

The Development of Thailand's Tourism and Difficulties Encountered by Tourists When Traveling in Thailand

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Abstract: The objectives of this research are as follows: 1. To understand the development of Thailand's tourism industry 2. To understand the impact of Thailand's tourism industry on Thailand's economy. This paper will be through questionnaire survey literature survey and other ways. Examples used in search studies selected from the population once traveled to Thailand and the sample consisted of 400 people. The result showed that most of the samples were female age between 20-30 years and 35-45 years' work as a student or a company employee and earn more than 25000 Baht. They are the largest consumer group in Thailand's tourism industry, and they all spend more than 100000 Baht. It has promoted the economic development of Thailand to a certain extent.

Keywords: Thailand's Tourism Industry; Development; Difficulties.

1. Introduction

Tourism plays an important role as a service industry in promoting Thailand's economic situation. Thailand's tourism industry has a huge income of more than 100 billion baht. It also contributes to business in various fields such as business, hotels, accommodation, restaurants, souvenir shops, and so on. At the same time, it has also created many income channels for the Thai people. The income distribution of the government and the private sector has greatly expanded the scale of the tourism industry. Therefore, the government has formulated important tourism-related policies to make foreign tourists travel in Thailand more efficient and of better quality. At present, Thailand's tourist attractions, accommodation and transportation have begun to expand. For example, more emerging tourist attractions have emerged, hotels in each province have begun to increase, tourism routes have become more and more, transportation has become more convenient, and there are restaurants with different tastes to choose from, and so on.

The economic production structure can be divided into three parts, namely, industry, agriculture and service industry. The largest economy in Thailand is the service industry, accounting for nearly 50% of GDP. Tourism is considered to be the most important part of the service industry. The value of the tourism industry is about 16% of GDP. Professor Suphon Sriphan (2012), Director of the Tourism Bureau, once said that the number of tourists from Malaysia increased by 20% in 2011 compared with 2010. The top five tourists visiting Thailand are Malaysia, China, Japan, Russia and South Korea. Malaysia has ranked first for many years.

In addition to the scale of large economic systems, tourism is also regarded as an important source of work. In 2014, the employment rate of the tourism sector accounted for 14% of the total employment. Thailand's tourism sector mentioned in the 2019 World Economic Forum's The Travel and Tourism Competitiveness Report that Thailand is relatively competitive. Thailand's tourism competitiveness index ranks 31st among 140 countries in the world, 3rd in ASEAN, 17th

after Singapore and 29th in Malaysia.

In 2021, the number of tourists to Thailand was 93.3 million, an increase of 3% over the previous year, but it was still low compared with the year before the outbreak of COVID-19. However, due to the COVID-19 epidemic that began in December 2019, it has greatly affected Thailand's tourism industry and world tourism industry. It has led to the suspension of international tourism, including the number of foreign tourists to Thailand. This is the latest information from the economic sector. Since 2020, the population of foreign tourists in Thailand was 6.7 million from January to December, a decrease of about 39.9 million or about 83.2% compared with the same period in 2019. In addition, the spread of COVID-19 has led to Thailand's ability to reduce a large amount of income from foreign tourists. From January to December 2020, the income from foreign tourists was 332,2013 million baht, down from the same period in 2019, to 1,11808 billion baht (a decrease of 82.6%). In order to restore the global tourism economy to normal again, each country may have to unite to issue policies to open up and attract more foreign tourists to Thailand to travel, so that Thailand's economy can increase more liquidity.

The tourism sector should use the country's resources as much as possible to deal with the country's economic-driven system in a good way, which consists of natural resources, artistic and cultural resources, as well as lifestyle and service labor for the population in the country. At present, many countries believe that the tourism industry is well managed and efficient. It has promoted the country's economic development to generate income and huge profits. It also takes into account the support of various tourist attractions in the region, including material and society, to create employment opportunities, create new occupations, and create more income for people in the region.

The above methods have increased the number of foreign tourists to Thailand, including economic factors and a stable exchange rate. These factors have had a positive impact on business and various tourist attractions in Thailand. Therefore, study the tourism reasons of various sources of foreign

tourists to improve the economic situation and make the development of various tourism industries in Thailand longer.

2. Purpose of Research

2.1 Understand the development of Thailand's tourism industry

2.2 Improving the existing problems of Thailand's tourism industry

2.3 How to solve the problem

3. Scope of Research

The researchers studied the current situation and obstacles encountered in Thailand's tourism industry based on the opinions of foreigners. The researchers identified the following research areas.

