

## **DEVELOPMENT OF A DAY TRIP TO ANGSILA VILLAGE TO SERVE THAI TOURISTS' EXPECTATION**

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### **ABSTRACT**

The purpose of this study was to examine factors that is influencing development of a day trip to Angsila village to serve Thai tourists' expectations by individual factors, expectations and destination attributes that offer a one day trip plan to Angsila village for tourists to improve the tourist attractions by understanding the Thai tourists' expectations.

Twelve of Angsila's important expected destination attributes were identified. A structured questionnaire was used. Four hundred and twenty (420) Thai tourists visiting Angsila's 133 year old market were selected as samples. Discriminant analysis predicted the results of this study.

The results show that, from Angsila's attractive attributes, only five destination attributes represent how to develop a suitable day trip for Thai tourists. These five destination attributes include Angsila's landscape, rest and relaxation, special animals, cheap and fresh seafood, and mortar.

**Keywords:** Destination attribute/ Angsila village/ Tourists' expectation

## Introduction

Nowadays tourism has had a great effect to Thailand's economy and society. The tourism industry brings income to Thailand. Data from Asean-Pasific Tourism Association, Thailand is one country in top ten countries which gain highest income from tourism. In year 2013 Thailand was in the fifth rank with 26,680 million dollar or 831,000 million bath (Manager Online, 2013). This sector grows from big cities to small towns. This is an opportunity for tourists to learn and publish their culture which is different from their hometown. The tourism business can motivate local people to protect their own culture and environment. People try to develop themselves such as to study other languages to give information to the tourist. Moreover, travelers bring income to the local community. This increases employment in the local area and keeps knowledgeable people in their hometown.

In the current situation, the government has been stimulating and supporting the industry to a great extent and encouraging both foreigners and local citizens to travel inside the country. Chonburi province is located in the eastern part of Thailand and tourists can visit throughout the year. There are many varieties of tourist attractions in this area.

**Table 1:** Number of Thai tourists who visited Bangsaen Chonburi province (Saensuk Mincipal Office, 2013)

Thai Tourists	2012	2011	2010	2009
Total	779,882	802,393	855,984	588,758

Chonburi or so called "Muang Chon" is located in the east coast of Thailand which has been a famous place for a long time especially beaches at Bangsean.

Angsila is a small town which is located between Chonburi City and Bangsan Beach. Tourists know this town well because of stone mortar, stone carving, fresh seafood and other local products for sell. But, Angsila is a small village that 3 Kings of Thailand

have come to visit during their reign, i.e., Rama V, Rama VI and Rama 9. There was a Grand Palace for the King during the Rama V period (OKNation, 2012). In the present day tourists can visit this area to see the beautiful buildings and scenery because the Grand Palace faces the sea. Moreover, the local life style

has not changed much from the past to now. They are still fishing behind their house, transforming the seafood and selling products in front of their houses. So, tourists are exposed to local life styles, activities and see local products, such as Angsila's weaving, stone mortar, seafood processing and traditional desserts (i.e., dried rice balls, sticky glass and coconut jelly).

Angsila is an alternative choice for Thai tourists who visit Chonburi province. Most people only know and visit Bang San and Pattaya City. So, researcher has planned to develop a one day trip at Angsila to be more attractive for Thai tourists who come to visit Chonburi to spend more time at Angsila village. The local businesses in Angsila village have their own identities if tourists gain the information and come to visit they will fall in love with this small village because Angsila not only has fishing culture but seafood in this area is very cheap and delicious. Moreover, the tourists can see the stone mortar and taste the local desserts at Angsila village.

As Angsila is one of tourists' attraction in Bangsaen, therefore it is important to develop this tourist area. Hence, this studying emphasis on studying the expectations toward destination attributes from Thai tourists who come to visit the tourist attractions at Angsila village. The benefit of this research will be beneficial for the improvement of the tourist attraction facilities to meet tourists' expectations.

## Purpose of the research

1. To study Thai tourists' levels of expectation to destination attributes for Angsila village.
2. To develop appropriate plans for a one day trip to Angsila for tourists divided into four types of trips which are shopping trips, family trips, sightseeing trips and a combination of all.

## Conceptual framework

The research studied Thai tourists' expectations for

development of a day trip to Angsila village which has a conceptual framework as follows.

