

A STUDY OF TOURISTS' ATTITUDES TOWARDS "HAPPINESS" CAMPAIGN

A MASTER'S PROJECT

BY

WIKANDA NAKJAN

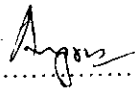
**Presented in partial fulfillment of the requirements for
the Master of Arts Degree in Business English For International Communication
at Srinakharinwirot University**

January 2006

Copyright 2006 Srinakharinwirot University

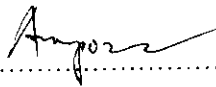
The Master's Project Advisor, Chair of Business English for International Communication Program, and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

Project Advisor



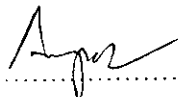
(Assistant Professor Dr. Amporn Srisermbhok)

Chair of Business English for International Communication Program



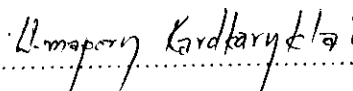
(Assistant Professor Dr. Amporn Srisermbhok)

Oral Defense Committee



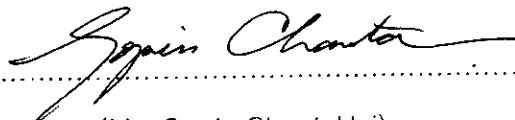
Chair

(Assistant Professor Dr. Amporn Srisermbhok)



Committee

(Dr. Umaporn Kardkarnklai)



Committee

(Ms. Sopin Chantakloi)

This Master's Project has been approved as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University



Dean of the Faculty of Humanities

(Assistant Professor Chaleosri Pibulchol)

January ...6....., 2006

ACKNOWLEDGEMENTS

I wish to express my deep gratitude to Asst. Prof. Dr. Amporn Srisermbhok, my advisor for her kind guidance, valuable comments and encouragement throughout the study. I am very grateful to Dr. Umaporn Kardkarnklai, Ajarn Sopin Jantahkloy, and Mr. Miro King my readers for their worthwhile comments and suggestions.

I also would like to extend my thanks to Tourism Authority of Thailand for providing valuable information and Bangkok International Airport for such a great cooperation in allowing me to conducting the survey.

A special thank goes to Miss Pimpaporn Noalmee, Miss Rossukon Songkam, and Miss Pattamawadee Thongsuwan, my beloved friends for their sincere assistance and encouragement throughout the study. Especially I would like to thanks all BEN friends for their kind encouragement.

Finally, I am indepted to my parents, grandmother, brother and nieces for their love, profound understanding, and encouragement during my study.

Wikanda Nakjan

TABLE OF CONTENTS

Chapter	Page
1 INTRODUCTION.....	1
Background.....	1
Objectives of the Study.....	5
Research Questions.....	5
Significance of the Study.....	5
Scope of the Study	6
Expected Outcomes of the study.....	6
2 REVIEW OF RELATED LITERATURE.....	7
3 METHODOLOGY.....	23
4 FINDINGS.....	26
5 CONCLUSION and DISCUSSION.....	50
BIBLIOGRAPHY.....	57
APPENDICES.....	61
VITAE.....	67

LIST OF TABLES (Continued)

Table	Page
18 The campaign could create a positive image of destinations around Thailand.....	36
19 The campaign helps stimulate Thais to discover many splendid and unseen attractions in Thailand.....	36
20 The new campaign helps decrease the number of outbound tourist and increase the number of domestic tourists in Thailand.....	37
21 The publication of the campaign can also attract more international tourist arrivals to travel around Thailand.....	38
22 The exposure of “Happiness” advertisement on TV and other media is frequent and consistent enough to grab attention for Thai audience.....	38
23 The use of Thai celebrity and mascot “Happyman” as the presenter of the campaign help increase the greater interest and awareness of travel by local.....	39
24 The “Happiness” theme reminds you of happiness whenever or wherever you travel around the country.....	40
25 You are interested in and appreciated this campaign.....	40
26 The launch of “Happiness” campaign could be a major vehicle to stimulate the recovery of Thai economy.....	41
27 The surging oil prices could cause a severe impact on the promotion of this campaign.....	42

