DATA AND POTENTIAL OF THAILAND TOURISM FOR DEVELOP THAILAND'S NATIONAL TOURISM CENTRALIZED DATABASE FOR SERVICES

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ABSTRACT

Abstract— There was an order from the Thailand's government to ministry of tourism, and sports to design the "National Tourism Centralized Database for Services" in order to align with the related agencies under the digital circumstance to support the "Digital Tourism Operation Center" and to amend and develop the qualified digital tourism's data of 77 provinces into the system. This research is the quantitative research and the population for this research are the stakeholder of the tourism industry such as tourists, tourism entrepreneurs and the government officer who related to the tourism business and the sample of this research is 400. The result showed that the stakeholder of Thailand's tourism is satisfied with every aspect of tourism data management of Thailand's tourism with the 3.97 score.

Keywords— National Tourism Centralized Database for Services, Thailand, Tourism,

INTRODUCTION

Tourism contributes to the economies of many countries in both direct and indirect ways, and it has become one of the world's most important economic activities. Tourist attractions have been noticed as a key role to the successful tourism development of many countries. In early 2020, the outbreak of the Coronavirus pandemic has strongly impacted the tourism industry, resulting in the largest world economic crisis in the last 10 years. Tourist attractions have been challenged to improve their service quality attract all travelers for the post COVID-19 situation due to the new normal travelling behavior (Lew et al. 2020). Moreover, tourism marketers have been concerned with increasing tourist satisfaction levels as focusing on attracting new customers alone is insufficient, an increasing customer retention is also importance. Also, the major challenges for tourist attraction are fostering the implementation innovation and successful products.

Thailand is a destination with many iconic tourist attractions, such as mountains, islands, culture and traditions, architectures, the way of life, and foods. The tourism industry plays a vital role as an industry of Thailand. It is extremely essential to Thailand's economy. (Suanmali, S., 2014) As tourism grow in Thailand, lots of internationally acclaimed hotel and resort chains expanded and shifted their productions in Thailand. With lower lodging rates as compared to their branches abroad, tourists and locals can experience high quality services, facilities, amenities, and other offerings of these hotel and resort chains in Thailand without having to worry about the price. Moreover, Thailand has local brand hotels and resorts that are highly recognized by international tourists that can compete with the international hotel and resort chains giving a wider choice of accommodation to visitors in Thailand. (Cherapanukorn, V. and Sugunnasil, P., 2022)

The behavior of tourists is the most important indicator or predictor of future tourist behavior. Considering the social role of the tourist, the behavior of an individual tourist can also be an indicator of the behavior of others. With their behavior, tourists set the social norms of behavior in the context of tourism. These norms are also followed by other consumers; those who do not yet engage in travel or tourist behaviors, as well as those who do.

(Juvan, E., et al., 2017) Therefore, this study aimed to study satisfaction of tourism data management of Thailand's tourism and tourist behavior of using tourism data management of Thailand's tourism in order to understand for planning improvement of the "Digital Tourism Operation Center" and to amend and develop the qualified digital tourism's data of 77 provinces into the system.

RESEARCH OBJECTIVE

1. To study satisfaction of tourism data management of Thailand's tourism
2. To study tourist behavior of using tourism data management of Thailand's tourism

LITERATURE REVIEW

Based on the review of the literature related to this study, the following theories and related research are described in this section.

Tourist Behavior

Juvan, E., et al., (2017) studied Consumer behavior, either in tourism or other contexts of consumption, is a key indicator of the quality, effectiveness, and suitability of work in tourism or other activities. Tourist behavior occurs in the planning and implementation stages of the holidays, and also after the return home. In order for the tour operator or destination to assess the relevance of its marketing and operational approaches to the development, marketing and implementation of tourism activities, it is necessary to recognize the different forms of behavior in each stage.

Some standard conceptual models (competition, innovation, consumer behavior) were formed through research separate from tourism, so we need to be attentive when applying these models. Scott et al. (2014) mention that a few recent studies have discussed whether it was even viable to use classical marketing concepts for the study of tourist behavior, since this may cast doubt on the validity and the possibility of application of these models for tourism.

