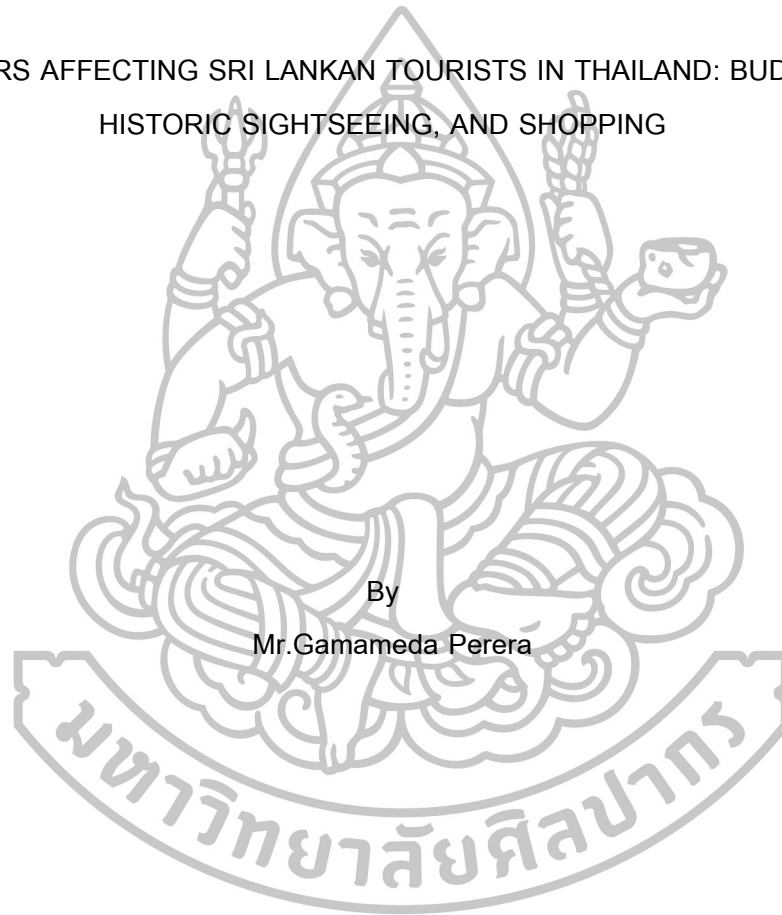




FACTORS AFFECTING SRI LANKAN TOURISTS IN THAILAND: BUDDHISM,  
HISTORIC SIGHTSEEING, AND SHOPPING



By  
Mr. Gamamedia Perera

An Independent Study Submitted in Partial Fulfillment of the Requirements for the Degree

Master of Business Administration Program in International Business

International Program

Graduate School, Silpakorn University

Academic Year 2015

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Thailand as a country with its cultural resources and natural beauty alone with very friendly authority has promoted tourism and therefore every year, there are many tourists coming to visit Thailand from all around the world. This study aims to understand Sri Lankan tourist's behavior because there is no previous study about Sri Lankan tourists in Thailand. This study is plans to help religious, historic sightseeing and shopping tour operations to better take care of Sri Lankan tourists. Furthermore, the data are collected from Sri Lankan tourists in Thailand through interviews. The study discovered that these tourists are satisfied with religious activities, gorgeous historic places and organized shopping activities. The religious tourism is encouraged by the similar worshipping practices of 200 years old Siam nikhaya in Sri Lanka which was gifted by Thai king while shopping reasons have encouraged by high quality but competitively less price due to mass production. When it comes to the recommendations, the pattern found is that the tourists are quite sophisticated; they are satisfaction oriented working people with above average income level. Also it has identified that the Thai tourism industry is a highly recommended place for religious tourism, historic tourism and shopping tourism. Finally, it was also clear that the number of tourists arrival over the period of time has also increased due to their satisfaction level in previous visits has increase.

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Program of International Business

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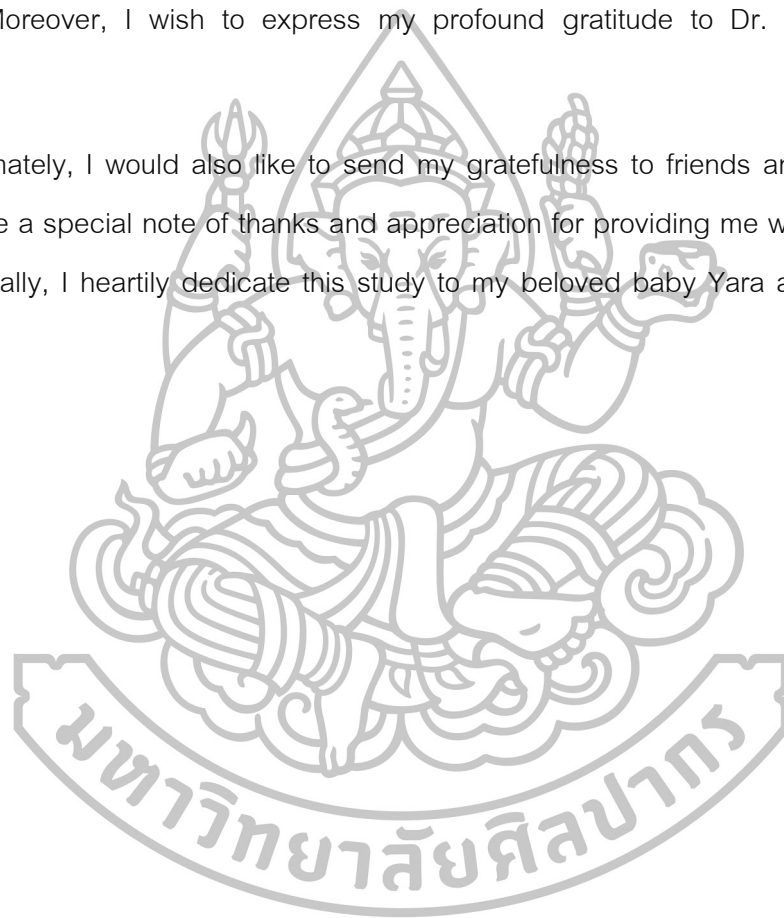
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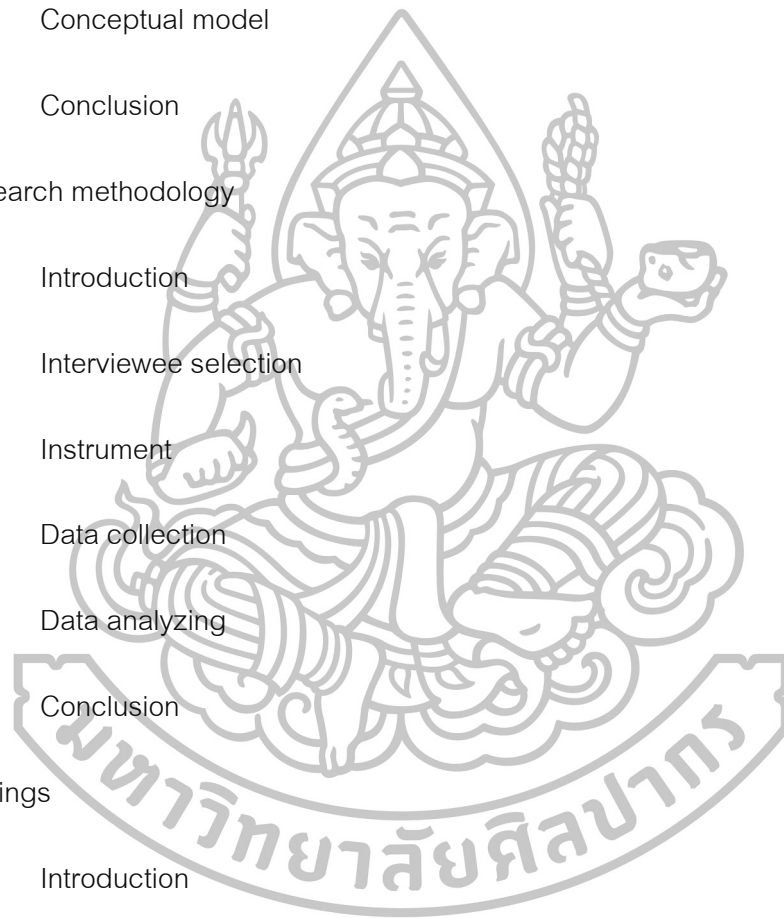
Ultimately, I would also like to send my gratefulness to friends and individuals who deserve a special note of thanks and appreciation for providing me with necessary support. Finally, I heartily dedicate this study to my beloved baby Yara and my father Christy.



