

Chapter

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ผลกระทบของเทศกาลที่มีต่อ อุตสาหกรรมการท่องเที่ยวในประเทศไทย

Impact of Events and Festivals on Thailand's Tourism Industry

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บทคัดย่อ

งานวิจัยนี้เป็นการศึกษาเรื่องผลกระทบของเทศกาลที่มีต่อการท่องเที่ยวภายในประเทศไทย โดยมีวัตถุประสงค์เพื่อศึกษาปัจจัยที่มีผลต่อการเดินทางท่องเที่ยวในช่วงเทศกาล ค่าใช้จ่ายในการเดินทางท่องเที่ยว โดยการวิจัยนี้ได้มีการเก็บข้อมูลการสำรวจและรวบรวม โดยใช้การตอบแบบสอบถามที่สร้างขึ้นบนพื้นฐานของการทบทวนเอกสารการวิจัยที่เกี่ยวข้อง โดยมีผู้ร่วมตอบแบบสอบถาม จำนวน 400 คน โดยการสุ่มแบบตามสะดวก (Convenience Sampling) และทำการประมวลผลข้อมูลโดยใช้โปรแกรมคำนวณทางสถิติทำการทดสอบสมมติฐานโดยใช้การทดสอบสถิติ Chi-square ทดสอบปัจจัยต่าง ๆ ดังนี้ อายุ สถานภาพ รายได้ สถานที่ท่องเที่ยวที่ชื่นชอบ ลักษณะการเดินทาง ผู้ร่วมเดินทาง รูปแบบการเดินทาง การจองที่พัก และประเภทร้านอาหารที่ชื่นชอบ หลังจากนั้นจำแนกค่าใช้จ่ายของการเดินทางตามประเภทรายจ่าย ค่าใช้จ่ายในการเดินทางท่องเที่ยวต่างกัน คือ ค่าใช้จ่ายที่เกี่ยวข้องกับที่พัก อาหาร ของที่ระลึก และความบันเทิง โดยพบว่า ปัจจัย 4 ประเภทที่มีความสัมพันธ์อย่างมีนัยสำคัญ กับเดินทางท่องเที่ยวในช่วงเทศกาลของประเทศไทย คือ ระยะเวลาของการท่องเที่ยว ค่าเดินทาง ค่าของที่ระลึก และค่าใช้จ่ายเพื่อความบันเทิง

ดังนั้น จึงแนะนำให้ภาครัฐและเอกชนควรร่วมมือกันสร้างกิจกรรมเพื่อกระตุ้นให้มีการใช้จ่ายในการเดินทางท่องเที่ยวในช่วงเทศกาล สนับสนุนให้มีการพัฒนาเกี่ยวกับของที่ระลึกของท่องเที่ยว และกระตุ้นให้ชุมชนร่วมจัดกิจกรรมการท่องเที่ยวให้มีความหลากหลายมากขึ้นในช่วงเทศกาล ดังนั้น แนะนำให้รัฐบาลและเอกชนควรร่วมมือกันเพื่ออำนวยความสะดวกการเดินทางในช่วงเทศกาล ซึ่งมีปัญหาในทุก ๆ เทศกาล สนับสนุนการพัฒนาการท่องเที่ยวของที่ระลึก และกระตุ้นให้ชุมชนผลิต จัดระเบียบ สร้างความหลากหลายมากขึ้นของกิจกรรมการท่องเที่ยว อันจะส่งผลต่อการขยายตัว

การจ้างงานในชุมชน และต่อสังคม และประเทศชาติในที่สุด

คำสำคัญ: อุตสาหกรรมการท่องเที่ยว/ ผลกระทบ/ เทศกาลในประเทศไทย

Abstract

This research examines travel within Thailand with particular emphasis on the conditions and the potential of the tourism industry in Thailand. The data utilized was collected through a study of tourism and festivals in Thailand. The objective was to enhance the understanding of the factors affecting tourist travel during the Thailand festival, the cost of travel and the impact of the festival on Thailand's tourism industry. Survey data were collected through responses to a questionnaire designed on the basis of a review of documentation on related research. 400 samples responded to the questionnaire by convenience sampling technique. The data were processed by using a statistical program to calculate frequency values, percentages, and results from regression exercises conducted to classified data and determine the factors influencing tourist visits during the festival. Next, the hypotheses were tested using the Chi-square statistics. The following were the factors identified: age, status, income, and favorite place to travel, the manner of traveling, traveler's companion, travel transportation, booking accommodation, and the favorite type of restaurants. After classifying the costs of travel by category of expenditure, it was found that tourist