In a review of the literature in the field of tourist behavior, Dimanche and Havitz (1995) divided the studies into four groups; based on self-involvement (ego involvement), loyalty, family influence on decision-making, and the search for novelty. Quite a few years later, Scott et al. (2014) also focused on the to-date studies of tourist behavior and divided them into four categories, namely: (1) studies that apply one or more concepts of consumer behavior (i.e., marketing or management) to tourism, (2) studies that deal with the influence of satisfaction on loyalty, but unfortunately comparisons between them cannot be made due to differences in the context of research, (3) quantitative research, which is subject to the experimental concept of research and as such may result in several mistakes, and (4) a small group of longitudinal and fairly comprehensive studies aimed at understanding the whole process of tourist behavior. In these tourist studies, they identify 9 key concepts relevant to tourist behavior.

The decision-making of the tourist is complex and includes planned, unplanned and impulse purchases. In some models, decision-making appears as one of the initial stages of the purchase, while some authors even include it as a central element of the model of tourist behavior.

In the marketing field, values largely influence the consumer when choosing between product categories, brands, and attributes. Values are what guides the consumer and directs their actions, behavior, emotions and judgement (Crick-Furman and Prentice, 2000 in Scott et al., 2014).

Motivation has always received a great deal of attention from tourism academics, given its importance in marketing decisions such as segmentation, product development, advertising, and positioning (Bieger and Laesser, 2002 in Scott et al., 2014).

Self-concept - many researchers have investigated its influence on the image and the selection of the destination and travel intentions - and personality, which can be seen as a part of self-concept. Personality is an important factor in the processes of decision-making, attitude changing, innovation perception, and risk-taking (Kassarjian, 1971 in Scott et al., 2014).

Expectations can be unfulfilled, reached, or exceeded. A tourist experience that meets or exceeds their expectations will always remain in their memory as positive. Expectations are based on previous experience, personal (word of mouth) and impersonal (advertising) sources, personal characteristics (gender, ethnicity), and motivation (Sheng and Chen, 2012, and Zeithaml et al. 1993, in Scott et al., 2014).

Attitude is sometimes defined in research as the relationship with the key attributes of an object (e.g. the characteristics of a tourist destination can form the image of a destination), or more broadly as a general attitude. Gnoth (1997, in Scott et al., 2014) calls for a better understanding of attitudes in light of emotions and values. Measuring the tourist attitude towards the services, destinations and trademarks of tourism providers is challenging, since it also needs to consider the mood and emotions of the tourist at the time of the measurement.

Perception is one of the most interesting concepts in marketing. Tourist perception studies are mainly focused on risk and security perception, including the perception of crime (George, 2010 in Scott et al., 2014), and the perception of terrorism or epidemics of certain diseases (Rittichainuwat and Chakraborty, 2009 in Scott et al., 2014).

Satisfaction and the data on consumer satisfaction are important information. Researchers agree that satisfaction is related to the assessment of a purchase or the assessment of individual elements of the purchase.

Trust and loyalty are inter-related elements in models of consumer behaviour. There can be no lasting loyalty without trust (Sirdeshmukh, Singh and Sabol, 2002 in Scott et al., 2014). McKercher et al. (2012 in Scott et al., 2014) believe that the study of tourist loyalty must take into consideration the uniqueness of the tourism industry. They mention vertical (tourists can be loyal to providers of tourist products from various tourism sectors at the same time), horizontal (tourists may be loyal to several providers of the same tourist products) and experiential (tourists can be loyal to a particular form of holiday) loyalty.

Satisfaction

Customer satisfaction is a measurement that determines how well a company's products or services meet customer expectations. It's one of the most important indicators of purchase intentions and customer loyalty. As such, it helps predict business growth and revenue.

Che, M., & Jankaweekool, (2021) studied the concepts of satisfaction are the feelings of customers that they are satisfied or dissatisfied as a result of comparison. During recognition of the performance of product against the expectations of the customer. If the performance of the product is below customer expectations, the customers will not be satisfied. If the performance of the product meets their expectations, they will be satisfied. If the performance of the product is much higher than their expectations, they will be very satisfied. The customers will to be able to know whether the quality of service is good or not when the quality that they expect match the experience that they receive from the service. This creates an overview of quality services which can be created by the following six principles.

1) Professionalism and Skill, the customers can recognize from the knowledge and skills of the service provider and when they can solve problems systematically and orderly.

2) Attitude and Behavior, the customer can feel that the service provider is friendly and eager to help them to solve the problems promptly.

3) Accessibility and Flexibility, the customers make decisions based on the location, service hours and the service systems which are well prepared to serve the customers.