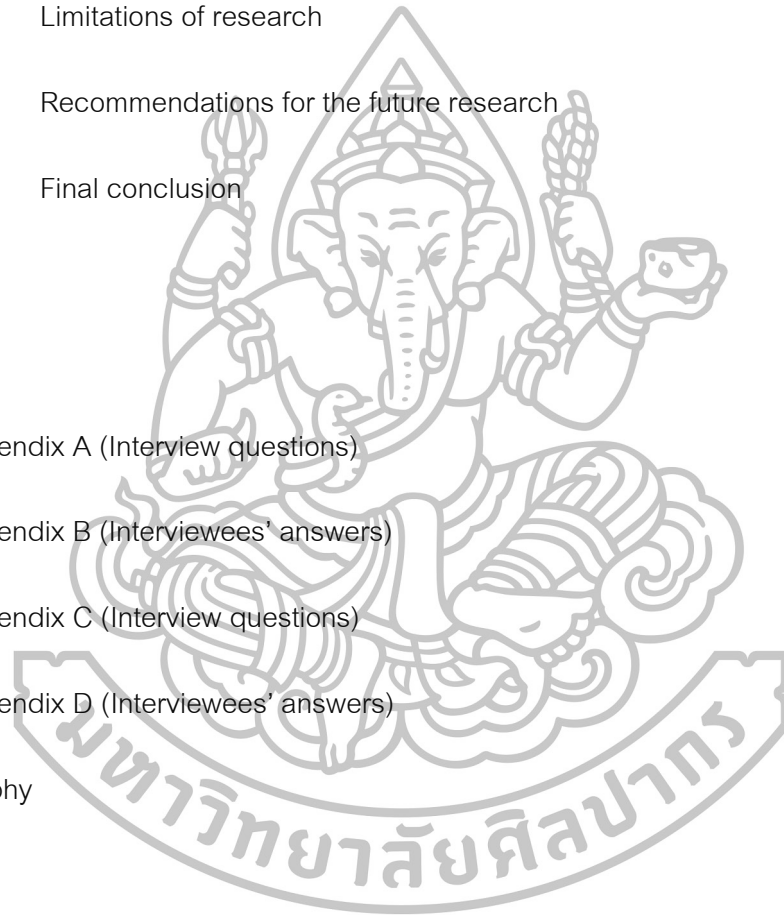
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## Chapter 1

### Introduction

#### Introduction

As an island with 20 million, Sri Lanka is located in South-Asian region. Thus, however, it has more respect in South-East Asia than any other South-Asian nation due to religious and cultural influence. Meanwhile, to utilize this opportunities most efficiently, this research is designed to understand the Sri Lankan tourists as one of important niche market in regards to cultural similarity and religious influences. Furthermore, as the next step, the study has also concern on the strategic development of the three main choice criteria factors such as religious, historic sightseeing and shopping, which are deemed important to travelers from Sri Lanka. Generally speaking, natural weather conditions such as tropical wet and savannah climate are as equal as Thailand in Sri Lanka and it is expected to bring an extra advantage over visiting other countries like Malaysia, India, Nepal and Singapore. Most importantly, the similar type of sweet and spicy foods and many other special events such as New Year festival which is celebrating at the same time during April of every year are also significant things that are similar in both countries. Furthermore, when visiting as tourists, one of the important success factors is that how easy can tourists reach to the chosen destinations and the airport distance between Bangkok and Colombo is very less than other countries with just 2381.17 kilometers which believes to be another motivation factors for travelers to choosing Thailand over others.

Besides this, when it comes to Buddhist relationships which further discuss in later, historic book Mahawanshaya and Thupawanshaya which written by the Buddhist monks says that in year 1070 A.D, Buddhist monks from Burma and Thailand have helped to reestablish the Buddhism in Sri Lanka which has threatened by Hindu attacker. Furthermore, in 13th century, Sri Lankan Buddhists have visited in Burma and Thailand and the Buddhism also spreads to Laos within this period. Particularly in year 1753, yet again King Kirti Sri Rajasinha invited Buddhist monks and nuns from Thailand to reestablish the Buddhism call Siam Nikaya. At present, there are only three nikaya's in Sri Lanka which returned from Myanmar and Thailand but not from India (Perera, 1988: 3-106).

#### **Detailed background of Buddhism in Thailand and Sri Lanka**

Generally speaking, cultural tourism is highly influenced by the historic relationships and experiences. In line with the research details mentioned in introduction, Thailand has a strong relationship with Sri Lanka due to Theravada Buddhism. Furthermore, since the 11th century, Thailand has named as the Mecca of Theravada Buddhism. Significantly after the Divarawati period, there are much evidence between Sinhalese people in Sri Lanka and Thai people until Sukhodaya period in thirteenth to fifteenth century. (Sirisena, 1978: 83). Besides this, there is evidence that Nakhon Si Thammarat in the south of Thailand is the location which Buddhist monks arrived and King Parakramabahu II of Sri Lanka had official relations with King Rama Khmeng of Sukothai. Moreover, as mentioned above, centuries after in year 1753, King Kirti Sri Rajasinha of Sri Lanka had invited monks from the Thailand to reinstate the Buddhism which had finished in Sri Lanka. This is the origin of the Siam Nikaya of Buddhist monks in Sri Lanka. (Perera, 1988: 3-106).

Generally speaking, there is even more historic evidence found in Thailand which goes until 3rd century such as 27-line inscriptions found in Dong Si Maha Pot temple in Prachinburi which is a Pali translation of the 3rd century Sri Lankan poem. In addition, copies of the Sri Pada or Buddha's footprint and a Bodhi tree believed to have been brought by a monk from the ancient Sri Lankan capital of Anuradhapura at the same time. Moreover, Sri Lanka also had relationships with Myanmar and China. Significantly, it has proven with written documents as well as relics that there were many Chinese monks in Sri Lanka such as Phahiyana who lived in 5th century AD. (Perera, 1988: 89-99).

All in all, as one of the major milestones, Sri Lanka and Thailand established the diplomatic relations in 1955. Besides this, Sri Lankan president Maithripala Sirisena made a state visit to Thailand in November 2015 at the invitation of the Thai prime minister Prayut Chan-o-cha. Most importantly, the Sri Lankan president brought with him the relics of the Buddha and a 3½-ton stone statue of the Buddha, which was presented as a gift to Wat Dhammaram, a temple in the former capital of Ayutthaya. Moreover, the relics have been placed on public display until 16th November 2015.

#### Statement of the Problem

As the living standards are growing, many believe that the tourism needs and wants are growing accordingly. Besides this, it is essential to consider that the expectations have central role in influencing perceptions and satisfaction within services and these in turn are determined by a wide range of attributes that are relevant within the service (Wood, Webb and Page, 2007: 3). Moreover, another important fact is that, historic relationships and religious relationships are affecting more positively for some modern travellers. Furthermore, factors that effecting the tourist satisfaction in terms of

various other reasons they visit needs to be address as well and a customized tourism system will always be attractive and everyone will able to take advantage of them.

Generally speaking, as the fundamental purpose, this research is trying to understand the existing tourism needs of Sri Lankan tourists in Thailand and examine the various satisfaction levels that they have with regards to religious, historic sightseeing and leisure reasons by using the prearranged questionnaire. Most importantly, it is important to consider how the tourists are evaluating the satisfaction and their attributes towards service quality. Besides this, clearly, at present for countries like Sri Lanka, there isn't much information or details about their annual visits to Thailand and this research is of particular significance as it formulates the development strategy and gives some idea about the various satisfaction improvement of Sri Lankan daily visit.

### Scope

To ensure that total quality characteristics are measured with satisfaction, the research study will conduct in Manel Lanka restaurant, where it imagines that many average tourists from Sri Lanka may have their meals. Generally speaking, there wasn't much favorable place other than this restaurant where many people gather during their meal. Meanwhile, unfortunately, there is no available literature on satisfaction of the Sri Lankan tourists in Thailand to consult neither are authorities in Sri Lanka are willing to cooperate much. As the next issue, this might also not represent the entire picture of the study sometimes. However, the research study was also mainly aimed at the Sri Lankan tourists whose target matched with the long term strategy. In addition, in the competitive environment, all variables cannot be controlled within a research design. To solve these problems, although the optimum number of samples cannot be taken due to

time/budgetary constraints, it therefore only focuses on 10 people who travel as tourists and expect that these factors have the potential to reduce a studies validity of results.

### **Objectives of the study**

This study mainly focuses on finding the satisfaction with regards to the Sri Lankan tourist's point of view. Furthermore, this part clarify the role of well managed tourism strategy to the competitive advantage for Sri Lankan tourists who visit Thailand with the attributes such as religious reasons, historic sightseeing reasons and shopping reasons and therefore came up with research objectives such as

- 1) To find religious reason influences to Sri Lankan tourists satisfaction
- 2) To find historic sightseeing influences to Sri Lankan tourists satisfaction
- 3) To find shopping activity influences to Sri Lankan tourists satisfaction

### **Major research questions**

The research has investigated the factors that effecting the tourist satisfaction in terms of various reasons they visit. In sum, In line with the research purpose mentioned in Introduction, the major research questions have come up in the three main areas such as, do religious reasons influenced Sri Lankan tourists satisfaction to visit Thailand?, do historic sightseeing influenced Sri Lankan tourists satisfaction to visit Thailand?, do shopping reasons influenced Sri Lankan tourists satisfaction to visit Thailand?.