expenditures on travel were essentially the same, but there were significant differences with respect to the costs associated with accommodation, food, souvenirs, and entertainment. Four factors have correlated significantly with tourist travel during the festival of Thailand: duration of visit, transportation cost, souvenir cost, and entertainment cost. Hence, it is recommended that the government and the private sector should collaborate to reduce the cost of transportation during the festival, support the development of tourist souvenir, and urge the community to produce to organize greater variety of tourism activities during the festival.

Keywords: Tourism Industry/ Impacts/ Festival on Thailand

Background and significance of the problems

Following several crises including the volatility of oil prices on the world market witnessed over the past decade the world economy has slowdown significantly. The great recession impacted tourism business in particular and the search for solutions is still on. The impact of these developments has been different in different countries. For instance, in Thailand, tourism plays a major role in determining the country's economy given the revenue it generates. The industry also contributes to other related businesses such as hotels, restaurants, souvenirs, and transportation, which significantly contribute to overall

employment and distribution of income to local communities. Further, tourism brings in foreign currency of the order of several thousand million baht. Thus, tourism industry employs more than two million people, equivalent to 6-7 percent of total labor employment (Ministry of Tourism and Sports, 2016, p. 5) as well as the distribution of income to rural areas. The foreign currency thus attracted helps offset the country's trade deficit in a period the merchandise exports of Thailand are expected to fall as a consequence of the slowdown in the global economy.

In view of the economic situation described above, it is not clear which direction the tourism industry will take in the near future. What is clear is that some decisive action is needed. To facilitate the determination of the actions needed, this paper seeks to enhance our understanding of the factors presently affecting the growth of Thailand's tourism industry.

The Theory

Theory of Demand Tourism

Kanpoil, Sawitee (2003, pp. 10-15) defined tourism demand as the need of tourists to travel to tourist destinations and by attractive products. For tourist demand to manifest, tourists will need to have the ability and willingness to purchase goods and services within their travel period.

Theory of Supply Tourism

The supply side of tourism is a response to the demand of tourism consumption which refers to the amount tour operators can sell within a specified period at a certain level of rates charged. If the prices of service and travel decrease, the number of tourism operators decrease. Likewise, if the cost of the trip increases, the volume of business travel services will be decreased. For example, Chiang Mai, a travel agent operating from Bangkok, usually charges 2000 baht per group. Now, if tour companies want the services to be sold to 100 tourists, the agent can reduce the cost to, say, 1500 baht. Moreover, as the rates increase, the company in question makes more profit. Figure 1 shows that the supply line of the tour leads up to the left.

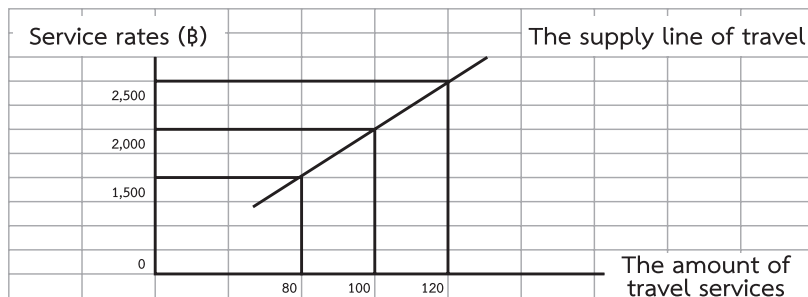


Figure 1 shows the supply of travel Kanpoil, S. (2003, pp.10-15)

New Year festival

Travel market is an important market of Thailand that makes a huge income to the country because Thailand has huge potential and rich resources. In addition, tourism from causing further business growing up and affects the development of both the economy and society as a whole. Especially during the holiday season, both the public and private individuals who have regular work routine almost whole week took a little rest which makes tourism and related businesses will be more energetic more than regular intervals. At the present, the current government, both central and local authorities including the private sector, were featured in a tourism campaign to attract tourists traveling in their area increases (Kasikorn Research Center, 2015).

