Management (GSTM), National Institute of Development Administration (NIDA). It ultimately aims at proposing a “**Destination Strategic Positioning and Marketing Strategy for Foreign High Quality Tourists.**” The researcher would highly appreciate your participation in this research in completing this entire questionnaire and all responses will be treated confidentially and purely used for academic purposes.

Part 1 General Information

- 1) Gender Male Female
- 2) Age 15 - 22 23 - 36 37 - 56
 57 - 72 More than 73
- 3) Nationality _____ (please fill in)
- 4) Marital Status Single Married Divorce
- 5) Education Below Bachelor Degree Above Bachelor
Attained Bachelor Degree
- 6) Occupation Government Officer Student Business Owner
 Unemployed Self-employed Corporate Employee
 Housewife Part Time Job Others _____
- 7) Annual Income Less than \$10,000 \$10,000 – \$29,999 \$30,000 – \$49,999
 \$50,000 – \$99,999 \$100,000 – \$349,999 More than \$350,000

Part 2 Attributes of Tourists					
Behavior	You do this				
	Always	Usually	Sometimes	Rarely/Seldom	Never
1. Buy products/services from local merchant/provider first	⑤	④	③	②	①
2. Purchase product made by local people	⑤	④	③	②	①
3. Select services provided by local staff	⑤	④	③	②	①
4. Use provider having sound environmental management	⑤	④	③	②	①
5. Use local resources (i.e., water, electricity) economically	⑤	④	③	②	①
6. Give advice for local entrepreneur to improve product	⑤	④	③	②	①
7. Recommend the promotion of this destination to others	⑤	④	③	②	①
8. Give honor (or not look down) to local people	⑤	④	③	②	①
9. Respect local tradition, norm and rule	⑤	④	③	②	①
10. Pay respect to place and thing respected by local	⑤	④	③	②	①
11. Understand/accept the difference of local culture	⑤	④	③	②	①
12. Be Careful with your body/action that may damage the nature	⑤	④	③	②	①
13. Minimize the waste to litter as much as possible	⑤	④	③	②	①
14. Follow the Thai laws and rules strictly	⑤	④	③	②	①
15. Dump garbage at litter place/point	⑤	④	③	②	①

Part 3 Tourist's Travel Motivation						
Tourist's Travel Motivation	Level of Important					
	Very Important	Important	Rather Important	Rather Unimportant	Not important	Not important at all

How important of these factors inspiring you to go travel? (Push factors)

1. To discover yourself	⑥	⑤	④	③	②	①
2. To explore new experience	⑥	⑤	④	③	②	①
3. To escape from busy environment	⑥	⑤	④	③	②	①
4. To be away from bad weather condition at your place of residences	⑥	⑤	④	③	②	①
5. To recharge your energy/willpower	⑥	⑤	④	③	②	①
6. To relax from stress	⑥	⑤	④	③	②	①
7. To rejuvenate your health	⑥	⑤	④	③	②	①
8. To reward yourself	⑥	⑤	④	③	②	①
9. To restore/strengthen relationship	⑥	⑤	④	③	②	①
10. To reward your family	⑥	⑤	④	③	②	①
11. To share travel story with others	⑥	⑤	④	③	②	①

How much the extent does these factors appeal you to visit Thailand? (Pull factors)

1. Thai food/dish	⑥	⑤	④	③	②	①
2. Healthy food	⑥	⑤	④	③	②	①
3. Thai fruit	⑥	⑤	④	③	②	①
4. Thai product	⑥	⑤	④	③	②	①
5. Paradise of shopping	⑥	⑤	④	③	②	①
6. Thai art	⑥	⑤	④	③	②	①
7. Thai culture	⑥	⑤	④	③	②	①
8. Thai people	⑥	⑤	④	③	②	①

9. Thai lifestyle	⑥	⑤	④	③	②	①
10. Thai hospitality staff	⑥	⑤	④	③	②	①
11. Living convenience	⑥	⑤	④	③	②	①
12. Ease of entry (VISA)	⑥	⑤	④	③	②	①
13. Ease of travel to neighboring countries	⑥	⑤	④	③	②	①
14. Infrastructure in Thailand	⑥	⑤	④	③	②	①
15. Variety of travel activities	⑥	⑤	④	③	②	①
16. Funny entertainment	⑥	⑤	④	③	②	①
17. Professional wellness and medical services	⑥	⑤	④	③	②	①
18. Relax atmosphere	⑥	⑤	④	③	②	①

Part 4 Tourist Behavior

- 1) Have you ever visited Thailand Before this trip?
 No, never Yes _____ times
- 2) Do you have experience of traveling abroad without tour group?
 No Yes
- 3) How long is your current trip in Thailand? _____ Days
- 4) Whom do you travel abroad with, usually?
 Alone Friends Couple Family Relatives
 Friends in Office
- 5) What type of air flight did you come to Thailand this time?
 Regular Airline/Scheduled Flight Charter Flight
- 6) What type of accommodation do you stay during this trip?
 Boutique Hotel Budget Hotel Resort
 Guesthouse Luxury Hotel (5-6 stars) Mid-level Hotel (3-4 stars)
 Full-service Villa

- 7) Approximately, how much did you spend on your entire visiting Thailand? (per person and excluding your airfare)

Currency _____

Amount _____

Part 5 Tourist Preference

Please select the choice you are most preferred (Please choose only **one choice** in each group)