### Significance of the study

This study is expected to be significant mainly because of there is no previous study about Sri Lankan tourists in Thailand. Furthermore, it is also aimed to understanding Sri Lankan tourist's different behavior. Furthermore, this study is also expected to help tourist operations to better take care of Sri Lankan tourists. Besides this, on the other hand for the Sri Lankan tourists, the satisfaction of the diversified tourism needs and wants according to the perception of various travelling reasons can bring an extra advantage. Moreover, another important fact is that not only everyday tourists but also various other parties in Thailand can have a competitive advantage in the fierce competition environment when their needs and wants are fully identified and the relevant actions have taken accordingly to maximize the level of satisfaction. Last but not least, it should be noted that in general, the more sophisticated consumers indeed can return back to Thai tourist locations in the future as a result of well-managed strategic policies which indeed identified them as an important niche market.



## Chapter 2

### Literature Reviews

#### Introduction

The world tourism has increased over the last half century and in 1995, the tourist arrival was 529 million while in 2003, it became 690 million. Furthermore, in 2012, it has reached a historic milestone of 1 billion and the strongest growth was in Asia and Pacific region which consisting above 6% growth. Moreover, South-East Asia region has reached 248 million with more than 10% growth rate (UNWTO, 2013: 10). Additionally, tourists and the tourist satisfaction orientation is a fundamental marketing construct in tourism. Besides this, if the services in different countries meet the expected needs then they will be satisfied and at present time, one of major reason for tourists to return to the different locations is also believe to be the better service quality it has than other places.

Furthermore, in line with the research purpose mentioned in chapter 1, when people are motivated to travel, they choose the destination based on the attractions of the destination and activities to be pursued (Sharafuddin, 2015: 19668). On the other hand, various studies have indicated that many hospitality firms are perhaps unconvinced about the necessity of monitoring and handling negative consumer reviews without any commercial justification for the required resource expenditures (Lee and Cranage, 2014: 350). Furthermore, most importantly, there is a big relationship between customer loyalty and profitability in service sector (Han and Ki-joon, 2008: 467). Besides this, as generally identified, many studies have focused on the segmentation of tourists in regard to the market as either a priori or a posteriori (Kamataa and Misuib, 2015: 211).



Moreover, many research findings contribute to the travel motivation literature by identifying directed, hierarchically organized motivation structures with interconnected levels of attributes, consequences and values of tourists according to different motivation factors (Jiang, 2015: 87). Generally speaking, other than tourism as a whole, different tastes and expectations of tourists have not traditionally accepted as relevant as well as kept much attention to world tourism authorities and to solve these problems, it is essential to understand the overall satisfaction of the tourism industry in regards to different reasons and segments that the tourists are visiting. Moreover, based on the various findings, shopping, historic sightseen and religious reasons have believed to be key reasons that certain tourists have attracted to certain countries and therefore indeed needs to understand for their improvements.

#### **Background of importance of tourism**

International tourism worth billions per year and also an important thing for a country as it brings many things from outside to the country such as relationships, values and finances. Discussions of tourism and how to get the maximum output from minimum input related to various reasons such as religious, historic sightseeing and shopping have become often in recent years due to these historical , cultural, socio-economic environmental and other importance. Moreover, the growth of world tourism has been steady over the last two decades and certain countries have introduced many methods to attract tourists such as various economic and social development plans (Sookmark, 2011: 1). Generally speaking, in the view of economy, the importance of tourism to a country can be recognized as much important as it is one of the main sources of foreign revenue and also when think about the contribution to the current accounts. In addition, in the

competitive world, it is also important to the gross domestic product and employment. Besides this, in the last several years, the new open door policies have encouraged foreign investments on hotel and tourism sections. All in all, operating in free market mechanism, with the well managed open door policy, countries that welcome people from around the globe becomes comfortable hospitality locations to the travelers who travel to seek satisfaction from eastern countries as well as western countries. Generally speaking, as the improvement efficiency and the competition is boundless, it is vital to know how tourists are behaving and the level of satisfaction they have by examine each and every chosen factors (WTTC, 2014: 12).

#### **Main factors of tourism**

As discussed above, from the historical time to the present, humans usually travel for much comfortable distances which consist of most of factors that necessary for satisfying their needs. Moreover, during the past decades, the living standards have increasing and the tourism behavior of different countries has changed significantly. Furthermore, for the above purpose, the better service quality in major tourism factors has increased for major tourist destinations with up or above of the expectations. Generally speaking, these factors can be name as environmental, historical – cultural, religious, socio – economic and other factors. According to McLennan, Ruhanan, Ritchie and Pham (2012, p.390), “Although numerous theories have been purposed to address the evaluation of tourism destinations, how the structure of the industry and its institutions interact dynamically remains conceptually underdeveloped”. Importantly, for an international tourism, probably the most important aspect is the maintenance of quality in its surrounding factors that affect tourists directly. Without a doubt, it is much important to identify the

customer perceptions fairer and relative loss of customer's negative feelings and firms should therefore manage these factors to give a better service quality. All in all, a detail description on some of factors that effecting tourists are explaining further in this chapter.

### **Integrated behavior of tourist's theory**

Generally speaking, integrated behavior of tourists' theory is explaining the main factors which related to travelers and also designed to decision making for the tourism organizations. All in all, during past three decades, many consumer behavior theories and models have been developed and become prominent research topics in various fields of consumer science (Mohammadi and Mohamed, 2011: 151). Moreover, this model summarizes how key tourism stakeholders interact with each other and respond to the changes of the external environment. (Government of the Hong Kong, 2013: 13).

As shown in figure 1 in page 11, in general, these stakeholders can be name as travelers, tourist promoters, tourist service suppliers and external environment. Furthermore, travelers stay in the middle which gets affected by all other elements surrounding. Moreover, tourism boards, direct marketing companies, meeting planners, travel agents and tour operators are representing the tourists' promotions element. Similarly, service suppliers, such as airline companies, bus operators, railway corporations, cruise ship operators, hotels and car rental companies are representing the tourism service supplier's layer. Last not but least, the external factors such as societal/cultural forces, political forces, environmental forces, economic forces, technological forces representing the external environment. These factors play an important role as the changes in them effect for positive and negative effects on tourism itself. (Government of the Hong Kong, 2013: 13).

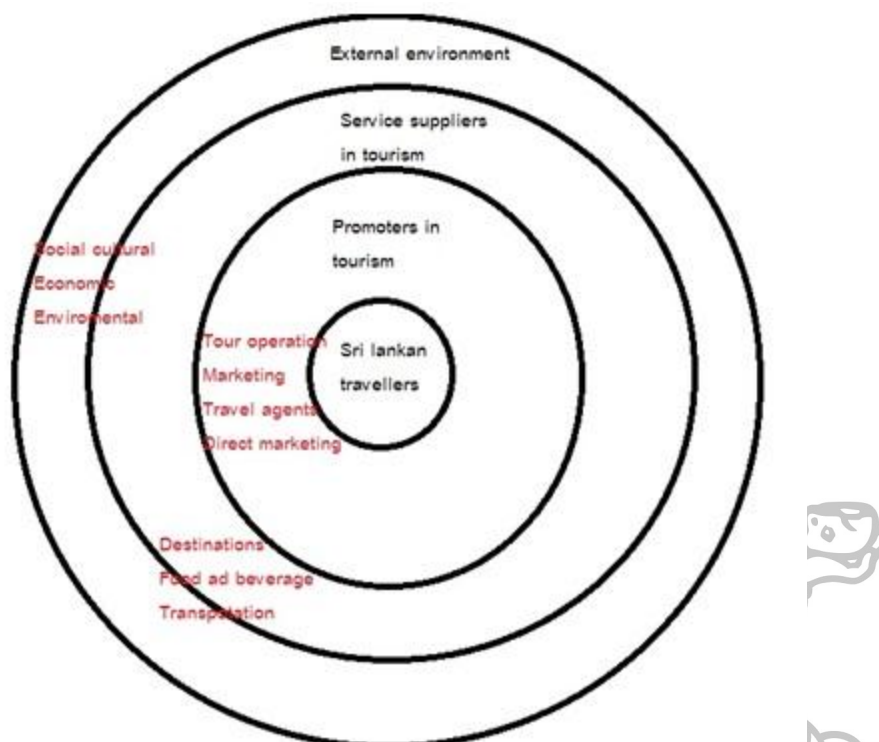


Figure 1 integrated behavior of tourists

Source Cook, Roy, Yale, Laura, Marqua, Joseph (2001)

Religious tourism

Despite rapid development, cultural tourism is identified as a subset of tourism concerning with a country or region's culture (Collins-kreiner and Sagi, 2011: 133). Similarly, religious tourism owns a kind of socio-cultural potential of influencing the motivational state of a person, which has the need of cultural and religious objects required for the spiritually ideological existence (Kurmanaliyeva et al, 2014: 958). On the other hand, religion as part of culture has been of interest to management researchers for at least the past few decades. However, it generally gets less attention in lieu of the more secular

aspects of culture (Law, Soo and Mohammad, 2014: 153). Moreover, in view of behaviors, there is a big difference in behavior between the two groups such as religious and non-religious tourists. Particularly, religious tourism is having powerful social and cultural implications and emerged as a significant field of study gained much attention contemporary to the birth of major world religions such as Buddhism (Kreiner, 2010: 440-454). Most importantly, the participation of religious tourists for the spiritual reasons are much vital on much of religious point of views and every year, millions of people travel towards the great religious places located throughout the world because the religion is one of the factors that motivate people to set out on a journey (Cristeaa, Apostola and Dosesca, 2015: 302).