Kasikorn Research Center conducted a survey of Bangkok people spent the New Year's holiday. Because this market plays a key role of purchasing power overall than any other region of the country. To reflect the trend of people traveling during New Year causes widespread of spending money to related businesses according to various tourist attractions since the year 2012 to 2015.

Although Thailand has affected many problems as flood, political issues but tourism is also increasing steadily. But most of them also cautious about the charges associated with the New Year. Some tourists began to leave the country in a long distance,

and not the main tourist districts. The change travel plans to other districts. The entrepreneur related businesses in secondary cities were also quite a lot. This is in line with government policy desired density distribution of the province’s main tourist attractions; Deputy to Provincial Tourism is an economic activity that can generate income for the local people directly .Made in recent years, has developed a new tourist attraction in the area as the natural attractions that have been developed as a tourist attraction as Agro - tourism and man-made attractions (man-made Products) water park, amusement park adds new options to the tourists, making these attractions to them much and the government’s policy to promote and develop tourism community to the distribution of income to the local. There are so many attractions in indirect competition

Table 1 Expenses of travel in Thailand

Expenses	2013	2014	2015
The expected growth%	12.9	8.1	12.4
Total spending (million baht).	5,800	11,120	25,000
Long Weekend	4	5	7

Refer: Kasikorn Research Center December 28, 2015

The survey data can be reasonably concluded that the economic growth of Thailand. Shopping And business travel turnover costs can result in businesses increasing every year. Even during the long holidays, more people will travel in the country and abroad as well.

Methodology

Our study often tourism industry in Thailand utilized two categories of data 1) primary data, which is derived from data collected via 400 responses by convenience technique sampling to a randomly distributed questionnaire, and 2) secondary data derived from the information contained relevant literature.

Inferential statistics obtained from tests such as Chi-square and Binary Logistic Regression (Barros and Hirakata, 2003, p. 16), which is suitable for prediction of dummy dependent variable as

$$P = \frac{1}{1 + e^{-z}}$$

The model used was $P = \frac{1}{1 + e^{-z}}$, where P was the probability that tourist's choose visit during festivals or special events and regular time.

Research Result

The analyses of the factors that make tourists choose to travel during festivals or special events.

It was found that the factors that make travelers want to travel during festivals or special events include sex, age, status, education, job, income, favorite place to travel, the primary purpose of visit, the manner of traveling, traveler’s companion, travel transportation, booking accommodation, overnight accommodation and the favorite kind of restaurants. The dependent variable was the interval between tourist visits: “regular time” was represented by 0 while travel during “festivals” and “special events” was represented by 1 (Table 2)

Table 2 Dependent variable (time period choice for travel)

Travel time	Value	Frequency	Percentage
Regular time	0	249	62.2
Festivals and special events	1	151	37.8
Total		400	100.0

Data were analyzed using a computer program capable of determining the Pearson Chi-Square value for each variable, examine the correlation between the independent variable and dependent variable and, finally, discard variables with no significant correlation. Next, the data subject to a multivariate analysis technique called the Binary Logistic Regression analysis.

Each value of Pearson Chi-Square given a score based on the importance of the variables; specifically, the weight for each variable was set equal to the corresponding value of Pearson Chi-Square. Only significant variables included: age, status, income, favorite place to travel, the manner of traveling, traveler’s companion, travel transportation, booking accommodation, and favorite kind of restaurants (see Table 3). Gender, education, job, the main purpose of the visit and overnight accommodation not include because of no significance. The weights average so that the total weight was 100%.