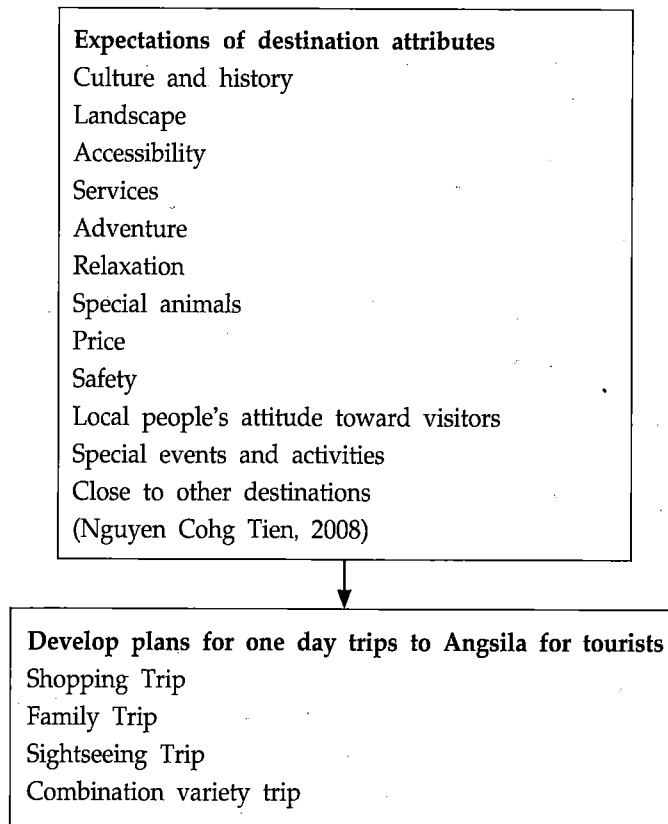


Figure 1: Conceptual framework

## Scope of the study

The scope of this study focuses on studying 12 factors of Thai tourists' expectations toward attractive attributes from tourists' attractions at Angsila village. The dependent factor is attractive attributes from tourists' attractions at Angsila village of 12 factors: 1) Landscape 2) Culture and history 3) Services 4) Accessibility 5) Local people's attitude toward visitors 6) Safety 7) Relaxation 8) Special events and activities 9) Price 10) Close to other destinations 11) Special animals and 12) Adventure. Thai tourists' have different needs (Independent factor) so they will choose different day trips (Dependent factor).

## Research contributions

The research is going to study the expectations toward attractive attributes from Thai tourists who

come to visit the tourist attractions at Angsila village include gender, age, origin, group of customers and other information from the tourists after/ while they are visit Angsila village and also develop one day trips. This research can be used to improve and develop the tourist attractions by understanding the Thai tourists' expectations to meet the customers' needs. This is a new creative business because a day trip can collect a huge number of businesses, such as restaurants, souvenir shops, and culture then local people can have more income from these businesses. Moreover, the research will contribute as a tool for the tourism department of Angsila's local government in allocating effectively its limited financial resources and human capital for the improvement and development of these attributes. In addition, Angsila village should pay much attention to create tourism products designed to

meet the expectations. These businesses will attract more Thai tourists to travel and spend more time at Angsila village.

### Destination attributes

Tien (2008) defines destination attributes as "Feature or characteristic of tourism place which attracts the tourists to visit for leisure".

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From the definition of the destination attributes mentioned above we can conclusion that destination attributes is a feature or characteristic of tourism place as Angsila village which attracts the Thai tourists to visit for leisure or relax time.

Review literature from Cohen 1974; Crompton, 1979; Dann, 1981;

Iso-Ahola, 1982; Percy, 1982; Moscardo & Pearce, 1996; Pyo et al., 1996; Mosteller, 1998; Eftichiadou, 2001; Lichen Zhou, 2005 cited in Tien, 2008, pp. 20-23), it can be summarized the independent variables are:

1. Culture and history is heritage, arts, handcraft and ways of life of local people.
2. Landscape is beautiful scenery and natural attractions.
3. Services are shopping, accommodation, food and transportation.
4. Entertainment are the places used to entertain people.
5. Relaxation is ways of resting and enjoying yourself at the destination attributes.
6. Climate is nice weather that tourists determine to visit the tourist attraction.
7. Price is the amount of money that tourists have to pay for reasonable services.
8. Sport is activity that tourists do for pleasure and that needs physical effort or skill, usually done in a special area and according to fixed rules.
9. Safety is personal safety belong the journey.
10. Local people's attitude toward visitors is a warm welcome, friendly, polite and service by their heart
11. Special events and activities