(Religious tourist attractions in Bangkok, Thailand)

Thus there's no clear organizational structure on what motivates tourists to travel certain religious places, it can be highly recognize that the media has an important role in building and maintaining the image of certain destinations (Cristeaa, Apostola and Dosesca, 2015: 306). Other than that, many religious organizations also promoting certain

tourism groups either as charity work or as a part of annual events. Other than religious tourism as a general travel event, there are many rules and regulation in national and international levels which makes it somewhat special while meeting the needs of visitors (Okhovat, 2010: 1).

### Historical sightseeing tourism

Motivation for travel for different people and development process for traveler's behavior are two ongoing research themes for tourism researchers (Hsu and Huang, 2012: 390). Although numerous theories have been purposed to address the evaluation of tourism destinations, how the structure of the industry and its institutions interact dynamically remains conceptually underdeveloped. In the perception of tourists, historic sightseen activities are very important part which targeting both western and eastern tourists around the globe as a part of cultural tourism. Most importantly, this kind of cultural tourism is a tourism using culture and tradition of each country as a product to differentiate from other types of tourism which adds value to tourist destinations (Sapsanguanboon and Choeichuenjit, 2015: 74).



(Historic tourist's attractions near Ayutthaya, Thailand)

Furthermore, “why do people love to see the glory in the past” is an unanswered question by the historians. Moreover, special interest tourism itself often dictates the planning and the development of travel to a particular destination (Collins-kreiner and Sagi, 2011: 133). Without a doubt, the world heritage sites (WHSs) are motivated by such diverse reasons as heritage celebration, alarm calls, tourism branding and marketing and place making (Kaltenborna et al, 2013: 99. Besides this, for this matter, sense of place (SOP) is the combination of feelings of attachment, dependence, concern, identity, and belonging that people develop regarding a place (Chang et al, 2014: 166).

Meanwhile, in the global perspective view, much wider understanding of the destinations historic values to each and every tourist is a broadly discussed topic in modern tourism researches. Practically, from the history to the present, humans usually travel to much related distances for their historic sightseen than far away longer distances which are similar to their home environment. Furthermore, generally speaking, it is also important that not only how each and every reason is influenced by the tourists to choose their different cultural destinations but also the relative importance that they have due to tourism is always associated with international relationships in the past and present.

### Shopping tourism

During the past decades, the world living standards have increasing and tourism behaviors of different tourists have changed significantly to a considerably higher level. Additionally, consumers are express various emotions when experiencing their consumption visions, largely as a result of positive effect that often accompanies visions of desires future situation (Walters and Herington, 2012: 368). Meanwhile, many foreign tourists have kept

increasing their visit to many places for shopping reasons, which has pressured the authorities to manage the strategy in an aggravated way.

Generally speaking, in the 21st century, many quality goods are available to use than ever before mainly because of mass production from mainland China. Furthermore, people are visit significantly for buying habits as shoppers in their day today use and it has risen in previous years with the economic expand in transport volume. Furthermore, The ASEAN economic community is the biggest effort so far by the developing countries which affects nearly 600 million people and as a result, it is expecting to bring the prices down due to free movement of goods and services.



(Shopping tourist's attractions near Pratunam, Thailand)

Other than that, in the last several years, from luxury and semi luxury to everyday essentials, shopping malls around world provides a customer paradise. Besides this, among all, many people have identified weekend market as much friendly shopping place. On the other hand, things such as many markets in closed roads after 6 at night to Sunday evening walking street markets and various floating markets provide a different experience for customers. Also for the luxury brand shoppers, many luxury shopping centers seemed to encourage their shopping behaviors. Around the globe, the tourists with low prices to trade off are attracted for more convenience, better atmosphere and services. Furthermore, in



order to face the boundless competition, for an international tourism, probably the most important aspect is the maintenance of quality in shopper's essential services. People travel significantly for many reasons yet naturally decide to spend their spare time on shopping activities. Nowadays for this reason, shopping became a leisure-connected activity for tourists which transforming the primary necessity into a self-identity statement and a social barometer (Dopierala, 2014: 78). Besides this, for this reason, both of the destination choice and travel mode choice for shopping trips play important roles in travel demand analysis and transportation policy assessment (Ding et al, 2014: 1). Therefore, it is widely recognized that the sales volume growth continues to be driven simultaneously with the other daily activities done to achieve satisfaction and it is also potentially significant for both domestic and foreign travelers.

### Conceptual model

In the research process, understanding the dependent variable with independent variables will help to simplify most of factors which described at the beginning of literature review and studying further in the research methodology by using research interviews. Moreover, most of textbooks which consist of models and variables about hospitality and tourism behavior studies, authors try to define factors influencing the reasons for visit and outcomes of their behavior. In general, in this particular research, after the target group has been identified and in order to get a general picture of the tourism market, three independent variables call religion, historic sightseeing and shopping have developed to examine the tourist's satisfaction and set up priorities for quality improvement in their visit. Besides this, tourists consist of different type of people and base on the analysis of strengths and weaknesses of the industry, the reason behind most of cultural tourist arrival

has identified as these religious, historic sightseeing and shopping reasons. Furthermore, secondary data and semi-structured interviews are confirmed that in order to get useful information and draw a clear picture on particular niche markets, religious, historic sightseeing and shopping must be chosen as independent variables. In addition, the hospitality conceptual model in this study attempts to make a specific case for chosen niche market by cutting off some of most important factors which indeed import for tourists other than religious, historic sightseeing and shopping reasons with the objective of formulate a development strategy for its dependent variable of tourist arrival.

## Conclusion

In recent years, world tourism has reached one billion marks and UNWTO reported that cultural tourism is one of very important area with high tourism potential. Moreover, it was noted that in the fierce competitive world, tourism behavior is complex particularly in the market economy. Besides this, cultural value has become much more important recently and has displayed in areas such as religious and historic sightseeing. As analyzed above, many people have recognized that the religion is one of most important part of life and in most cases, historic sightseeing for seeing the glory of past is also an activity which developed under the long term strategic development plan process. Furthermore, to facilitate the psychological needs for tourists along with other advantageous factors that motivate tourism, shopping behavior has considered as one of most important activity in accordance with economic reasons. Without a doubt, to satisfy the demand of diversification of market and in the competitive environment for selected niche markets, these three independent activities can be considered for analyzing the implementation of dependent factor of tourist arrivals for much deeply understanding of their behavior.

## Chapter 3

### Research methodology

#### Introduction

In order to get a general view according to various sides who are involved in research studies and to understand the satisfaction that they show for authorities who are capable to respond to their various needs is a fundamental marketing construct in recent years. In the hospitality research particularly, due to the nature of research and to gather most relevant information on tourists, the interview is widely chosen in order capture various details such as purpose to visit, satisfaction level they have and most importantly the future suggestions. Other than that, for the detailed understanding of the tourism locations, secondary data sources of information were also use such as journals, books, eBooks, magazines and newspapers. Finally, in this respect, it is also considered necessary to validate all the information mainly with the chosen objectives of the research.

First of all, the research process begins with the clarification of the research questions which then take to research proposal and research design. Moreover, in the research design part, it usually consists of data collection design and sampling design which then take it to further analysis and detailed preparation (Schindler and Cooper, 2014: 14). Secondly, research questions are always associated with the research objectives. In this aspect, research proposal is something which describes not just “what is” and “why” want to do it but also “how” the objectives trying to achieve (Saunders, Lewis and Thornhill, 2007: 49).

Thirdly, due to the difficulty of reaching total population, the sampling is needed as a way of selecting a sufficient number of elements from the population which would make it possible to generalize the characteristics of the total population elements (Sekaran, 2003: 267-268). Fourthly, quantitative data in a raw form has a very little meaning to most people before processed it into information. Moreover, quantitative analysis techniques are helping to explore, present, describe and examine relationships trends within collected data (Saunders, Lewis and Thornhill, 2007: 414). Last but not least, summary is a brief statement of the essential findings while conclusions represent inferences drawn from the findings. Furthermore, recommendations are the suggestions that are expected to offer for corrective actions that broaden or test the understandings of subject area (Schindler and Cooper, 2014: 512).population, the sampling is needed as a way of selecting a sufficient number of elements from the population which would make it possible to generalize the characteristics of the total population elements (Sekaran, 2003: 267-268). Fourthly, quantitative data in a raw form has a very little meaning to most people before processed it into information. Moreover, quantitative analysis techniques are helping to explore, present, describe and examine relationships trends within collected data (Saunders, Lewis and Thornhill, 2007: 414). Last but not least, summary is a brief statement of the essential findings while conclusions represent inferences drawn from the findings. Furthermore, recommendations are the suggestions that are expected to offer for corrective actions that broaden or test the understandings of subject area (Schindler and Cooper, 2014: 512).

### **Interviewee selection**

In order to meet the chosen niche market all over the country, the basic sample is expected to be something that represents total population and as a whole, something that

helps to draw conclusions about the expected outcomes of the Thai tourism. Not only that but also the final sample is expected to be something that represents the entire range of hypothesis. Therefore, after carefully studying the total Sri Lankan population in Thailand, Tamil people are excluding as because of they are not Buddhist and the total size of 10 people are randomly expected to be selected at the Manel Lanka restaurant for the research purpose who are mainly Sinhalese Buddhist people.