- 1) Accommodation Proximity to
- Near Beach Near Midtown Near Main Road
- Near Nature Near Local Community
- 2) Type of Hotel
- World Class Luxury Luxury with Local Identities
- Simple as Local Living Modern and Stylish
- 3) Size of Hotel
- Large Hotel (> 300 rooms) Medium Hotel (> 50 but < 300 rooms)
- Small Hotel (<50)
- 4) Travel Destination
- Beach/sea Under Water Scenery City
- Heritage Place Local Community Mountain/Forest Park
- 5) Tourism Activities
- Sunbath Dining Local Food Driving/Riding
- Diving Learning Local Culture Rejuvenation (i.e. spa)
- Shopping Taking photo Reading book
- Adventure Thinking/Self-discovery Upgrading mindfulness
- 6) Type of Souvenirs
- Thai Snack Thai Food Jewelry
- Iconic doll Local Cloth/Purse/Bag Skincare/Beauty
- Rubber products Others _____

- 7) Type of Tour Group Tour Travel Private Travel Organized by Tour Company
 Private Travel with your own-organized
- 8) Payment Method Cash Credit card Debit card
 Bank transfer 3rd Party online Payment (i.e., Alipay, Paypal)
 Others _____

Part 6 Tourist Decision Making						
Tourist Decision Making	Level of Important					
	Very Important	Important	Rather Important	Rather Unimportant	Not important	Not important at all
When selecting the <u>tourism and service providers</u>, how important of this factor in your consideration?						
1. Luxury	⑥	⑤	④	③	②	①
2. Privacy	⑥	⑤	④	③	②	①
3. Prestige/Privilege	⑥	⑤	④	③	②	①
4. Simplicity	⑥	⑤	④	③	②	①
5. Flexible Program	⑥	⑤	④	③	②	①
6. Customized services	⑥	⑤	④	③	②	①
7. Authenticity/Originality	⑥	⑤	④	③	②	①
8. Global brand	⑥	⑤	④	③	②	①
9. Inclusive services	⑥	⑤	④	③	②	①
10. Eco-friendly services	⑥	⑤	④	③	②	①
11. Supreme location	⑥	⑤	④	③	②	①
12. High-touch	⑥	⑤	④	③	②	①
When selecting the <u>place/attraction to visit</u>, how important of this factor in your consideration?						
1. Safety	⑥	⑤	④	③	②	①

2. Price	⑥	⑤	④	③	②	①
3. Reputation	⑥	⑤	④	③	②	①
4. Travel time/Distance	⑥	⑤	④	③	②	①
5. Convenience/Comfort	⑥	⑤	④	③	②	①
6. Attractiveness	⑥	⑤	④	③	②	①
7. Cleanness	⑥	⑤	④	③	②	①
8. Ease of access	⑥	⑤	④	③	②	①
When selecting country to visit, how important do you rely on these information sources?						
1. Blogger/Web board	⑥	⑤	④	③	②	①
2. Online video (i.e., youtube)	⑥	⑤	④	③	②	①
3. National tourism promotion website	⑥	⑤	④	③	②	①
4. Travel book/Magazine	⑥	⑤	④	③	②	①
5. Television program	⑥	⑤	④	③	②	①
6. Suggestion from friends/relative	⑥	⑤	④	③	②	①
7. Online travel agent	⑥	⑤	④	③	②	①
8. Tour program advertisement	⑥	⑤	④	③	②	①
9. Social media (i.e., FB, Line, Instagram)	⑥	⑤	④	③	②	①
When selecting country to visit, how important do you rely your decision on these persons?						
1. Yourself	⑥	⑤	④	③	②	①
2. Family/Couple	⑥	⑤	④	③	②	①
3. Friend	⑥	⑤	④	③	②	①
4. Employer	⑥	⑤	④	③	②	①
5. Celebrity you like	⑥	⑤	④	③	②	①
6. Tour company/Expert	⑥	⑤	④	③	②	①

Items	Length of Reserve					
	7-12 months Ahead	2-6 months Ahead	1 month Ahead	1 week Ahead	1 day Ahead	At that day
When do you reserve and make payment to the provider you select before you use the service?						
1. Air-ticket	⑥	⑤	④	③	②	①
2. Hotel room/accommodation	⑥	⑤	④	③	②	①
3. Entrance ticket (i.e., museum, theme park)	⑥	⑤	④	③	②	①
4. Local transportation (i.e., rental car, ferries)	⑥	⑤	④	③	②	①
5. Local program tour	⑥	⑤	④	③	②	①
6. Inclusive package tour from your country	⑥	⑤	④	③	②	①

***** Thank you very much for your kind cooperation *****

BIOGRAPHY

Name-Surname	Hathaichanok Chimbanrai
Academic Background	B.A. (Hotel Studies) 1st Class Hons Major: Hotel Studies Hotel Studies Management Sciences, Kasetsart University, 2011 M.A. (Hons., Integrated Tourism Management) Major: Integrated Tourism Policy, Planning and Management The Graduate School of Tourism Management, National Institute of Development Administration (NIDA), 2015 2011-2015 Experience Research Assistant The Graduate School of Tourism Management National Institute of Development Administration (NIDA) 2015-2021 Researcher The Graduate School of Tourism Management National Institute of Development Administration (NIDA) 2021-Present Manager Future Intelligence & Strategy Unit (FuturISt) National Institute of Development Administration (NIDA)