12. Accessibility is available to get the accurate information.

13. Adventure is an unusual, exciting experience, journey or series of events.

14. Close to other destinations

15. Wildlife is animals, birds, insects, etc. that are wild and live in a natural environment.

16. Special animals

In the context of Angsila village however, not all 16 attributes mentioned above can be applied. The researcher will match 16 destination attributes with the tourist attractions at Angsila. From the major 5 tourists attraction and 4 local products can created various attributes such as special events, entertainment and relaxation the pull Thai tourists to Angsila village. The other attributes such as price, service and tourism information also contributed to pulling Thai tourists. Hence, the study will research 12 attractive attributes of Angsila village, namely 1) culture and history, 2) landscape, 3) services, 4) relaxation, 5) price, 6) safety, 7) local people's attitude toward visitors, 8) special events and activities, 9) accessibility, 10) close to other destinations, 11) Adventure and 12) special animals.

### Concepts and theories on expectation

#### *Meaning of expectation*

Pornparnuwich (1997) defined expectation as "The recognition that the interpretation of the events or expectations. That did not happen to someone else. People have expected in individuals associated with them. People always have the expectation that person to behave in what they want or expect".

Oxford Advanced Learner's Dictionary (2000) defined expectation as "A sense of forward. Emotion or feeling of people to the future forecast with something that should be or occur".

Aussawakun (1985) defined expectation as "Process thinking of people before they have the real experience. This may not be as expected but effect to role of individual behavior.

From the definition of the expectation mentioned above we can conclusion that expectation is a People will have different level of expectation. Before they

visit other place or contact with other people, they will have create their own expectation. In the same time, customer will have high expectation and service provider will serve appropriate service to fulfill customer expectation.

### *Expectancy Theory*

Expectancy Theory by Vroom (1964) has elements of the theory which are important. Valence refers to the satisfaction of individuals with the outcome; instrumentality refers to equipment and the way to serve satisfaction; and expectancy refers to the expectation of the person needs variety things. So, they are struggling seek or try one of the ways to respond their need or expectation. Which has been reached to any expectation of a person can get satisfaction, while expectations are high and more for the future expectation.

The main factors affecting the expectations of the service are divided into five major areas. (Parasuraman, Zeithmal, & Berry, 1990)

1. Hearsay, advice from others
2. The difference of individual needs
3. Experienced in the past
4. News from the media and the service provider
5. Prices of products or services

In conclusion, expectation is a feeling or need to have something from now to the future. To predict what the impact will be perception of people. The learning experience is an indicator.

### **Research methodology**

is out of control. They have a variety of destinations and objectives so we cannot know the target population.

### *Sampling design*

The sample of this study is Thai tourists who come to visit at Angsila village. The number of data collected was approximately 385 sets but the researcher increased the number to 420 sets to protect the error sample sets. The sampling method used in this research was convenience sampling which collected from only the main tourist attraction which was the 133 year old Angsila market.

**Table 1:** Size of sample of the tourist attraction in Angsila

Tourist attraction	Sample Size
Angsila's 133 year old market	420
<b>Total</b>	<b>420</b>

The questionnaire was collected from December 2011 to January 2012 for approximately a 1 month and a half. The data was collected on Saturday and Sunday, and other special holidays because the numbers of Thai tourists who came to visit during the time were higher than Monday to Friday and the Angsila's 133 year old market is open only on Saturday and Sunday, and other special holiday.

The researcher selected the sampling method by using convenience sampling. The researcher collected data from December 2011 to January 2012 at one tourist attraction. The place where the researcher collected the data was the 133 year old Angsila market on the 1<sup>st</sup>, 2<sup>nd</sup> and 31<sup>st</sup> of December and all of January from 10.00 am.-4.00 pm. This was conducted by questionnaires to Thai tourists who came to visit tourist attractions at Angsila village. The data collection method was questionnaires. The total reliability testing was 0.846.