Table 3 Scores based on the significance levels of the variables and then averaged so that the total weight became 100%

No.	Variable	Pearson Chi-Square	Score
1	Age	22.241	11.70
2	Status	16.363	8.61
3	Income	20.327	10.69
4	Favorite place to travel	31.536	16.59
5	The manner of traveling	13.393	7.05
6	Traveler’s companion	26.638	14.01
7	Travel transportation	26.035	13.70
8	Booking accommodation	20.442	10.75
9	Favorite kind of restaurants	13.118	6.90
	Total	190.093	100.00

Table 3 shows the taking all the variables into consideration and then determining the score for each variable, it found that the ratio of tourists traveling during festivals or special events to multiply with the highest score assigned to each variable as shown in Table 4

Table 4 Weights associated with variables for a given range of travel

Variable	Proportion	Score
Age (Full Score)		
Less than 20 years	49.50%	5.79
Between 21 - 30 years	31.90%	3.73
Between 31 - 40 years	30.80%	3.60
Between 41 - 50 years	32.80%	3.84
Between 51 - 60 years	47.50%	5.56
Status (Full Score)		
Single	36.60%	3.15
Married	35.50%	3.06
Divorced or Widowed	70.60%	6.08
Income (FullScore)		
Less than 10,000 baht per month	24.20%	2.59
10,001 - 20,000 baht per month	52.80%	5.65
20,001 - 30,000 baht per month	35.20%	3.76
30,001 - 40,000 baht per month	16.20%	1.73
40,001 - 50,000 baht per month	40.70%	4.35
More than 50,000 baht per month	37.20%	3.98

Variable	Proportion	Score
Favorite place to travel (Full Score)		
Historical and cultural attraction	22.90%	3.80
Natural attraction	43.80%	7.27
Recreational attraction	44.90%	7.45
The manner of traveling (Full Score)		
Manage your own travel	36.10%	2.54
Travel agent	61.50%	4.33
Traveler's companion (Full Score)		
Alone	21.80%	3.05
Family	40.30%	5.65
Friends/ lover	37.40%	5.24
Group tour	77.80%	10.90
Others	0.00%	0.00
Travel transportation (Full Score)		
Private car	34.80%	4.77
Bus/ Train	49.00%	6.71
Airplane	29.60%	4.05
Car hire	62.10%	8.51
Others	0.00%	0.00
Booking accommodation (Full Score)		
Walk in	38.90%	4.18
Book directly with the hotel	45.70%	4.91
Booking agent	25.70%	2.76
Favorite kind of restaurants (Full Score)		
The restaurant in the hotel or accommodation	50.70%	3.50
Local restaurants	34.70%	2.39
International brand Restaurant	35.70%	2.46

Table 5 shows the results from the Logistic Regression Analysis based on the Binary Logit Model (the data included the weight scores).

Table 5 Results from multivariate analysis

Variable	Symbol	Coefficient	Sig.
Constant	-	-11.365	.000
Age	X ₁	.173	.049
Status	X ₂	.329	.017
Income	X ₃	.202	.004
Favorite place to travel	X ₄	.269	.000
The manner of traveling	X ₅	.707	.001
Traveler’s companion	X ₆	.253	.001
Travel transportation	X ₇	.182	.009
Booking accommodation	X ₈	.307	.007
Favorite kind of restaurants	X ₉	.392	.033

$$Y = -11.365 + 0.173 (X_1) + 0.329 (X_2) + 0.202 (X_3) + 0.269 (X_4) + 0.707 (X_5) + 0.253 (X_6) + 0.182 (X_7) + 0.307 (X_8) + 0.392 (X_9)$$

It is seen from the model that ‘manner of traveling’ was the most important variable; it exhibited the highest coefficient (0.707), followed by ‘favorite kind of restaurants’ (0.392) and then ‘status’ (0.329).

Back Testing

Attention then shifted to testing the actual values with the forecast values model. This involved Back Testing at the cut value at various levels (between 0-1), which is the cut value is value of the decided to select travel during the festival or special event. A forecast value smaller than the cut value indicated that the tourists had not traveled during festivals or special events (i.e., they chose to travel at regular time travels) while a value larger than or equal to the cut value indicated that the tourists had preferred to travel during the festival or special events. Table 6 shows the results.

Table 6 Back testing results

Cut Value	Forecast	Regular time	Festival	% Correct	Total
	Actual value				
0.30	Regular time	132	117	53.0%	400
	Festival	35	116	76.8%	62.0%
0.35	Regular time	149	100	59.8%	400
	Festival	39	112	74.2%	65.3%
0.40	Regular time	162	87	65.1%	400
	Festival	50	101	66.9%	65.8%
0.45	Regular time	180	69	72.3%	400
	Festival	63	88	58.3%	67.0%
0.50	Regular time	207	42	83.1%	400
	Festival	80	71	47.0%	69.5%

The back testing results indicate that the factors affecting tourist choice of travel during festivals or special events with the best available a cut value of 0.50 which from the table no.5, it can see that this model calculates the probability correctly 69.5%. That means the cut value 0.50 can calculate the probability of both travelers choose out at regular time and travel during the festival.