3.1 The basic information of foreign tourists includes

Gender

Age

Education level

Income

Career

Social status

3.2. Population and sample range

The sample population used in this study was foreign tourists who went to Suvarnabhumi Airport in Thailand as a group of tourist groups. They did not know the exact population, so they used the finished sample of Taro Yamane (Yamane) to set the confidence value to 95% and the acceptable tolerance of 5%. Therefore, the sample group studied is 400 people to conduct research and collect these data. Researchers collected data at Suvarnabhumi Airport by distributing online questionnaires.

The data collection period is from March 2022 to April 2022

3.3 Variables used in the study

Early variables Personal factors include gender, age, education level, income, occupation and status. According to the opinions of foreigners, the following variables include tourism obstacles from various sources in Thailand, such as tourists whose tourist attractions in Thailand exceed tourist attractions. The cleanliness of tourist attractions and the safety of foreign tourists. The overall environment in the source tourist area is unsafe. The government policy does not respond to tourism needs based on various tourism sources.

4. Definition of Specific Terms

4.1 Tourists refer to people who travel in Thailand. The purpose is to go to Thailand's natural attractions and various cultural attractions. Relax and stay in hotels provided by the government at various tourist attractions.

4.2 Difficulties refer to the uncertainties encountered by foreign tourists when traveling in Thailand, such as changing the policy of foreign tourists coming to Thailand to enter the country, which is decided by the Thai government.

4.3 Tourist attractions refer to beautiful tourist attractions that occur naturally, such as waterfalls, mountains, oceans and man-made tourist attractions. Artistic and cultural attractions, various traditions and cultural activities, reflect the local civilization with outstanding characteristics, which can attract the attention of more foreign tourists traveling in the country.

4.4 Demographic characteristics refer to the general information of foreign tourists, such as age, income, status, education level.

4.5 Government policy refers to the guidelines for government activities, actions or decisions. The government has made decisions and formulated in advance to guide activities or various actions that occur, and achieve the specified goals by planning project preparation management methods or the operation process of achieving specific goals.

5. Expected Effect

5.1 According to the views of foreigners, understand the tourist obstacles of various tourist attractions in Thailand.

5.2 Solve the obstacles encountered in promoting tourism in tourist attractions in Thailand.

5.3 Use the knowledge gained from the research to encourage tour operators to disseminate and use this knowledge when planning and developing the tourism industry to improve efficiency.

5.4 Make relevant institutions understand the obstacles encountered by foreign tourists and improve consistency, so that Thailand's tourism industry will develop in a better direction.

6. Concept, Theory and Related Research of Tourism Barriers

Many tourist attractions or popular areas in Thailand are usually very popular with Thai and foreign tourists. It has created a prosperous tourist attraction, which has also brought benefits to the communities and people of the region. When many tourists travel, it often causes many problems. The characteristics of Thai and foreign tourists often like to "travel according to the popular travel strategies on the Internet". Tourist attractions there are very popular, and tourists are eager to travel together. Therefore, sometimes foreign tourists do not respect this place and do not study information or the culture of the people of the region. The degradation of cultural and environmental attractions. Pollution problems. It is necessary to understand the actions of tourists and popularize important precautions to popularize science to reduce the obstacles that tourists have in the study of tourist attractions. These obstacles may be caused by many of the following reasons.

6.1 Tourism obstacles, such as too many tourists to accommodate, or tourists injured, sick, dead, accidents, lost in tourist attractions, etc.

6.2 Obstacles to the service process, such as providing incomplete services according to the specified steps, such as providing incomplete tourism services according to the designated tourism list. The price changes or shortens the travel time, but you also must pay the same travel expenses as before.

6.3 Barriers to the provision of services by staff, such as the provision of services to tourists, are unequal. They are reluctant to provide services for foreign tourists and do not pay much attention to tourists. Communication is not as good as it should be, etc.

6.4 Coordination obstacles, such as restaurant table reservation, room reservation, air ticket purchase, immigration, airline check-in, various public transportation tickets, etc.

6.5 Environmental or pollution obstacles, such as weather, natural disasters, various political turmoil, traffic jams, etc., and some problems are uncontrollable. I don't know when they will happen? What will happen, but different methods may be used to deal with the problem. Because the problem

is caused by different events and different tourist groups. The methods used must be adjusted according to these factors.