## Results

Demographic data information of tourists

**Table 2:** Frequencies and percentages of samples categorized by demographic information of tourists

Gender	Frequency	Percent
Female	236	56.2
Male	184	43.8
Age		
Less than 20 years old	115	27.4
21 - 30 years old	160	38.1
31- 40 years old	88	21.0
41 - 50 years old	47	11.2
Over 50 years old	10	2.4
Origin		
Central province	125	29.8
North province	87	20.7
Eastern province	115	27.4
North East province	60	14.3
South province	33	7.9
The group that tourists went with		
Family	182	43.3
Friends	169	40.2
School/ University	27	6.4
Company	36	8.6
Other	6	1.4
The information about Angsila village that tourists received.		
Friends	136	32.4
Advertising media	81	19.3
Internet	98	23.3
Brochures/ Travel magazine	72	17.1
Other	33	7.9
Visiting purpose		
Rest/ Relax	230	54.8
Meeting point	50	11.9
Shopping (Food and Souvenir)	85	20.2
Field trips/ observe activities	48	11.4
Other	7	1.7
The time spent visiting Angsila village		
Less than 1 hour	51	12.1
1-3 hours	153	36.4
Half day (4-6 hrs)	116	27.6
Full day (6-8 hrs)	60	14.3
Over night	40	9.5
Offer a one day trip to Thai tourists		
Family Trip	97	23.1
Sightseeing Trip	78	18.6
Shopping Trip	69	16.4
Combination of all	176	41.9

There were 420 respondents for demographic information analysis. The results of the research show that most respondents (236) were female which accounted for 56.2 percent, 160 respondents were aged 21-30 years old which accounted for 38.1 percent, 125 respondents' origins were the central province which accounted for 29.8 percent, 182 respondents were tourists' that go along with the family which

accounted for 43.3 percent, 136 respondents received information about Angsila from their friends which accounted for 32.4 percent, 230 respondents visiting purpose was rest/ relax which accounted for 54.8 percent, 153 respondents spent 1 – 3 hours visiting Angsila village which accounted for 36.4 and 176 respondents had a combination of all trips which accounted for 41.9 percent.

#### *Expectation on destination attributes from Thai tourist respondents*

**Table 3:** The level of expectation on destination attributes from Thai tourist respondents

Statements (Destination Attribute)	$\bar{X}$	SD	Level
Angsila' landscape	3.64	0.80	High
Angsila's culture and history	3.53	0.95	High
Experience tourism services in Angsila	4.01	0.78	High
Accessible tourism information	3.48	0.95	High
Experience the friendly attitude	3.92	0.788	High
Feel safe	3.79	0.79	High
Relaxation	3.86	0.83	High
Special activities	3.46	0.96	High
Reasonable prices	3.94	0.81	High
Near other tourist attractions	3.6	1.08	High
Special Animals	2.99	1.03	Medium
Good image of Angsila	3.98	0.82	High
Total	3.68	0.88	High

Table 3 shows that destination attribute in terms of tourists' expectations in the overall had a mean equal to 3.68 and a standard deviation equal to 0.88. The highest destination attribute were experience tourism services in Angsila had a mean equal to 4.01 and a standard deviation equal to 0.78, next were experience the friendly attitude of local people toward tourists had a mean equal to 3.92 and a

standard deviation equal to 0.78 and the less were near other tourists' attraction had a mean equal to 3.6 and a standard deviation equal to 1.08.

#### *Hypothesis testing*

Hypothesis: The Twelve expectation attributes have influenced on tourists' day trip program.

**Table 4:** Tests of Equality of Group Means

Destination Attribute	Wilks' Lambda	F	df1	df2	Sig.
Landscape	0.947	7.755	3	416	0.000*
Culture and History	0.964	5.253	3	416	0.001*
Services	0.970	4.228	3	416	0.006*
Information for trip	0.999	0.197	3	416	0.899
Friendly attitude	0.990	1.451	3	416	0.227
Safe	0.986	1.955	3	416	0.120
Relax	0.935	9.570	3	416	0.000*
Activites	0.969	4.508	3	416	0.004*
Price of product	0.989	1.561	3	416	0.198
Other tourists attraction	0.999	0.202	3	416	0.895
Special animals	0.933	9.926	3	416	0.000*
Image	0.985	2.155	3	416	0.093

Sig. level of landscape, culture and history, services, relax, activities and special animals are less than 0.05 which are different in group. But information for trip, friendly attitude, safe, price of product, other tourists attraction and image have Sig. level greater than 0.05 which means they are not different in

group. So, six destination attribute which include: information for trip, friendly attitude, safe, price of product, other tourists attraction and image are not important factor which are used to divide groups to offer a day trip.