Analysis of the impact of festivals and special events

Table 7 shows the results of our analysis of the impact of festivals and special events on Thailand’s tourism industry by comparing the cost of travel between the cost of the trip at the regular time and the cost of the travel during the festival that cost increase, the same, or decrease.

Table 7 Comparison of cost of travel during festivals or special events with that during regular times

The cost of travel during the festival	Compare with the regular time		
	Decrease	The same	Increase
Accommodation cost	76 (19.0%)	219 (54.8%)	105 (26.3%)
Transportation cost	82 (20.5%)	258 (64.5%)	60 (15.0%)
Food cost	84 (21.0%)	217 (54.3%)	99 (24.8%)
Souvenirs cost	72 (18.0%)	238 (59.5%)	90 (22.5%)
Entertainment cost	75 (18.8%)	226 (56.5%)	99 (24.8%)

We find from Table 7 that most tourists still had to spend money to travel the same amount. Proportionally, expenditures on accommodation, food cost, souvenirs cost, and entertainment costs are higher than the cost of journey.

The next test to conduct was checking the independence of two populations using Chi-square test to determine the relative impact of festivals and special events. The independent variable in this context was the period travel as determined by the multivariate analysis at a cut value equaling 0.50. The dependent variables consisted of the number of nights spent per visit, the frequency of travel, and the cost of travel include accommodation cost, transportation cost, food cost, souvenirs cost and entertainment cost. Table 7 shows the results.

Table 8 Numbers of nights per visit

Nights per visit	Time travel				Chi-Square	Sig.
	Regular time		Festival			
1 - 2nights per time	150	53.4%	131	46.6%	7.893	0.019
3 - 4nights per time	50	48.5%	53	51.5%		
5 nights per time	12	75.0%	4	25.0%		

We see from Table 8 that the Time of Travel does influence the period of stay per visit (statistically significant at the 0.05 level with the Chi-Square value equal to 7.893). During festival times, the period is 3-4 nights longer than that during regular times.

Table 9 Time of Travel affects frequency of travel

Frequency of Travel	Time travel				Chi-Square	Sig.
	Regular time		Festival			
1 - 2 times per year	87	50.3%	86	49.7%	5.091	0.165
3 - 4 times per year	75	52.1%	69	47.9%		
5 - 6 times per year	26	57.8%	19	42.2%		
7 times per year or more	24	63.2%	14	36.8%		

From Table 9 found that there was no relationship between the period and frequency of travel.

Table 10 Time of Travel affects accommodation cost

Accommodation cost	Time travel				Chi-Square	Sig.
	Regular time		Festival			
Decreased	40	52.6%	36	47.4%	1.212	0.546
The same	113	51.6%	106	48.4%		
Increased	59	56.2%	46	43.8%		

Note from the Table 10 that period of the visit did not depend on accommodation cost (statistically significant at the 0.05 level at the Chi-Square equaling 1.212) and that the time and accommodation cost had no relationship (irrespective of whether increasing or decreasing).

Table 11 Relationship between Time of Travel and transportation cost

Transportation cost	Time travel				Chi-Square	Sig.
	Regular time		Festival			
Decreased	43	52.4%	39	47.6%	0.763	0.683
The same	135	52.3%	123	47.7%		
Increased	34	56.7%	26	43.3%		

Table 11 found shows that the Time of Travel did not depend on transportation cost (statistically significant at the 0.05 level at Chi-Square equaling). The indicates that the period and transportation costs were unrelated.

Table 12 Relationship between Time of Travel and food cost

Food cost	Time travel				Chi-Square	Sig.
	Regular time		Festival			
Decreased	42	50.0%	42	50.0%	20.072	0.000
The same	135	62.2%	82	37.8%		
Increased	35	35.4%	64	64.6%		

From Table 12 found that the period is affected by the food cost; statistically significant at the 0.05 level at the Chi-Square was 20.027 shows that during the festival tend to spend more on food.