LIST OF TABLES

Table	Page
1 Domestic and international tourist arrivals (1995-2004).....	2
2 Gender.....	26
3 Nationality.....	26
4 Marital Status.....	27
5 Educational Level.....	28
6 Occupation.....	28
7 Monthly Income (Thai tourists).....	29
8 Monthly Income (international tourists).....	30
9 Frequency of Travel.....	30
10 Purpose of Travel.....	31
11 Length of Stay per trip	31
12 Percentage and amount of tourists who have ever and never heard of the Happiness” campaign.....	32
13 Source of Media.....	33
14 Happiness campaign is run by which organization?.....	33
15 What is the purpose of “Happiness” campaign?.....	34
16 What is the symbol of “Happiness” campaign?.....	34
17 Who is the presenter of “Happiness” campaign?.....	35

LIST OF TABLES (Continued)

Table	Page
18 The campaign could create a positive image of destinations around Thailand.....	36
19 The campaign helps stimulate Thais to discover many splendid and unseen attractions in Thailand.....	36
20 The new campaign helps decrease the number of outbound tourist and increase the number of domestic tourists in Thailand.....	37
21 The publication of the campaign can also attract more international tourist arrivals to travel around Thailand.....	38
22 The exposure of “Happiness” advertisement on TV and other media is frequent and consistent enough to grab attention for Thai audience.....	38
23 The use of Thai celebrity and mascot “Happyman” as the presenter of the campaign help increase the greater interest and awareness of travel by local.....	39
24 The “Happiness” theme reminds you of happiness whenever or wherever you travel around the country.....	40
25 You are interested in and appreciated this campaign.....	40
26 The launch of “Happiness” campaign could be a major vehicle to stimulate the recovery of Thai economy.....	41
27 The surging oil prices could cause a severe impact on the promotion of this campaign.....	42

LIST OF TABLES (continued)

Table	Page
28 The campaign helps resume tourism in southern destinations devastated by Tsunami.....	42
29 You would make a decision to travel immediately after you see the campaign.....	43
30 The “Happiness” campaign could encourage you to travel more frequently and extend your length of stay.....	44
31 The campaign reassures you that it is safe to travel around Thailand.....	44
32 The new campaign is likely to be successful with the actual number of Thai and international tourists.....	45

CHAPTER 1

INTRODUCTION

Background

Tourism is recognized as an economic activity that has and will continue to play a vital role in Thailand's future economic and social development (TAT. 2001: 3). In addition, tourism industry has considerable impacts on a diverse range of other economic activities and contributes significantly to job creation and export earnings. This is due to the unique properties of the country to have natural and cultural resources that attract both foreign and local tourists to travel around the Kingdom. This travel trend has led not only to the increased number of tourists but also the amount of income for the country each year (See Table 1). For this reason, Tourism Authority of Thailand, who is responsible for the country 's tourism administration, has to create a mechanism to determine its direction for the industry. One of the actions is creating many of campaigns for both domestic and international markets. Therefore, in 1987 the first campaign for international market was launched under the theme "Visit Thailand Year" and "Amazing Thailand" in (1998-2004). Both of them were achieved in the number of arrivals and earnings for Thailand. Besides, these campaigns have created the success in which promote the good image of Thailand and increase the potential of tourism industry as well.

Table 1 Domestic and international tourists arrivals (1995-2004)

Year	Total		Thai		International	
	Number ▲	(%)	Number (Trip) ▲	(%)	Number(Person) ▲ (%)	
1995	59,208,132	+21.30	52,256,566	+22.53	6,951,566	+12.73
1996	59,654,089	+0.76	52,465,944	+0.04	7,192,145	+3.46
1997	59,274,596	-0.64	52,053,251	-0.79	7,221,345	+0.41
1998	59,445,965	+0.29	51,681,035	-0.72	7,764,930	+7.53
1999	62,205,175	+4.64	53,624,843	+3.02	8,580,332	+10.50
2000	64,248,862	+3.29	54,740,239	+2.08	9,508,623	+10.82
2001	68,682,752	+6.90	58,62,802	+7.09	10,061,950	+5.82
2002	72,616,565	+5.73	61,817,498	+5.45	10,799,067	+7.33
2003	79,361,351	+9.29	69,356,898	+12.20	10,004,453	-7.36
2004	86,445,891	+8.93	74,795,188	+7.84	11,650,703	+16.46

Source: Tourism Authority of Thailand. (2005). Statistical report on domestic tourists and international tourist arrival 1995-2004. p. 10.