**Table 5:** Variables Entered/ Removed<sup>a,b,c,d</sup>

Step	Entered	Wilks' Lambda							
		Exact F				Approximate F			
		Statistic	df1	df2	Sig.	Statistic	df1	df2	Sig.
1	Special animals	9.926	3	416.000	0.000				
2	Relax	8.499	6	830.000	0.000				
3	Image					8.101	9	1007.718	0.000
4	Services					7.304	12	1092.987	0.000
5	Landscape					6.783	15	1137.752	0.000

At each step, the variable that minimizes the overall Wilks' Lambda is entered.

- a. Maximum number of steps is 24.
- b. Minimum partial F to enter is 3.84.
- c. Maximum partial F to remove is 2.71.

d. F level, tolerance, or VIN insufficient for further computation.

Table 5 shows that only five factors which include: special animals, relax, image, services and landscape appear in the equation.



Table 6: Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	0.187 <sup>a</sup>	73.7	73.7	0.397
2	0.061 <sup>a</sup>	24.0	97.7	0.240
3	0.006 <sup>a</sup>	2.3	100.0	0.077

a. First 3 canonical discriminant functions were used in the analysis.

$$\text{Eigenvalue} = \frac{\text{Between-Group Sum Square}}{\text{Within-Group Sum Square}}$$

Table 6 shows that function 1, 2 and 3 have Eigenvalues equal to 0.187, 0.061 and 0.006 which is less than 1. The percent of variance values equal 73.7%, 24.0% and 2.3% which shows that the first function has the highest value in terms of percent of variance.

Table 7: Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 3	0.789	98.010	15	0.000*
2 through 3	0.937	26.947	8	0.001*
3	0.994	2.457	3	0.483

From  $H_0$ : Centroid of 3 function(s) is equal.

$H_1$ : Centroid of 3 function(s) is not equal.

Table 7 shows the results of test of functions 1 through 3 and 2 through 3 by Wilks' Lambda shows that Sig. values equal 0.000 and 0.001,

respectively, which is less than 0.05. Therefore, it can reject  $H_0$ . For test of function 3 Sig. value equal to 0.483 which is greater than 0.05. Therefore, it cannot reject  $H_0$  as Sig. value from centroid of 3 function(s) is equal.

Table 8: Standardized Canonical Discriminant Function Coefficients

Destination Attribute	Function		
	1	2	3
Landscape	0.391	-0.603	-0.234
Services	-0.420	0.409	-0.108
Relax	0.540	0.110	0.615
Special animals	0.440	0.850	-0.212
Image	-0.593	-0.040	0.811

Table 8 shows that for function 1 the relax (0.540) factor is the most important segment, function 2 special animals (0.850) factor is the most important

segment for function 2 and image (0.811) factor is the most important segment for function 3.

Table 9: Classification Function Coefficients

Destination attribute	Offer a day trip			
	Family trip	Sightseeing trip	Shopping trip	Combination of all
Landscape	2.433	2.938	2.172	2.276
Services	5.382	4.914	5.707	5.436
Relax	2.557	2.825	1.955	2.654
Special animals	1.517	1.167	0.738	1.454
Image	3.095	3.074	3.990	3.400
(Constant)	-29.897	-29.895	-29.492	-30.929

Fisher's linear discriminant functions

Function in the group of Family trip

$$D_1 = -29.897 + 2.433(\text{Landscape}) + 5.382(\text{Services}) + 2.557(\text{Relax}) + 1.517(\text{Special animals}) + 3.095(\text{Image})$$

Function in the group of Sightseeing trip

$$D_2 = -29.895 + 2.938(\text{Landscape}) + 4.914(\text{Services}) + 2.825(\text{Relax}) + 1.167(\text{Special animals}) + 3.074(\text{Image})$$

Function in the group of Shopping trip

$$D_3 = -29.492 + 2.172(\text{Landscape}) + 5.707(\text{Services}) + 1.955(\text{Relax}) + 0.738(\text{Special animals}) + 3.990(\text{Image})$$

Function in the group of Combination of all

$$D_4 = -30.929 + 2.276(\text{Landscape}) + 5.436(\text{Services}) + 2.654(\text{Relax}) + 1.454(\text{Special animals}) + 3.400(\text{Image})$$

The forecast represents the independent variable in  $D_1 - D_4$  equation, which one represents the highest value that means Thai tourists should be in that group.