### Instrument

At present, many believe that cultural relationships and religious relationships are effecting positively for Sri Lankans on their travel to Thailand. In the minds of visitors, Thailand became a more favorable destination with the efficient facility for travelers. So far, Thai tourism is evaluated fairly high as compared to other countries by many of the world famous organizations. To check this according to Sri Lankan tourists and since competition is boundless, there is a set of questions about religious, shopping and historic sightseeing reasons.

Furthermore, in the competitive environment, for the above purpose of tourism research, it is important to understand the behavior of tourists and the various satisfaction levels that they have with regards to various key reasons. Due to main purpose of this interview is to gather useful information in related to tourists who come to Thailand with shopping, historic sightseen and religious reasons, the interview guide will therefore contain in Sinhalese language and translate into English in three major parts in order to understand these macro environmental factors in each individuals behavior and it is necessary for various understandings about the generic strategies and the satisfaction level that they occur in order to build up an appropriate conclusions.

## Data collection

In this particular research, in general, due to the nature of the independent variables as well as the broad objectives, in depth structured interview has selected as the best alternative to be carried out in order to gather qualitative raw data. Besides this, there are circumstances in which the qualitative research is much ideal to get information on chosen small population segments like Sri Lankan tourists. Without a doubt, it is much important to identify the tourist's negative and positive feelings towards services provided in shopping, historic sightseen and religious places to feel comfortable in future thus Thailand has always been one of well managed and friendly destination. Particularly, this is very important as the tourists and the tourist satisfaction in the most sustainable and relatively higher quality way became a significant object in world tourism these days. Furthermore, in order to develop a suitable approach to the objectives, it is therefore plan to conduct an interview in the Manel Lanka restaurant in Patunam for four days using the prearranged questionnaire in Sinhalese language.

## Data analysis

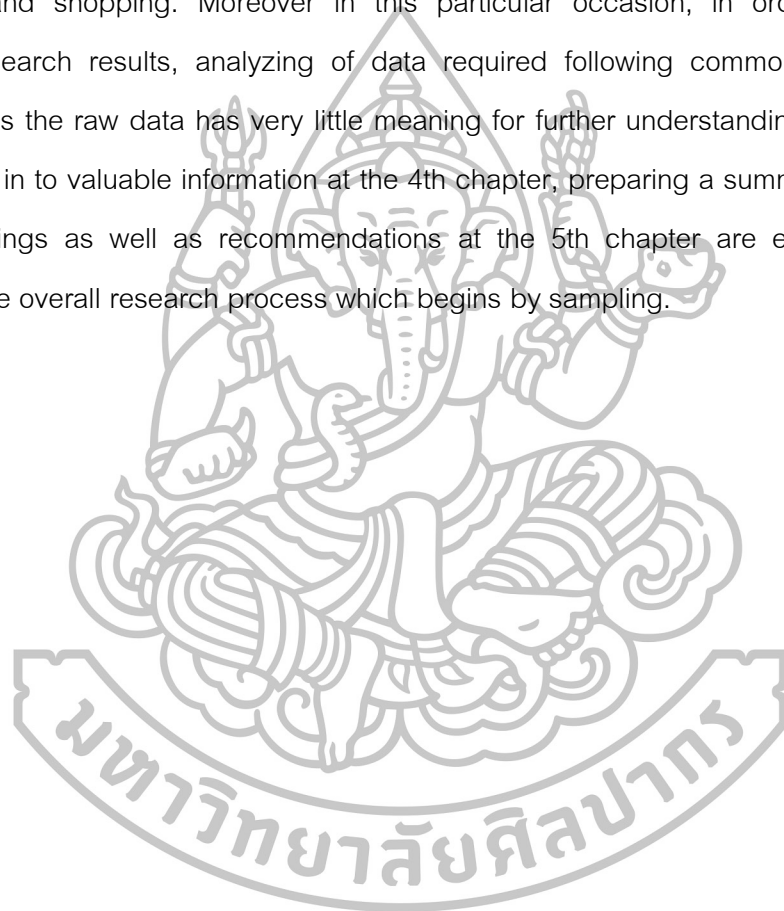
All in all, to utilize the information most systematically and efficiently, data analysis steps are highly required by the researchers before the final data presentation in order to evaluate them. Most importantly, as the raw data is very little meaning to most of people, it is therefore needs to be processed in order to make them useful and to turn them into information which presents the relationships and trends within data (Saunders, Lewis, And Thornhill, 2007: 406). Without a doubt, it is necessary to handle missing data by exploring the data to discover the nature of patterns, understanding do not know replies, checking the

refused to answers and checking the do not know to answers (Schindler and Cooper, 2014: 220). Moreover, ethics are moral choices which effecting the decisions and behavior and therefore hard to lay down set of clear rules specially in research where practical aspects of the study and potential isolation of researchers as well as possible inexperience of research at this stage of studies had to be considered (Greener, 2008: 40). Additionally for the predetermined purpose of understanding the people's behavior and satisfaction in regards carefully selected reasons, the most suitable techniques are highly required before the final step of data representations and recommendations in a most accurate way. Therefore finally, the four days survey data gathered mainly from qualitative interviews with the tourists who came to dine at the Manel Lanka restaurant are analyzed under the three main components which describing the reasons which indeed necessary for the proper understanding of the tourists satisfaction and it expected to help in revealing the factors that create strategic capability.

## Conclusion

As generally identified, in depth or unstructured interviews is one of the main methods of data collection used in qualitative research (Lewis and Ritchie, 2003: 138). Moreover, to ensure that quality characteristics are achieved and according to the purpose of seek to draw inferences about the social life in competitive environment, it should pay great attention to the key elements such as nature of the questions as well as the place, date and time that the interview is conduct specially due to the importance of balance between the focus of attention and the priorities of those being interviewed (Sutton and David, 2011: 130). Importantly, after the target group is identified, it is necessary to identify the best available sample which represents the total population. Other than that, the

clarification of the research questions also important step in research methodology process. In this particular occasion, due to the nature of independent variables, samples of ten Sinhala people from Sri Lanka who dine at the Manel Lanka restaurant have considered and seven questions are expected to be given under each category such as religious, historic sightseeing and shopping. Moreover in this particular occasion, in order to get the maximum research results, analyzing of data required following common and suitable approaches as the raw data has very little meaning for further understanding. Finally, after convert those in to valuable information at the 4th chapter, preparing a summary containing essential findings as well as recommendations at the 5th chapter are expected to be completing the overall research process which begins by sampling.





## Chapter 4

### Findings

#### Introduction

In this chapter, the information which aimed to discuss form interviews in order to answer the research objectives was presented as research findings on based on the details given by the chosen sample of 10 Sri Lankan Sinhalese people in Thailand who visited for the purpose of religious, historic sightseeing and shopping reasons. As aforementioned, the methodology described in the previous chapter provides the foundation for data gathering. Moreover in this part, it is focuses on the deeper analysis and wider explanation of data gathered out of the instruments used in the study. Furthermore, this study gives something about the detailed analysis of the customer feedback in tourism industry in related to given elements of religious, leisure and shopping. Judging from the information available, when it comes to the detailed findings of in depth structured interview, the dependent variable (tourist satisfaction) was further analyzed with the other satisfaction factors that caused tourists to be motivated and delighted. All in all, in order to clarify the tourism strategy in more detail, it has done under areas such as places they visit, methods of travel, duration and willingness to return and in order to gain more understanding about the tourism environment related to Sri Lankan tourists, this part will also presents on tourist's behavior as figures base on these questions.

### Analysis of religious tourists

The first type of tourists are the tourists who came from Sri Lanka to Thailand because of attractive and well managed religious system in Thailand who are mainly influenced by the religion which came to Sri Lanka from Thailand call Siam nikaya. The tourists have somewhat spend time in religious places as the main reason to visit Thailand and considered spending time on those activities is more like a spiritual thing than just a tourist journey. Furthermore, they have expressed that both Thai and Sinhala people are celebrating the New Year and other festivals together because of this influence. Importantly, most of them come here as organized groups with the help of leading monks in Sri Lanka. Other than that, there were many who come as individuals or as small group to visit religious places.

Moreover, people have given their opinion towards favorite places in Thailand such as Wat phara kaew, Wat pho, Wat arun, Wat saket, Wat traimit, Loha prasat, Wat mahatat, Wat suthat, Wat benja and Wat prayoon. Usually travellers compare the performance to their expectations and final satisfaction factors at the end of their journey. In general, the factors such as organized Siam nikhaya of Thai authorities compare to other countries have widely expressed. Other than that, for the satisfaction of their international visit, the friendliness of Thai people has also mentioned. By the way, the most highlighted purposes for people to go to religious places in Thailand can be categorized in following orders: being a Buddhist has encouraged, organized Buddhist activities has encouraged, and to participate in an organized tour groups to spend holidays has encouraged.