Tourism concept

The Royal Institute Dictionary (1999) (2009, 15page) gives the meaning of tourism recreational travel to create fun in life Create excitement or to gain new additional knowledge

The Ministry of Tourism and Sports gave the meaning of tourism at the international tourism conference held by the United Nations in Rome, Italy in 1963. The meaning of tourism is that "travel is for happy entertainment, visiting relatives or attending meetings, but it is used for career or permanent residence". The word "visitors" of member countries is used instead of "Tourist".

Boonlert Jittangwattana (2005) has given the meaning that Tourism is temporary and voluntary, not forced for other purposes. For entertainment, for education, religion, sports, visiting relatives, friends, business, seminars, otherwise, this is a trip other than a trip.

7. The Purpose of Tourism

It is what tourists intend to do when traveling to that place. There may be differences for each person. Because each person usually has different objectives for traveling. The purpose of the trip is tourism. Tourists or groups of tourists have the purpose of traveling in that tourist destination as they intended. It is tourism that is not seeking profit. and not for occupation and sedentary living. There is no compensation received at all. But it is for one or more purposes.

7.1. Related Research

(Wituya Thongrod, 2005) studied "the behavior and satisfaction of foreign tourists when traveling in Bangkok and Thailand"

The purpose is to ask about satisfaction when traveling in Thailand. This is an inquiry when waiting for the plane to depart at the Suvarnabhumi International Terminal.

The research results found that the problem that foreign tourists have no impression of this trip is transportation, followed by air pollution. But in general, tourists will return to the country again and recommend a trip to Thailand to close friends, relatives, family or acquaintances.

ChuYin Chiang and Giri Jogaratnam, (2005) studied Why do women travel solo for purposes of leisure?

The objective is to study the factors that influence the motivation to travel alone.

The research results found that the factors that affect the motivation of traveling alone are safety and experience gained from traveling alone. From this study, it was found that women who travel alone are a group of economical travelers. I often stay in affordable and safe hotels for myself. During the study, it was found that identity and income will affect traveling alone. Due to being single, divorced or widowed, income may lead to the inability to travel, but don't worry about or worry about the feelings of those who travel together when traveling alone.

Thanyawarat Asayanon. (2011) Factors influencing foreign tourists in choosing to use accommodation services in Mueang District Chiang Mai Province

The objective is to study the factors in various aspects that influence foreign tourists to choose accommodation in Mueang District. Chiang Mai Province.

The research results show that the factors affecting the choice of hotel services in Chiang Mai District are as follows. The factors that affect the decision are cleanliness, hotel

safety and employee service. The factors that affect the decision are the convenience of travel, room conditions, the beauty of the room, Wi-Fi, shuttle/car rental, accommodation price, discount promotion and accommodation reputation. The beauty of the hotel, laundry services, swimming pools and massage/spa services, accommodation restaurants and accommodation networks. Tourists traveling in Chiang Mai are satisfied with the atmosphere, accommodation, accommodation, nightlife attractions and restaurants in Chiang Mai, as well as the transportation in Chiang Mai.

Bubya Sutheethon and Phaswalee Nitikasetunthorn. (1998) "Attitudes and impressions of Foreigners who have visited Thailand

The goal is to study how to attract foreign tourists, such as culture, tradition, tourist attractions and other fields. Only in the provinces that were popular with foreign tourists in 1998 were studied, and the behaviors and ways of sample groups to accept tourism news were studied. Understand the attitude of foreign tourists to tourism incentives before and after. When tourists travel abroad and travel to Thailand, the impressions and problems of foreign tourists during their travel in Thailand and guidelines in order to solve the problems encountered by foreign tourists in the process of tourism.

The study found that the important incentives for foreign tourists to travel to Thailand are natural tourism and unique Thai food. Tourist attractions such as the sea and beaches in the south are beautiful, spectacular and beautiful. Thai food is an important motivation for foreign tourists to travel to Thailand. However, the impression of foreign tourists during their stay in Thailand is to buy souvenirs, accommodation, culture, traditions, etc. The most obstacles encountered by most tourists in Thailand are traffic jams and seeking help from government agencies. From various information related to tourism, it can be concluded that Thailand's tourism industry image is still good in terms of tourists' attitude.

Purimphat Thanapansiri (2016) Police management of life and property safety for tourists. Phuket Province Tourism.

The objective is to know the safety factors for life and property of tourists. What is the importance of tourists choosing to travel to Phuket?