Table 13 Relationship between Time of Travel and souvenir costs

Souvenirs cost	Time travel				Chi-Square	Sig.
	Regular time		Festival			
Decreased	44	61.1%	28	38.9%	14.536	0.001
The same	136	57.1%	102	42.9%		
Increased	32	35.6%	58	64.4%		

Table 13 shows that the period does affect the cost of souvenirs cost (statistically significant at the 0.05 level at the Chi-Square equaling 14.536), which confirms that visitors during tend to spend more on souvenirs during festivals and special events.

Table 14 Relationship between Time of Travel and entertainment cost

Entertainment cost	Time travel				Chi-Square	Sig.
	Regular time		Festival			
Decreased	35	46.7%	40	53.3%	14.462	0.001
The same	138	61.1%	88	38.9%		
Increased	39	39.4%	60	60.6%		

Finally, we note from Table 14 found that the Time of Travel is affected by the cost of entertainment (statistically significant at the 0.05 level at the Chi-Square equaled 14.462), which confirms that visitors tend to spend more on entertainment during the festival times and special events.

Conclusions

The expenditure include accommodation cost, transportation costs, food cost, souvenirs cost and entertainment cost to compare changes in spending when traveling during the festival, it found that the travel expense for most tourists were substantially similar. The following factors accounted for more than 50% of expenditure: accommodation costs (54.8%), transportation costs (64.5%), food costs (54.3%), souvenir costs (59.5%), and entertainment costs (56.5%).

By comparing the proportion of tourists who had experienced lower travel costs and increased classified by the type of expenditure, it found that the proportions of expenditure for travel increased rather than decreased for four types of costs: accommodation costs increased 26.3% while they decreased 19.0%, food costs increased 24.8% while they decreased 21.1%, souvenir cost increased 22.5% while they decreased 18.0%, and entertainment costs increased 24.8% while they decreased 18.8%. By contrast, the proportion of expenditure for tourism decreased rather than increased only with respect to transportation costs; they decreased 20.5% while they increased 15.0%.

From an analysis of the factors that affecting tourist travel during the Thailand festival, it has been found that the independent variables correlated well with nine variables: age (X1), status (X2), income (X3), favorite place to travel (X4), the manner of traveling (X5), companion (X6) travel transportation (X7), booking accommodation (X8), and the favored kinds of restaurants (X9). Results from a Binary Logistic Regression model indicated that tourists do prefer to visit during festival periods rather than at the regular time. The cut value 0.5 resulted in predicting the proportion (69.5%) of tourists choosing to visit at the regular time.

Influence of cost of travel during the Thailand Festival

Overall, we can conclude that during the Thailand festival too, most tourists still spend at virtually the same level for travel. However, some tourists experienced increased costs of accommodation, food, souvenirs, and entertainment.

The cause of some tourists spends money for tourism per person during the festival less than at regular time because of during the festival there is integration with friends or relatives for travel. There is cause the burden of expenditure making the spending for tourism per person decline, but overall there will be increased spending because there are an increasing number of tourists than the regular time.

In conclusion, the festival will result in the tourist will stay overnight per visit more due to the extended period during the festival making the tourism have more free time to travel. The expenditure found during a festival resulted in costs of travel,

souvenir cost, and entertainment cost higher due to that during the festival, the number of tourists visiting increased travel cost in some form, such as travel by plane and car rental to raise prices by supply and demand. The souvenir cost will increase because travel in a festival is exclusive travel, the purchase souvenir is increasing. The entertainment cost growth in festival due to the attraction often have various activities that is not in usual time, and these events can attract tourists to join so the entertainment costs are rising.

Suggestions for tourism-related businesses and Thailand's government

1. This research has found that the festival is affecting the transportation cost of travel. The suggestions that government should stimulate tourism in collaboration with the private sector it a view to reducing the cost of transportation during the festival; including the expenses of travel by airplane.

2. This research has found that souvenir costs affect the proportion of tourists visiting during festival times. The recommended that the government should support the development of different kind's tourist souvenirs such as key chains, watches, mug, T-shirt, and so on; the souvenirs could highlight tourist attractions. The government could support people in the community to design and produce new souvenirs. That way, the community will also make money

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