Table 1: Other findings from the interviews with religious tourists

Factor	Interviewee									
	1	2	3	4	5	6	7	8	9	10
Duration	3 d	1 d	3 d	1 d	2 d	4 d	1 d	10 d	10 d	3 d
Method of visit	Van	Bus	Bus	Bus	Taxi	Taxi	Bus	Taxi	Taxi	Van
Satisfaction level	Average	Average	Average	Average	High	High	Average	Average	High	High
Willingness to return	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

This table illustrated the other relevant instrumental factors which have given under the broad objectives. In here the details on things such as durations, methods of travel, overall satisfaction and the willingness to return has expressed. While examine the factors, it is clear that the Sri Lankan tourists are much prefers to stay less than ten days and travel within the capital city of Bangkok. This is believed to be mainly because of the travellers are upper working class people in Sri Lanka. Furthermore, they have travelled using vans, busses and taxis. Moreover, the elderly people held much more favorable assessment on various religious places and expressed much higher satisfaction level. Finally, during while responding to the questions, all the responders were agreed that the Thailand is a much

more satisfied place to revisit. Moreover in this aspect, six respondents were mention that they were satisfied while four of them as highly satisfied.

### **Analysis of historic sightseeing tourists**

The second types of tourists are the people who come to visit many historic places in Thailand. Under the particular niche objectives of Sri Lankan tourists, it has identified that historic sightseeing as a one of most important reason to visit. Furthermore, the overall results have confirmed that the historic sightseeing segment is always in line with tourism behavior of religious tourists. Furthermore, it is also necessary to consider that tourists have shown great loyalty towards Thailand as a rich and strong cultural monument which are mainly influenced by other Asian countries such as mainland China and Myanmar.

Moreover, people have given their opinion on the reasons that they choose to visit these places in Thailand such as grand palace, historic city of Ayutthaya and Sukhothai. By the way, as generally identified according to research findings, the most highlighted purposes for people to go to historic sightseeing in Thailand are as: visiting as a team member, to see the proud history and finally as a way of spending the spare time.

Table 2: Other findings from the interviews with historic sightseeing tourists

Factor	Interviewee									
	1	2	3	4	5	6	7	8	9	10
Duration	2 d	1 d	1 d	1 d	2 d	5 d	1 d	10 d	10 d	2 d
Method of visit	Van	Bus	Bus	Bus	Taxi	Taxi	Bus	Taxi	Taxi	Van
Satisfaction level	High	Average	Average	Average	High	Average	High	Average	High	Average
Willingness to return	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Describing from the chart, according to the other relevant details which have given under the broad objectives, the details on things such as durations, method of travel, overall satisfaction and willingness to return has widely expressed. As one of important similarity between religious and historic sightseeing, it has clearly identified that the Sri Lankan tourists have much preferred to stay less than ten days for travel. They further considered that taxis are much more useful when travel. Furthermore, they have travelled using other methods such as vans and busses. Other than that, as a way of having satisfaction on their international visit, taking pictures while travelling is more widely expressed. Moreover, unlike some other nations, travellers are much prefers to do the activities within a short period in the Bangkok and find suitable accommodations and other necessary service inside Bangkok. Besides this, six tourists were agreed that they have an average satisfaction on

the historic values in these places and the rest of them agreed that they were highly satisfied. Finally, all the responders were described that Thailand is a much more satisfied place to revisit.

### Analysis of shopping tourists

As same as the above topics, the third and final type which has studied is the various kinds of shoppers. There are many families and individuals who expressed that they visited Thailand to buy quality and cheap items while enjoying other things. Furthermore, some travellers even preferred Thailand as a very comfortable shopping environment to spend their spare time while doing their religious and shopping activities. Moreover, according to today's production environment, from luxury and semi luxury to everyday essentials shopping activities and their satisfaction has more widely expressed. As generally identified, female held much more favorable assessment on various supermarkets and shops and additionally the middle and upper class people have displayed their likelihood to buy cheap products which arrive from mainland China.

Moreover, referring from the data from interview shows that the people have given their independent opinion on the reason they choose to visit shopping places in Thailand such as Chinatown, Floating market, Chatuchak weekend market, Pratunam indra palace, Khao san road and Terminal 21. By the way, as a conclusion of answers, the most highlighted purposes for people to go to religious places in Thailand can be categorize in following order as: cheap items, quality items, and a way to waste time while doing much needed activities such as religious and historic sightseeing.

Table 3: Other findings from the interviews with shopping tourists

Factor	Interviewee									
	1	2	3	4	5	6	7	8	9	10
Duration	8 d	2 d	2 d	1 d	8 d	4 d	2 d	10 d	10 d	8 d
Method of visit	Van	Walk	Walk	Taxi	Taxi	Taxi	Bus	Taxi	Taxi	Van
Satisfaction level	High	Average	Average	Average	Average	Average	High	Average	High	High
Willingness to return	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Similarly, in today's fast moving environment, according to the other relevant factors which examined under the broad objectives, the details on things such as durations, method of travel, overall satisfaction and the willingness to return has expressed by the tourists who accepted the low prices, quality products, more convenience and better services. Furthermore, they are quite satisfied about the customer oriented sales activities in shops and supermarkets as reliable and hassle free shopping environment than anywhere else in the world. Besides this, they have done their shopping activities within the capital city of Bangkok. Moreover, they are travelling using vans, busses and taxies and much prefers to stay less than ten days while traveling. Other than that, as a way of showing the satisfaction in their international visit, six people were described as averagely satisfied while rest of them described that they were highly satisfied. All in all, all the responders were

agreed that Thailand is a highly satisfied place to visit and their willingness to return also expressed.

## Conclusion

In conclusion, as discussed above, the main objective of this questionnaire is to formulate a development strategy for Sri Lankan tourists under the main choice criteria that they choose to visit Thailand. Moreover, people were asked to answer ten key questions and the results of that indicate how people were evaluated Thai tourism according to their perspective views. Based on the gathering of all three components, people in the sample have expressed their favorite places to visit under each reason that they choose to visit alone with other important and essential behavioral characteristics. From the results of the survey, it clear that there is a relationship between their most highlighted purposes for cultural reasons such as religious and historic sightseeing and the people in the sample go shopping quite a lot at their spare time. Furthermore, the results shows that there no difference in the individual attitude towards willingness to return and there is no difference in evaluation of the satisfaction.



## Chapter 5

### Conclusion and recommendations

#### Introduction

According to the perception of different tourists who mainly influenced with knowledge and experience, the importance of satisfaction can be recognized as much important reason of choosing different locations over others. Fortunately, the discussions on tourism and how to get maximum satisfaction related to various reasons such as religious, historic sightseeing and shopping have become often discussed in recent years due to its sociocultural importance and financial value. Therefore, this particular study is designed to come along with the important aspects of Sri Lankan tourists in Thailand and the qualitative research in Manel Lanka restaurant has been identified in order to accomplish the case study according to the given purpose of the research.

As generally expressed by the tourists, natural geographic and weather condition is the most powerful asset that a country owns when it comes to tourism industry which Thailand has to its maximum. On the other hand, in the perception of tourists, distance also expressed as a significant reason to choose Thailand. Moreover, according to independent variables of the research, most respondents has identified that visiting religious places is the main reason that they choose to visit Thailand. Besides this, they further preferred to spend their time on historic sightseeing due to its cultural value. Finally, they choose to spend their spare time on various shopping activities due to the profitable modern sales activities which unique to Thailand.

After the strategies implemented with regards to the tourism culture, the data shows that different purpose to visit Thailand has the impact to travelers depend on their selection of different tourism locations within Thailand. Meanwhile, number of times have visited have effected to tourists to have a more satisfaction due to the existing knowledge of the society. At the meantime, results also clearly shows that there is a different opinion in the importance of the factors for both male and female interviewers. Ladies are much prefer on shopping activities whiles men are prefer on religious and historic sightseeing activities. The tourists have also shown some ideas regarding the attractions, facilities, infrastructures, cost of service etc. The well designed system, infrastructure and relatively low price and best quality are identified as the other significant reasons to selecting Thailand as a tourist destination.

Besides from the above findings, the results are relevant to come to many conclusions about the tourism industry as the very first study through these selected niche markets. As already stated in the literature review and based on all above discussion from customer survey in general, people in the sample have quite preferred to visit Thailand mainly due to distance reasons and cultural relationships as well as low price with acceptable service quality level. Importantly in each niche market, they have shown their overall positions as three separate sides of the tourism industry according to three main reasons that they chose to visit. Finally, they have further expressed their willingness to return in future.

### **Discussion on findings**

All in all, the satisfaction of visiting Thailand depends largely on the particular features that Thailand has over other countries. These are the features which displayed

when doing the interviews with people who already made the decision to visit Thailand. In order to understand tourist opinion about the satisfaction they have and to get insight on tourist behavior, the samples were taken on people who have travelled to Thailand from Sri Lanka. The qualitative research indeed targeted the relevant information under three different sections of religious, historic sightseeing and shopping reasons and the questionnaire contained several statements to address the various characteristics of behavior and the dependent variable (tourist arrival) was further analyzed with the statistics that tourists have given. Respondents were asked personally at the Manel Lanka restaurant. The first question has asked whether they actually came to visit these research reasons and then asked why they visited these places. Next asked about which places they visited and how they visited. Time duration they have spent for each and every activity was expressed at the third level. Moreover at the meantime, people were asked to express their opinion towards these reasons. Finally, whether they are going to return to Thailand was also asked as a part of measuring attitude towards each of three main reasons to visit. Moreover, to accomplish the final purpose of research, which is to examine the Sri Lankan tourist's satisfaction in Thailand, the findings of qualitative methods details can have some broad ideas on target customers and the result of the study may provide useful inputs to concerned parties such as authorities to improve their efficiency and effectiveness which are given as more details as follows.