4) Reliability and Trustworthiness, the customer can acknowledge them after the service provider has provided the service as agreed.

5) Recover, whenever anything happens unexpectedly or there are unusual events, the service provider can resolve the situation in a timely manner, able to salvage the situation back to normal by appropriate means.

6) Reputation and Credibility, the customers will believe in the reputation of the service provider when they provide the services in the scope of service duties.

Thaneeya Panyakaew (1998) said that what brings satisfaction is related to the nature of the work. These factors lead to job satisfaction: success, praise, recognition of work, responsibility, achievement. When these factors are low, it can lead to dissatisfaction of the job. If the job offers advancement, challenge, responsibility, achievement, and praise, they will be very satisfied and motivated to work. With Tiengburanatam (1998) defined "Satisfaction" as contentment, satisfaction, certainty, compensation. Wirun Panthewee (1999) defined that satisfaction is a different feeling within the human mind. It depends on the individual whether to expect one thing.

There are several methods of measuring satisfaction: Panida Chaipanya (1999)

1) Questionnaires, the issuers want to know the opinions. They can prepare some answers for the respondents to choose.

2) Interview, a direct way of measuring satisfaction. Good techniques and methods are required to get the most truthful information.

3) Observation, a way to measure satisfaction by observing the behavior of the target person who express by speaking, acting, and gesturing. This approach requires serious and structured observation from the concept of satisfaction which means contentment, satisfaction that is the final feeling of being served as desired. It is a personal feeling, shapeless, unable to see, but rather a behavior that arises after receiving a pleasant service. It is a positive feeling which evaluates from the experience of each person.

Related research

Changklom, Jiramate, et al. (2022) mentioned that Phuket is a tropical island in Thailand that is famous for tourism. The COVID-19 pandemic resulted in the number of tourists reducing to almost zero. Since tourism contributes around one-half of the gross provincial product of Phuket, the impact was so severe that even the numbers of people employed and registered as locals decreased. Analyzing the data from January 2015 to March 2021, we found that the total, residential and non-residential monthly consumptions dropped significantly after Thailand's State of Emergency was declared in March 2020. Unlike other studies that reported residential consumption increasing when people were required to stay home for a prolonged period, Phuket's residential consumption decreased by more than 10% from the pre-COVID-19 level, possibly due to the drop in peer-to-peer accommodation bookings. To study the impact on consumption in detail, we modelled using cascade regression analysis by dividing the predictors into three groups, namely socioeconomics, weather, and calendar period. The results showed that the number of guest arrivals was the most statistically significant in all types of consumption and should be used as a predictor for water demand forecasting models in tourism areas.

Supapakorn, T., et al. (2022) The main purpose of this research is to find the factors affecting tourism demand of Chinese and Russian tourists traveling to Thailand. The tourism data of Thailand were collected from the website of Ministry of Tourism and Spots during 2005 to 2019. By using multiple regression analysis, the results showed that the Per Capita Spending and the real China Gross Domestic Product variables affecting the Chinese tourist arrival in Thailand when three variables such as the Per Capita Spending, the real Russia Gross Domestic Product and the comparative ratio of Consumer Price Index of Russia and the Consumer Price Index of Thailand variables affecting the Russian tourist arrival in Thailand.

Fakfare, P., (2022) This research performs a systematic review of research on Thailand tourism. We identified emergent research themes and explored the conceptualization of studies regarding the development of Thailand tourism. In accordance with the theory, context, characteristic, and methodology (TCCM) framework, this work offers a comprehensive outline of relevant studies and gaps in the existing literature to edify and advance future research agendas. It successfully enriches knowledge about Thailand tourism in the extant tourism literature. Moreover, this review contributes to Thailand tourism literature and travel industry, particularly during the transitional period from the "old normal" to the "new normal" tourism era.

RESEARCH METHODOLOGY

This study was quantitative research where a questionnaire was used to collect data. For the quantitative method, we distributed questionnaires to collect a large amount of data. The samples consisted of 400 tourists to collect the data.

Reliability analysis: This was conducted for each factor to the reliability of the questionnaire, thus unreliable factors were discarded.

Factor analysis: Factors were classified into clusters. The clusters that were properly classified during the literature review were examined, and those that were not classified were reclassified, thus they can represent the factors properly.