## Discussion and conclusion

Master and Prideaux (2000) analyzed the variance by age, gender, occupation and previous overseas travel of Taiwanese cultural/heritage tourists to determine if demographic and travel characteristics influenced responses on the importance of attributes and satisfaction levels. While this study found that most respondents were female, ages between 21-30 years old, central province origin, go along with family and got Angsila's information from friends, have a rest/ relax visiting purpose, spent 1-3 hours visiting Angsila village and prefer a combination of all trips.

Tourism is subject to a collection of influences and factors that determine its relative distribution. Travel motivations forms an integral part of travel behavior and has been widely researched and applied in tourism marketing strategies. The need to see the unseen and know the unknown drives people to travel to new places and motivates them to visit new destinations (Venkatesh, 2006). Chang (2007) indicated that the motives for package tour travelers are: relaxation and pleasure, social relationships, socio-economic factors and sociopsychological needs. According to this study, Thai tourists' expectations toward destination attribute which were Angsila's landscape (e.g., beautiful scenery and natural attractions), Angsila's culture and history (history, monument, arts and way of life of local people), experience tourism services in Angsila (shopping, accommodation and transportation), easy to get tourism information to plan the trip, experience the friendly attitude of local people toward tourists, feel safe when visiting Angsila, relax (beautiful beaches), special activities (e.g., walking around and visiting mangrove forest, oyster farm), reasonable prices (e.g., total cost of the trip is low, good value for money), near other tourist attractions (Bangsan and Pattaya), special animals (flying foxes) and good image of Angsila (e.g., Cheap and fresh seafood and mortar).

A day trip includes: shopping trip, family trip, sightseeing trip and combinations of all three. There are only five destination attribute factors in Angsila that entrepreneurs and Angsila municipalities should

focus on, which are: the landscape, tourism services, relax/ rest (beautiful beaches), special animals and the good image. The result of this study found out the same attribute factors as Correia et al. (2007) identified the travel motivations to exotic destinations: knowledge, leisure, socialisation, facilities, core attractions and landscape features.

## Recommendations

### *Practical recommendations*

According to the research, the different customer demographics have different expectations toward destination attribute. It can be recommence that Angsila village should focus on 5 importance destination attribute factors which include: Angsila's landscape, experience tourism services in Angsila, relax/ rest (beautiful beaches), special animals (flying foxes) and good image of Angsila for example cheap and fresh seafood and mortar. These 5 destination attributes can tell directly to tourists that is the real Angsila village and Thai tourists pay more attention to these factors greater than other.

According to the research, the most interesting day trip is a combination of all trips: family trip, sightseeing trip and shopping trip. The important part of visiting purpose is a relaxing time at Angsila village for everyone in the family which can be developed for the near future and most tourists spent 1 - 3 hours visiting Angsila village. Tourism is divided into two rounds include the morning round and the evening round. The program includes 9.00 a.m. or 2.00 p.m. meetings at Good Morning restaurant to get the information about Angsila village, 9.15 a.m. or 2.15 p.m. to spend one hour at the Learning Center of mangroves and flying foxes on the bridge. Tourists can spend time learning about marine life, such as the oyster farm, mussel farm and mangroves. At 10.15 a.m. or 3.15 p.m. tourists can spend time at the Grand Palace and Rock Goddess Shrine to see scenery around the Angsila area. The last tourist attraction is to spend time at the 133 year old Angsila market or the Jetty at Angsila at 11.15-12.00 a.m. or 4.15-5.15 p.m.

### *Future research recommendations*

The future recommended research could be on tourists' expectations on tourism services compared between Ban Mai market, Chachoengsao and 133 year old Angsila market, and to develop both markets to be more interesting for Thai and foreigner tourists. Secondly, this research is subject to Thai tourists only, therefore the research could be expanded to foreigner tourists to develop a better way for the Angsila's 133 year old market. This could benefit future studies on perception and expectation as well. Recommendation implication could be in-depth interviews of community leaders and tourists to fully understand tourist needs on destination attributes.

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