Accordingly, the same was done for domestic tourism where the market also has played the significant role in generating revenue to each region of the country. Moreover, the domestic tourism is seen as important during the times of economic and political hardship (Kerser. 2002: 43). Also, the series of campaigns were launched to stimulate the greater movement of domestic travel. There were "Thai Tour Thailand" in 2001, "Thailand Grand Festival" in 2002, and "Unseen in Thailand" I and II in 2003 and 2004. All these campaigns were also successful with the number of local tourists and domestic travel trend.

However, after the years of enjoying unrivalled leadership in Asia-Pacific tourism, Thailand is working overtime to recover from its worst crisis in history; one that has even occurred SARS, terrorism and the 1997 economic crisis in intensity. Unfortunately, at the end of 2004, the devastating tsunami shocked Thai tourism industry emotionally and

financially to the tragic loss of life and property (Diethelm Travel Thailand. 2005: 3).

Altogether with the surging oil prices and the ongoing insurgency in southern Thailand are

also creating concerns. All the crises have forced the Thai tourism industry into an

unprecedented effort to bring visitors back. Also, in the critical regional markets, Thai

authorities have to overcome cultural believes about the spirits that are still haunting the

affected areas (Dielthelm Travel Thailand. 2005: 7). The impacts can be obvious from the

decrease of 7.55% of tourist arrivals at Bangkok International Airport in the first two month

(January-February) compared to that of the same period last year (TAT: Online. 2005).

Additionally, the intense competition of low cost airlines and travel packages from the

neighbor countries such as China, Hong Kong, Malaysia and Korea is likely to be the threat

for Thai tourism. This particularly creates the great concerns for domestic market in losing

local tourists to neighbor destinations. Furthermore, Kasikorn Reserch Center (Online:

2005) predicted that around 3.08 million of Thai people would be traveling oversea in 2005,

increasing from the previous year by 14.7% and this would cause a capital outflow to

overseas of around 17 billion baht. Once again, these threats on tourism have prompted

the Thai government to tackle the problem by promoting domestic tourism.

“Happiness Campaign”

For this reason, Tourism Authority of Thailand has launched the new

domestic campaign under the theme “Happiness-Ti Nai Mai Suk Jai-Tao-Ban-Rao” (There is

no place like home). The campaign is designed to motivate the sense of exploration and

the desire to travel within the country. According to TAT, this new domestic campaign is

designed to increase the number of domestic market to 76.25 million trips and generate

income to 374, 300 million baht (Tourism Marketing Plan 2005. 2004: 2). The campaign also targets to generate even greater interest in domestic travel via conventional advertising media channel namely television, print, radio and visible outdoor advertising, featuring Thai superstar "Bird- Thongchai McIntyre" the presenter of the campaign together with the "Happy Man" mascot, reminding the visitors of the happiness and safety when traveling right here in Thailand. In the end, TAT hopes to positively influence travel behavior and create awareness among Thai that their homeland has much more to offer (TATGovernor: Online. 2005)

To achieve the best results, tourism authorities and stakeholders need to identify the best strategy to communicate message as well as evaluate the effectiveness of the campaign consistently. The effectiveness of campaign can be measured by the study of tourists' attitudes towards the campaign. Also, in a wide range of tourism research, attitude has received much attention to understand the relationship of tourism stimuli, attitudes and tourists' behaviors. This is because the benefit of attitude to include person's belief, feelings and tendency to behave. This study would represent the way tourists regard the campaign. More importantly, there is a need to study what influences individual decision to choose a certain holiday destination or a particular type of product. Therefore, a study of tourists' attitudes can be not only the essential predictor of tourist reaction and behaviors but also the measurement of campaign effectiveness and success.

Objectives of the Study

This study serves two objectives:

1. To examine tourists' attitudes and perception towards "Happiness" campaign.
2. To find out the relationship between tourists' attitudes and their travel behaviors.

Research Questions

A study of tourists' attitudes towards "Happiness" tourism campaign is aimed to answer the following research questions:

1. How do the tourists evaluate "Happiness" campaign?
2. What does influence the relationship of tourists' attitudes and their travel behaviors?

Significance of the Study

The understanding the attitudes and preferences of tourists could be a particular value when designing new tourism products and marketing campaigns to promote tourism products. Knowledge of how individuals think about the campaign and Thai tourism, how they evaluate that information, could offer important benefits to a range of tourism stakeholders and to our general understanding of the tourism experience.