### **Management recommendations**

All in all, the results of the studies like this examine the factors which are exclusively contributing to the success and shows whether the implementation of different type of tourism to different kind of people is really a success. Furthermore, on the other hand, the

case study of tourist satisfaction of the Sri Lankan tourists in Thailand focused on the key elements of the satisfaction and developing the improvement process to be more efficiency. Moreover, to makeup or increase future visits, this study is undertaken as a study of an important niche market in Thai tourism. To ensure to have a better impartiality on data, there are particular recommendations which categorized according to the results.

From the interview results, it can be concluded that growing affluence among upper working class people towards visiting foreign countries has created some essential wants while travelling. Moreover, as the perception matches the expectations, the results have displayed that the Sri Lankan tourists have positively satisfied and even sometimes highly delighted. Apart from these findings, this study has further identified the following recommendations for the Sri Lankan tourists in Thailand.

Firstly, it is clear that not only private tour agents but also government and non-government organization are promoting Thai religious tourism and historic sightseeing mainly due to the similarity between practices as well as the methods of worship. However, though the tourists are much satisfied on choosing Thailand for religious tourism, their lack of knowledge on places names and the location names have clearly displayed. It is strongly recommended for them to study and understand the places before visiting. Not only that but also according to results, the analysis indicate that knowing English or Thai language might helpful for them while dealing with various parties in Thailand.

### **Recommendations for the Sri Lankan authorities**

Refer to the case study; the respondents from the interview have suggested some effective actions which results in benefit to Sri Lankan tourists through implementations. By

the way, generally speaking, at the present time, the relative importance of attributes gaps between what tourists expected and what really needs must be identified by the authorities as the travelers are always looking for much satisfaction oriented service environment on service criteria. Although, great efforts have been made by Sri Lankan authorities to facilitate the Sri Lankans in other countries, it is clear that things are not up to the standard and therefore should provide more quality services which can result in higher satisfaction above the expectations. Moreover, tourism is always associated with international relationships and therefore discuss with Thai authorities on more favorable visa issues are highly recommended for the future development. Furthermore in this matter, analysis indicate that Sri Lankan authorities must develop a suitable method to fix visa extend problems while visiting Thailand. Importantly, at present only few countries like China and Sri Lanka do not have the tourism visa renew opportunity in Thailand. Similar to that, organizing religious activities from Sri Lanka to Bangkok metropolitan area rather than outside the city would attract much more tourists from Sri Lanka. Furthermore, besides of the above reasons, the authorities also should improve their efficiency and effectiveness to provide useful inputs to concerned parties such as agencies and various other firms. Moreover, this study has further identified that distance is one of key reason for visit Thailand and therefore cheaper flights must organize for future tours. Finally, in order to create a good foundation for improvements, giving some language and cultural training before they arrive might make them feel more comfortable while visiting historic and religious places and even dealing with various shopping activities.

### Limitations of research

Three major limitations have found in this study and these are as follows. Firstly, the limitation of interviewees can be identified. In term of time attendant, the respondents in the study are mainly limited to 10 people in the Manel Lanka restaurant. This might not represent the entire story and in order to have it more generalized, having more than 10 people and covering a huge geographic area might draw a clear picture on the entire situation. Secondly, when the respondents were interviewed, it was done only in Manel Lanka restaurant which might not clearly represent the total tourist population from Sri Lanka and might not highlights some of the issues related to tourists who could use if doing it as a more detailed research on their opinion on tourism. Finally, this study only focuses on measuring tourists satisfaction with regards to three main reasons such as religious, historic sightseeing and shopping and therefore other essential reasons were not considered and included as much important reasons in this research.

### Recommendations for the future research

Nowadays, the tourism market plays a crucial role in people's spare time activities such as religious worshipping, historic sightseeing and shopping. Although, tourism satisfaction survey is now being used by many researchers, it could identify sometimes as failed surveys to show which specific actions should take in order to help tourists to be more engaged. By the way, generally speaking, collecting feedback through suggestions and complaints is a way of increasing tourist satisfaction. Apart from this, to classify the effectiveness in tourism, research studies should be done to get insight on satisfaction of different tourist niche markets such as Sri Lankan tourists to keep their level of happiness

and it all believes to be helpful for authorities in setting goals and quality improvement process. In order to have suitable strategy and the development of future tourism, firstly it is necessary to get the answers from more wider range of tourists on their opinion as it helps to better understand of behavior as the findings can apply to most of others needs and come up with strategies to deal with changes caused by various reasons of the tourists. On the one hand, the future researchers should increase the number of places that they conduct the research and also expand the operation and look for more than just one place for the interviews. Particularly, the deep understanding of the relationship between attributes according to different tourism settings and the relevant corrective actions according to each setting is much easier when the research is expanding to achieving the purpose of continuously satisfied tourists throughout the country. Another aspect is that the researchers should intensify and widen number of factors with the purpose of finding more information on tourism market that shows better understanding of the behavior. Particularly, research activities can be carried out most effectively for better understanding the behavior because of the certain niche markets consist of more than just three factors. As aforementioned, these three recommendations are indeed necessary for the proper understanding in future research about the tourist's satisfaction to formulate much better competitive strategy for industry.

### Final conclusion

The tourism market for any niche market is potential for their successful anticipation and cater to the tourists desires for future development. Discussions of tourism in related to various reasons such as religious, historic sightseeing and shopping have become increasingly common in recent years. Therefore, this study has concerned on the strategic

development of these three main factors relevant for the Sri Lankan tourists who mainly influenced with the cultural similarity and religious influences. The result implies both opportunities and challenges for the authorities in Sri Lanka as well as tourists in general. As discussed above, the limitation of information about Sri Lankans in Thailand has forced to do this study as the first of its kind and the research work was successfully carried out in Pratunam, Bangkok at the Manel Lanka restaurant. Interview was the instrument used in this study to collect data. Furthermore, ten people assisted in conducting the interviews and the results found about more detail analysis of behavior and satisfaction. Respondents were asked personally and the dependent variable (tourist arrival) was analyzed with the primary data that the tourists have given. Generally, the overall feeling of the respondents in the middle class sample tourists was that the Thailand was much favorable on religious and historic sightseeing as well as they held quite high interest to shopping during their spare time. Most of the respondents perceived that the people and authorities in Thailand are much friendlier towards them. The biggest opportunity from the Thai tourism according to Sri Lankan tourists was that their well-managed tourism policy and the high quality products available to buy. Finally, based on the result of survey, the research has given direction guideline and systematic solutions for improving the needs of the authorities and the future tourists.



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APPENDIX A

## Appendix A

### Interview questions

#### Religious tourism questions

1. Do you come to visit Buddhist temples in Thailand?
2. Why do you come to visit Buddhist temples in Thailand?
3. Which Buddhist temple in Thailand did you go?
4. How did you visit these religious places?
5. How long have you spend so far on visiting religious places?
6. How do you measure the satisfaction you had with visiting Buddhist temples?
7. Will you comeback to worship in Thailand again?

#### Historic sightseeing tourism questions

1. Do you come to visit historic places in Thailand?
2. Why do you come to visit historic places in Thailand?
3. Which historic places in Thailand did you go?
4. How did you visit these historic places?
5. How long have you spend so far on visiting historic places?
6. How do you measure the satisfaction you had with visiting historic places?
7. Will you comeback to worship in Thailand again?

#### Shopping tourism questions

1. Do you come to shopping in Thailand?
2. Why do you come to shopping in Thailand?
3. Which shopping places in Thailand did you go?
4. How did you visit these shops?
5. How long have you spend so far on shopping?

6. How do you measure the satisfaction you had with shopping?
7. Will you comeback to shopping in Thailand again?







## Appendix B

## Interviewees' answers

## Religious tourism answers

Person	Do you come to visit temples in Thailand	Why do you come to visit temples in Thailand	Which Buddhist temples in Thailand did you go?	How did you visit these religious places?	How long have you spend so far on visiting religious places?	How do you measure the satisfaction you had with visiting Buddhist temples?	Will you come back to worship in Thailand again?
1	Yes.	It is more comfortable than other countries. I wanted to visit these places because of I am a Buddhist. I visit here annually.	Wat phara kaew, Wat pho, Wat arun, Wat saket, Wat traimit, Loha prasat, Wat mahatat, Wat suthat, Wat	By our tour van.	3 days.	Satisfied with it.	Yes.

			benja, Wat prayoon.				
2	Yes.	We are visiting as a team with organized tour.	Wat phara kaew, Wat pho, Wat arun, Loha prasat, Wat mahatat, Wat benja, Wat prayoon.	With other tour van under the guideline of a local guide.	1 day.	Satisfied.	Yes.
3	Yes.	Visiting as an organized tour team and Thailand has well managed religious system.	Wat phara kaew, Wat pho, Wat arun, Loha prasat, Wat mahatat, Wat benja, Wat prayoon.	Under the guideline of a local guide but with other tour people from bus.	1 day.	Satisfied.	Yes.