The research results show that both Thai and foreign tourists continue to go to Phuket. The city is expanding. The area of the community is increasing, including foreign workers working in Phuket, which makes it more difficult to control the safety and property of tourists. The change from Phuket to the tourism sector is a problem. Due to the economic situation of Phuket, the number of tourists traveling has increased, including statistics, the number of incidents/arrests of violators of the Phuket Provincial Police Department has also continued to increase, due to the trend of frequent incidents/arrests/arrests of tourists in Phuket. Therefore, the Phuket Tourism Police began to provide more safety and property management for tourists. Therefore, Thai and foreign tourists are confident in traveling in Phuket and feel safer.

Sudaporn Thongsawat. (2016) Behavior and satisfaction of tourists. Malaysians towards commercial tourism Culture in Songkhla Province.

The objective is to study the behavior and satisfaction of Malaysian tourists traveling for cultural tourism. In the hope of Songkhla

The research results found that tourists want to know more about the date and time of traditional events or festivals held in Songkhla. For satisfaction by behavior, people's overall

satisfaction with tourism is at an excellent level. Travelers have the habit of traveling. The cost of each trip is different. And the desire to travel again in the future, the overall satisfaction of Songkhla cultural tourism is obviously different.

7.2. Research Method

In this research, it is a Non-Experimental Design is research that is studied according to natural conditions without any manipulation. or control any variables. Field data collection is a cross-sectional study, that is, data is collected during a specific period only once using a research tool such as a questionnaire, and analyze the data using statistical methods.

8. Sample Population and Sampling Method

8.1. Population

Population is foreign tourists traveling in tour groups. The exact population cannot be determined. The researcher therefore chose a non-probability sampling method.

8.2. Sample Group

The sample group used in this research included foreign tourists traveling in tour groups, the exact number of which is unknown. In order to get a target group that was representative of the population in this research, the size was determined. Sample using Taro Yamane's ready-made table at a confidence level of 95% percent or at an error level of 5% percent to determine the sample size was 400 people using snowball sampling.

8.3. Research Tools

In this research, the researcher used a questionnaire. which is the main tool that researchers use to Data collected by the researcher has researched and reviewed concepts, theories, and various related research results to create a conceptual framework that guides the development of questionnaires to collect data from samples using survey research in the form of closed-ended questions. The researcher has answers for respondents to choose from. The questionnaire was divided into 2 parts as follows.

Part 1: Demographic factors for which respondents must answer 6 questions: gender, age, education level, income, occupation, and status.

Part 2: Opinion factors regarding the problems of tourism in various places in Thailand according to opinions see foreigners. This is a question about the problems of tourism in various tourist destinations in Thailand. There are a total of 41 questions, which are questions about your tourism problems at 5 levels.

8.4. Tools Used to Collect Data

The researcher took the questionnaire that had been revised and verified by the advisor to prepare an online questionnaire and answer sheet with a sample group of 400 sets to distribute to the foreign tourists traveling in tour groups at Suvarnabhumi Airport By snowball sampling after data collection. Take the obtained data and analyze it to calculate the results. By using the ready-made computer program PSPP.

8.5. Data Analysis Techniques

Once the information has been collected from the

questionnaire. The researcher processed the obtained data by analyzing the data as follows.

8.6. Descriptive Statistics Were Used to Analyze the Data as Follows

Use percentage and frequency values to analyze variables that have group measures. These include demographic factors. Consisting of gender, age, education level, income, occupation, and status, the mean and standard deviation are used to analyze variables at the quantitative measurement level, which are problems that international tourists face. Problems of foreigners meeting, such as accommodation factors Restaurant factors Travel factors cultural factors Safety factor Environmental factors Government policy factors affecting tourism of foreign tourists traveling in tour groups at Suvarnabhumi Airport.

8.7. Summary of Research Results

Analysis of questionnaire data to research barriers to tourism in various places in Thailand according to the opinions of foreigners. The results from the research can be summarized as follows.

1. The results of the analysis of obstacles to tourism in various places in Thailand according to the opinions of foreigners. Overall, the level of obstacles is at a moderate level, but when considering each side of the obstacles. Travel in various places in Thailand according to the opinions of foreigners. with a high level of obstacles namely transportation and government policies that affect tourism.

2. Results of comparing obstacles to tourism in various places in Thailand according to the opinions of foreigners. Classified by demographic factors, namely foreign tourists traveling in tour groups at Suvarnabhumi Airport with different genders, ages, statuses, educational levels, incomes, and occupations. causing obstacles to Travel in various places in Thailand according to the opinions of different foreigners.