In addition, even though many of campaigns have been launched, little has been done to assess properly the impacts of the heavily promoted domestic tourism. As a result, the study on attitudes of tourists could be useful element in predicting and identifying potential tourists because it shows how they evaluate the campaign in favorable and unfavorable way. Moreover, the need for attitude study could be useful in judging the

effectiveness of promotional activities as well as for the further marketing decision making regarding tourism situation and trend of domestic market.

Scope of the Study

This study attempts to examine attitudes and perception as well as their relationship to travel behavior. Though, the “Happiness” campaign is mainly launched to boost domestic tourism and attract more Thai to travel around the regions. The study of Thai tourists’ attitudes would be a significant measurement of the way people regard the campaign as well as be useful predictor of their potential travel behaviors. At the same time, this research also study opinion of international tourists toward the campaign and Thai tourism to find out the suggestions and ideas regarding knowledge and travel experience in Thailand. Also, this study includes the definitions of term “attitude” and its components, attitude formation, attitude change and factors influencing attitude in predicting behavior. Significantly, it will cover tourists’ attitudes and perceptions towards “Happiness” campaign as well as their suggestions on the campaign and Thai tourism.

Expected Outcomes of the Study

The outcomes of the study would be useful information to enhance tourism industry in better way and develop the effective campaign to increase the number of tourists and revenue. Moreover, it could be helpful data for tourism stakeholders to predict tourists’ behavior regarding their attitudes and opinions. In addition, this study could also be beneficial information for further tourism and attitude research in the future.

CHAPTER 2

Review of Literature

To study tourists' attitudes toward "Happiness" campaign, the researcher has provided concepts and related literatures concerning information about "Happiness" campaign, factors influencing destination image formation, attitudes theory including: the definitions of attitude and components, attitude formation, attitude change, and factors influencing attitude in predicting behavior and previous studies on attitudes and tourism.

1. Happiness Campaign

Following the success of "Unseen Thailand" I and II, TAT's previous domestic tourism promotion campaigns, For 2005 Tourism Authority of Thailand also launched new tourism campaign for domestic market with theme "Happiness". The "Happiness" campaign is designed to maintain the momentum achieved by "Unseen Thailand" by generating even greater interest in domestic travel. This new campaign also targets working professionals, office workers, families, youth, civil servants, state employees and senior citizens.

Moreover, Thai pop idol and superstar, "Bird- Thongchai McIntire", was celebrity presenter for the campaign featuring "Happy Man" the travel companion on his trips around Thailand. The "Happy Man" was an adorable fun-loving mascot which represented a personification of the happiness that can experience whenever and wherever one travels around this fascinating kingdom. The presenter offered personal accounts of the wonderful

times experienced during his travels around the four regions of Thailand. Further, the new advertising campaign further raises the visibility and awareness of travel destinations featured in "Unseen Thailand, the 2004 domestic tourism promotion campaign which caught the attention of Thai travelers and set a new local travel trend. Particularly, this is the first time ever in Thai history that domestic travel was perceived as being the cool and trendy thing to do.

Beyond its focus on destinations being promoted, the "Happiness" TV commercials offer reassurance to Thai travelers and tourists that it is safe to travel around Thailand. Various aspects of the travel experience, such as natural beauty, serenity, cleanliness, safety and comfort are featured in the message. The new campaign is promoted via conventional advertising media, namely television, print and radio. In various tourism destinations nationwide, billboards and visible outdoor advertising feature the Happy Man mascot, reminding visitors of the happiness they would be able to experience right here in Thailand. Happy Man caravan tours make their way around Bangkok and the suburbs. Members of the public are also being invited to participate in competitions in which they, too, share accounts of their favorite travel experiences.

The "Happiness" campaign, which runs from February until September 2005, is further supported by the launch of a new book, "On the Happiness Trail". In the book, forty famous Thai personalities, including His Excellency the Prime Minister, Dr Thaksin Shinawatra, Deputy Prime Ministers and ministers who have overseen the Tourism Authority of Thailand during past years, TAT Governor Ms Juthamas Siriwan, offer personal

accounts of memorable travel experiences and share thoughts and impressions of their favorite travel destinations. The campaign aims to raise awareness among Thais that their homeland has much to offer with myriad rewarding experiences awaiting them whenever they travel to discover the best of Thailand.