4	Yes.	Simply because I am a Buddhist.	I don't know the names but we visited as a tour bus.	Under the guideline of a local guide and with other people.	We just started visiting and let me say just 1 day	So far satisfied.	Yes.
5	Yes.	This is my 3rd visit. It makes me religiously spiritualized.	Wat phara kaew, Wat pho, Wat arun, Wat saket, Wat traimit, Loha prasat, Wat mahatat, Wat.	Taxi.	8 days.	Extremely satisfied.	Yes.
6	Yes.	Very nice and well managed temple system and the friendliness.	Most of them.	I am planning to go by Taxi.	4 days.	Last time when I visited, I was very satisfied.	Yes.

7	Yes.	Being a Buddhist always makes me visit.	Wat phara kaew, Wat pho, Wat arun.	With local guide by bus.	1 day.	Satisfied.	Yes.
8	Yes.	I came with my husband and son. cheap flight season.	Ask from husband because he visited 3 times before. I cannot pronounce them well. We have visited 6 Wat temples.	Taxi.	We just started visiting and let me say just 1 day.	10 days.	Yes.
9	Yes.	Thailand has a high friendliness. I and my wife came with our som for 4th time.	Wat pho, Wat arun, Wat saket, Wat mahatat, Wat suthat, Wat phara	Taxi.	10 days.	Very religiously satisfied.	Yes.

			<p>kaew, Wat benja, You named it. We have visted lot of temples.</p>				
10	Yes.	<p>I saw an advertise ment on newspap er so I applied and visited with a private tour group.</p>	<p>Wat pho, Wat arun, Wat phara kaew, Wat suthat ,Wat saket, Wat traimit, Wat mahatat ,</p>	<p>By tour van.</p>	<p>3 days.</p>	<p>Delighted.</p>	<p>Yes.</p>



## Appendix C

## Interviewees' answers

## Historic sightseeing tourism answers

Person	Do you come to visit temples in Thailand	Why do you come to visit temples in Thailand	Which Buddhist temples in Thailand did you go?	How did you visit these religious places?	How long have you spend so far on visiting religious places?	How do you measure the satisfaction you had with visiting Buddhist temples?	Will you come back to worship in Thailand again?
1	Yes.	I can see the glory of past.	Grand palace, Chao phraya river, Historic city of Ayutthaya, Sukhothai	By our tour van	2 days.	Very satisfied.	Yes.
2	Yes.	We are visiting as a team with organized	Grand palace, Chao phraya river,	By a van with other tour people under the	1 day.	Satisfied.	Yes.



		tour van.	Historic city of Ayutthaya .	guideline of a local guide.			
3	Yes.	Visiting as an organized tour team.	Grand palace, Historic city of Ayutthaya	Under the guideline of a local guide but with other tour people under bus.	1 day.	Satisfied.	Yes. Only 3 hour flight.
4	Yes.	Nice country. Visiting as an organized tour team has encouraged.	Grand palace, Historic city of Ayutthaya .	Under the guideline of a local guide and with other people.	1 day.	So far satisfied.	Yes.
5	Yes.	Spend some time and enjoy the beauty of Thailand. It has high	Grand palace, Historic city of Ayutthaya is the two places that we	Taxi with family members.	2 days in both places.	Extremely satisfied.	Yes.

		quality facilities and infrastructure.	visited.				
6	Yes.	I would love to see the proud history of Thailand.	Planning to visit Ayutthay.	Usually by taxi when last time also by taxi.	4 days.	Always satisfied.	Yes. Only 3 hour flight.
7	Yes.	Could not avoid when become a part of tour group and I'm visiting with them.	Grand palace, Historic city of Ayutthaya.	With local guide by bus.	1 day.	Very satisfied and excited. Doesn't feel tired due to sensible weather.	Yes.
8	Yes.	With family to see strong culture monumen	Palace in Bangkok.	Taxi.	10 days.	Satisfied.	Yes.

		t.					
9	Yes.	Me and my wife came with our son.	Grand palace	Taxi.	10 days.	Very satisfied.	Yes. Only 3 hour flight.
10	Yes.	Encouraged as a part of hobby of taking pictures.	Grand palace, Chao phraya river historic boat ride, Historic city of Ayutthaya and Sukhothai	It was organized by our tour authorities by van.	2 days.	Good.	Yes.



## Appendix D

## Interviewees' answers

## Shopping tourism answers

Person	Do you come to visit temples in Thailand	Why do you come to visit temples in Thailand	Which Buddhist temples in Thailand did you go?	How did you visit these religious places?	How long have you spend so far on visiting religious places?	How do you measure the satisfaction you had with visiting Buddhist temples?	Will you come back to worship in Thailand again?
1	Yes.	Mainly as a things to do in spare time while visiting other places.	Chinatown, Floating market, Chatuchak weekend market, Pratunam Indra palace, Khao san road, Terminal	Walked and sometimes by our tour van.	8 day in my travelling journey.	Well satisfied.	Yes.

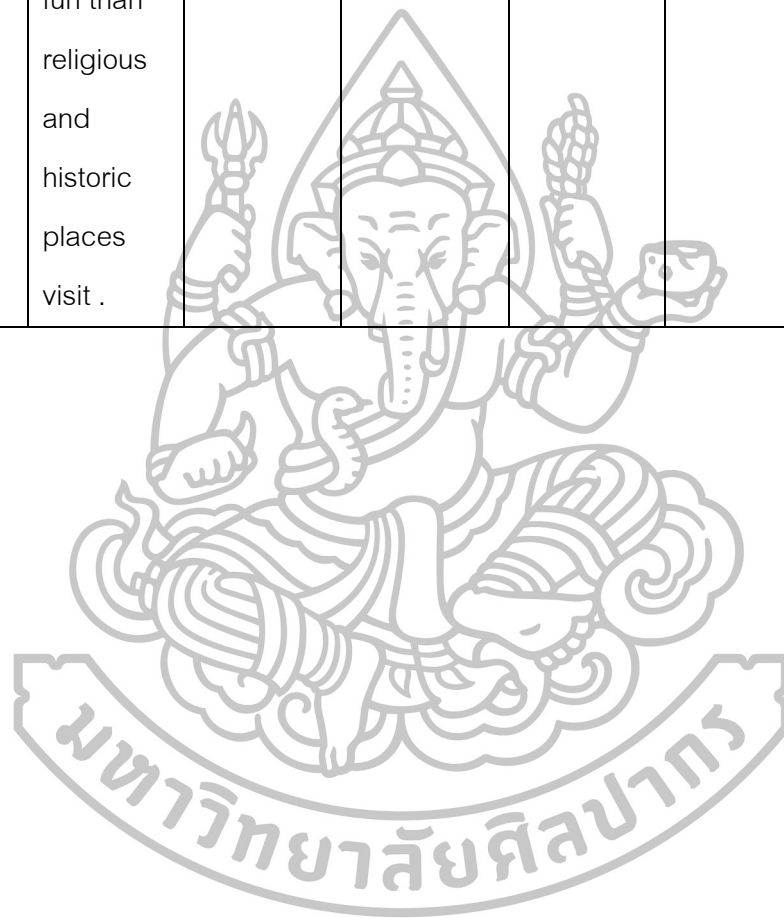
			21, Street foods.				
2	Yes.	Cheap and good items available here.	Indra palace, and other shops near Pratunam.	Walked.	2 days.	Satisfied.	Yes.
3	Yes.	Customer oriented sales people. Cheap, quality items buy	Indra palace, and other shops near Pratunam.	Walked.	2 days.	Satisfied.	Yes..
4	Yes.	It's comfortable due to same weather. Actually, I came to not for shopping but I spend shopping places as	Sorry o don't know but I went with others.	Taxi.	1 day.	Again.. so far satisfied.	Yes.

		a way of wasting time.					
5	Yes.	I have lot of things to buy for my office friends during spare time.	Pratunam.	Taxi.	2 days.	Extremely satisfied.	Yes.
6	Yes.	Cheap and friendly.	I'm shopping around Bangkok.	Usually by Taxi.	5 days.	Good.	Yes. Only 3 hour flight.
7	Yes.	Quality.	Pratunam	Bus.	2 days.	Excited.	Yes.
8	Yes.	We love shopping. Actually, to be honest, we just came to spend holiday but when we go	There are many places in Bangkok and Pattaya. We visited most.	Taxi.	10 days.	Okey.	Yes.

		back we take some stuffs.					
9	Yes.	Same as my wife. Our main ambition was to spend holiday but when do shopping at spare time.	Pattaya and Praruam.	Taxi.	9 to 10 days.	Very satisfied.	Yes.
10	Yes.	I am really exited on this as convenience and better services. Actually, the main reason why I choose	Chinatown, Floating market, Chatuchak weekend market, Pratunam.	Walked and sometimes by our tour van.	8 days	Exited and enjoyed.	Yes.



		this tour package is shopping and have fun than religious and historic places visit .					
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## AUTOBIOGRAPHY

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### Academic records

2005	Diploma in hospitality
2007	Advance diploma in hospitality Advance diploma and cooking
2010	Bachelor of hospitality
2012	Associate degree In international business
2015 (current)	Master of international business

### Work experience

2001 – 2005	Techno construction
2006 – 2012	Blue sapphire property service