Likert-type scale was applied in this study to the questionnaire design, running from 1 (very low) to 5 (very high). Before the distribution of the questionnaire, a pilot test was performed to confirm that the questionnaires were phased appropriately. Respondents in pilot testing process were asked to comment on the readability, accuracy, and comprehensiveness of the questionnaires.

Analysis technique: Descriptive statistical tools, including frequency, per cent, mean value, and standard error, as well as multiple regression analysis will be employed.

RESULTS

From the 400 responders, 56 percent were female, 40.75 percent aged between 25 and 34 years old, 40.75 percent were married, 44 percent hold master's degree or equivalent, 25.25 percent were employed in the private sector, 29 percent had income in the range of 20,001 - 25,000 THB, and 28.50 percent interested traveling in northern region, as shows in Table 1,

Table 1. Overall Information

Overall Information	Frequency	Percent
1. Gender		
1. Male	176	44.00
2. Female	224	56.00
2. Age		
1. 17-24 years old	68	17.00
2. 25-34 years old	123	30.75
3. 35-44 years old	98	24.50
4. 45-54 years old	68	17.00
5. 65-64 years old	32	8.00
6. more than 65 years old	11	2.75
3. Marital Status		
1. Single	117	29.25
2. Married	163	40.75
3. widow	45	11.25
4. Divorced	75	18.75
4. Education		
1. Primary education	29	7.25
2. Junior high school	45	11.25
3. High School	58	14.50
4. Diploma	59	14.75
5. Undergraduate / graduate school	176	44.00
6. Doctoral degree	33	8.25
5. Career		
1. Farmer	5	1.25
2. Part time	22	5.50
3. Seller	54	13.50
4. Housekeeper	58	14.50
5. Student	83	20.75
6. Own business	48	12.00
7. Government official	29	7.25
8. Employee	101	25.25
6. Monthly Incomes		
1. Less than 5,000 baht	12	3.00
2. 5,001 – 10,000 baht	114	26.00
3. 10,001 – 15,000 baht	77	21.25
4. 15,001 – 20,000 baht	83	20.75
5. 20,001 – 25,000 baht	116	29.00
6. More than 25,000 baht		
7. Region of interest		
1 . Bangkok	2	0.50
2 . Perimeter area	6	1.50
3. Northern region	114	28.50
4. Central region	36	9.00

Overall Information	Frequency	Percent
5. Southern region	88	22.00
6. Eastern region	43	10.75
7. Western region	37	9.25
8. Northeast region	74	18.50

From the 400 responders in the tourist behavior questionnaire, it was found as shows in table 2.

Table 2. Frequency and percentage of tourist behavior

Tourist behavior	Frequency	Percent
How often do you travel?		
1. 1 time per month	328	82.00
2. 2 times per month	64	16.00
3. 3 times per month	8	2.00
Where do you find tourist information?		
1. Newspaper	3	0.75
2. Internet	193	33.25
3. Journal/Magazine	8	2.00
4. Travel Guide	118	27.75
5. Radio/TV	82	20.50
6. Friends/relatives	15	3.75
7. Tourist Information Center	2	0.50
8. Gold Travel Association	21	5.25
9. Tour Operator	16	4.00
10. Pamphlets	9	2.25
3. What attractions or activities are you interested in?		
1. Study nature, go hiking	19	4.75
2. Visit a waterfall	35	8.75
3. Rest and eat	56	14.00
4. Sea trips/diving/islands	59	14.75
5. Stargazing/animal watching / bird watching	12	3.00
6. Camp with a tent	23	5.75
7. Ancient sites/Art and culture	31	7.75
8. Visit an agricultural garden	16	4.00
9. Festivals/Traditions	85	21.25
10. Health oriented herbal massage	17	4.25
11. Boating	9	2.25
12. Buy Local Products	20	5.00
13. Community way of life and rural houses	18	4.50
14. Rock climbing/hiking	0	0.00
4. Who do you travel with?		
1. Alone	31	7.75
2. Family	88	22.00
3. Friends	212	53.00
4. Tour Operator	15	3.75
5. Travel together as a large group.	54	13.50
5. What was the traveling vehicle?		
1. Private car	167	41.75
2. Fixed route buses	21	5.25
3. Car rental/van	39	9.75
4. Boat	0	0.00
5. Travel agency car	22	5.50