3. Results of the analysis of obstacles to tourism in various places in Thailand according to the opinions of foreigners. The results from the research can be summarized as follows.

1) Obstacles to tourism in various places in Thailand according to the opinions of foreigners in terms of transportation and government policies that affect tourism. It affects the obstacles of tourism in various places. of Thailand according to the opinions of foreigners very much.

2) Obstacles to tourism in various places in Thailand according to the opinions of foreigners in terms of accommodation, restaurants, culture, and safety. Environmental aspect It affects the obstacles of tourism in the source. Various things of Thailand according to the opinions of foreigners at a moderate level.

8.8. Discuss the Research Results

The results of the analysis of obstacles to tourism in various places in Thailand according to the opinions of foreigners. There are two variables with the greatest level of obstacles: transportation. and government policies that affect tourism The results can be discussed as follows.

1. In terms of transportation, it was found that traffic congestion is the greatest obstacle that foreign tourists encounter when traveling to various tourist destinations in Thailand. It is considered to be the one with the most obstacles due to the roads in that country. It has not been well developed. in addition, the transportation is not as comprehensive as it should be, so people living in Thailand

like to use personal cars to travel a lot. And when there is a lot of personal cars used to travel, the roads are not enough. want to use a car, causing traffic congestion, heavy traffic jams, which was inspected with Bubya Sutheethon and Phaswalee Nitikasetsunthorn. (1998) found that the obstacles that most tourists encountered the most. During my stay in Thailand, there was a problem with traffic congestion. The crowdedness of the community Problems with requesting assistance from government agencies Communication and information problems related to tourism from the research results, it can be concluded that Wipuya Thongrod. (2005) Behavior and satisfaction of foreign tourists. When traveling to Thailand found that the obstacles What makes foreign tourists feel unimpressed with this trip is about traffic jams Next is air pollution. But overall, tourists insist on coming back to travel to the country again and will recommend word of mouth to close friends, relatives, family members, or acquaintances to travel to Thailand as well.

2. The government policy regulations affecting tourism have changed. The number of people entering the country exceeds the necessary number, which is the biggest obstacle for foreign tourists to travel to Thailand. Because the new regulations have been changing, and there is no announcement or notice to international foreign tourists, foreign tourists sometimes do not understand the new regulations. In addition, the language used in the announcement is not very international. This is consistent with the discovery of Walailak Songsiri (2011), who found that Thailand has experienced rapid economic expansion. However, there are no planned measures to prevent and solve problems in the development of tourism. It has led to many problems, such as the problem of entering and leaving the country. Laws and regulations change frequently. Environmental problems stem from the deterioration of tourist attractions. Urban garbage, the loss of cultural identity, the degradation of resources and environment, such as the collapse of riverbank trees, garbage generation, and the occurrence of internal conflicts. The quiet community where the locals once lived and their ancient way of life finally disappeared. If there is a solution to the problem, the correct and correct method will lead more foreign tourists to choose to travel to Thailand, and according to the research of Bubya Sutheethon and Phaswalee Nitikasetsunthorn. (1998) It was found that the most obstacles encountered by golden tourists during their stay in Thailand were traffic congestion and slum congestion. They asked government agencies for help. Travel-related communication and information issues. It can be seen from the research results that Thailand still has a good tourism image in terms of tourist attitudes.

8.9. Suggestions for Use

From the results of this study, there are recommendations for research to be useful for Tourism Authority of Thailand and government agencies or the private sector, communities in the area that are related to the source Various tourism in Thailand in order to use the results as guidelines for development. Bring obstacles to solve, develop, and make tourism more efficient.

8.10. Suggestions for Next Research

1. Other variables that may affect Thailand's tourism barriers should be studied based on the opinions of foreigners, such as monetary factors, turnover factors of Thailand's tourism economic system, public health factors, communication factors and sustainable tourism development factors.
2. This study involves foreign tourists traveling in tour groups at Suvarnabhumi Airport. Therefore, in order to obtain different research results, the scope of the population used in this research should be changed. In the case of wanting a more specific group of customers, such as tourists who travel to various destinations in Thailand in each province, district, or region. To study differences in values, ideas, and society of the studied population.
3. Should study the behavior of foreign tourists who come to travel in Thailand. To know which aspect of Thailand's tourism is the most impressive in order to attract tourists. More and more foreigners are choosing to travel in Thailand.
4. The behavior of foreign tourists who come to travel in Thailand should be studied more, such as Travel expenses Consumer expenses Product and service fees to use to improve products and services various to be more efficient.

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