Tourist behavior	Frequency	Percent
6. Motorcycle	37	9.25
7. Train	19	4.55
8. Airplane	95	23.75
6. Did you stay overnight on this trip?		
1. Stay overnight.	298	74.50
2. Do not stay overnight	102	25.50
7. If staying overnight, what is the type of accommodation?		
1. Hotel	116	29.00
2. Resort	82	20.50
3. Bungalow	14	3.50
4. Pitch a tent.	46	11.50
5. Relatives/friends' homes	37	9.25
6. Hospice	3	0.75
7. Temple/School	0	0.00
8. How long do you stay overnight period?		
1. 1 night	184	61.74
2. 2 nights	80	26.85
3. 3 nights	24	8.05
4. More than 3 nights	10	3.36
9. The average cost of the trips per person per day.		
1. Less than 1,000 baht	56	14.00
2. 1,001 – 3,000 baht	106	25.50
3. 3,001 – 5,000 baht	151	37.75
4. More than 5,000 baht	87	21.75

From Table 2, it was found that the sample group in this research had travel behavior in the form of traveling once a month, mostly 328 people, representing 82.00%, most of them searching for travel information via the Internet, 193 people, representing 33.25 percent. The type of tourist attractions and activities that the sample group is interested in is the first Tourism according to festivals/traditions of 85 people, representing 21.25 percent, followed by Sea trips/snorkeling/islands and rest and eat representing 14.75 and 14.00 percent, respectively.

In terms of travel characteristics, the sample group in this research mostly traveled with a group of friends, 212 people, representing 53.00 percent, with most of the vehicles used to travel are private cars, 167 people, representing 41.75 percent, which There were 298 people staying overnight, representing 74.50 percent. Most of the types of accommodation selected were hotels, 116 people, representing 29.00 percent and staying only 1 night, 184 people, representing 61.74 percent. person per day 3,001 – 5,000 baht, 151 people, representing 31.75%.

From the 400 responders in attitude satisfaction with tourists' problems and risks of tourism information management in traveling to Thailand, it was found as shows in table 3.

Table 3. Mean and standard deviation of the tourism attitude and satisfaction

Attitude and satisfaction	$\bar{x}$	S.D.	Operational Practical level
The need for travel information	3.95	4.40	High
The risk aspect of tourism information management	3.87	4.40	High
Database management and tourism information system	4.03	5.10	High
Management of tourism information in traveling in Thailand	3.97	4.97	High

From Table 2, it was found that the average of attitude and satisfaction level was high, the mean of the need for travel information was at 3.95 and the standard deviation was at 4.40, the mean of the risk aspect of tourism information management was at 3.87 and the standard deviation was at 4.40, the mean of database management and tourism information system was at 4.03 and the standard deviation was at 5.10, and the mean of management of tourism information in traveling in Thailand was at 3.97 and the standard deviation was at 4.97.

RESEARCH SUGGESTIONS

1. The study found that a large amount of tourism information was still distributed in many agencies. both agencies involved in tourism and other agencies both public and private making it impossible to take full advantage of tourism information both in terms of serving tourists and taking it further into the analysis of tourist behavior Therefore, it is necessary to formulate a guideline and design a tourism information center to support the large database arising from providing information on tourism and services in Thailand.

2. In designing the data center system, it is necessary to link and exchange tourism information between government and private sectors. This will lead to the reduction of redundant data simplify management. Finaally, it will create a large database that can be used to analyze data and use the results to design tourism and service policies in Thailand, both in the public and private sectors. So that the policy can meet the needs of entrepreneur's tourist effectively and directly to the target group. This is in line with driving the country into the Digital Transformation era.

3. Although the Thailand Tourism Directory system currently supports up to 3 languages, professional language translation requires a large amount of budget. Therefore, developing a language translation system with artificial intelligence and quality inspection by experts, which is faster and more budget friendly.

4. Office of the Permanent Secretary for Tourism and Sports by Information and Communication Technology Center Should prepare an operational plan for the maintenance of the Thailand Tourism Directory system on the website and application. To be able to provide services continuously.

5. The Office of the Permanent Secretary for Tourism and Sports should build more knowledge and understanding on importing tourism information. and establishing a clear mechanism for cooperation with both public and private networks

6. The Office of the Permanent Secretary of Ministry of Tourism and Sports should proceed to add more channels to contact and ask for more system usage information in order to facilitate more tourists.

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