Through these promotional activities, TAT hopes to positively influence the travel behavior of Thai consumers, encouraging more Thais, their family and friends to travel more frequently and possibly extend the length of their trips to the various regions. By doing so, Thai travelers help spur the local economy, and contribute to inter-regional cash flow and the distribution of income to rural areas. Proceeds from the sales of *On the Path of Happiness* will be donated to charities under the royal patronage of His Majesty King Bhumibol Adulyadej (TATGovernor: Online. 2004).

2. Factors Influencing Destination Image Formation

Given that this research is concerned with tourism and attitude related to tourism activity, it is important to establish the different factors which form the perceptions and evaluations of destination visitation and role played by image in the process of decision making. Baloglu and McCleary (1999. 878) propose a theoretical model of image-formation factors which differentiates between stimulus factors (information sources, and previous experience) and personal factors (psychological and social).

2.1 Information Sources

Information sources are known as stimulus factors or image forming agents and the forces which influence the forming of perceptions and evaluations. Gartner (1993, 200) believes that the image forming process can be regarded as a continuum of different agents or information sources which act independently to form one single image in the mind of the individual. He classifies the different agents as follows:

- *Overt induced*

This agent is found in conventional advertising in the mass media, broadcasting news, television programs about the places, promotional campaigns delivered by the relevant institutions in the destination or by tour operators and wholesalers.

- *Covert induced*

The covert induced is the agent that uses celebrities in the destination's promotion activities or destination reports or articles.

- *Organic*

The organic agent is involving such people as friends and relatives, giving information about the places, based on their own knowledge or experience whether the information was requested or volunteered.

- *A visit to the destination*

This is perceived as the end point of the forming process. A visitation occurs when the individuals are exposed to the information sources and determine to visit to certain destination.

In this point, Gartner (1993: 211) notes that the type and amount of information source received will influence the formation of the cognitive (beliefs and knowledge) component of image but not the affective (feeling) component. However, Court and Lupton (1997: 41) claim that traveler's exposure to tourism information significantly influence on their intention to visit a destination.

2.2 Past Experience

Beerli and Martin (2004: 664) note that past experience may be important to decision-making process than information obtained from external sources. An individual tends to make "a biased choice based on past experiences", since he or she may place more weight on past experiences when deciding to travel and beginning to search for information. This is because when there is a past experience, the criteria for decisions are strengthened, while the need to receive information becomes weaker.

2.3 Personal Factors

An individual's personal characteristics, or internal factors, also affect the information of an image, since beliefs about the attributes of a destination are formed by individuals being exposed to external stimuli, but the nature of those beliefs will vary depending on the internal factors of the individuals. Therefore, the perceived image will be formed through the image projected by the destination and the individual's own needs, motivations, prior knowledge, preferences, and other personal characteristics (Beerli and Martin. 2004: 663).

From the perspective of consumer behavior, personal factors refer to internal determinants, in other words, the sociodemographic characteristics of the individuals (gender, age, level of education, family lifecycle, social class, place of residence, etc), as well as those of psychological nature (motivations, values, personality, lifestyle, etc.). Beerli and Martin (2004: 664) further state that these personal factors affect one's cognitive organization of perceptions, thus also influencing the environment and the resulting image.

However, Gartner (1993: 210) suggests that motivations also exert a direct influence on its affective component. So far, affective images refer to the feelings aroused by a place, people with different motives may assess a destination in similar ways if its perception satisfies their needs. In the end, as Gartner (1993: 210) points out, the affective component is the value that individuals attach to destinations based on motivations. Moreover, since the affective dimension influences the overall image, motivations may also influence, either directly or indirectly, the intention or travel behavior.

In summary, the important factors influencing image formation involve both information obtained from different sources and the characteristics of individual. This image formed by both information and the individual have an effect on the system of ones perceived before experiencing a destination. Similarly, these factors can exert an influence on the beliefs, evaluations and behaviors of individuals towards object or situation. In other words, these factors of information source and personal factors can create the formation of attitude which individual can differ as positive or negative.

3. Attitudes

3.1 Definitions of Attitude

According to Allport (1954: 798), an attitude is “a mental and neutral state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related”.

However Thurstone (1929: 29) claims that attitude is “the intensity of positive or negative affect for or against a psychological object”. A psychological object is symbol, person, phrase, slogan, or idea which people can differ as positive or negative effect. Additionally, in consumer behavior literature defines attitudes as “a system of overall evaluation that comprise with the most important components of one's ‘map of his world’” (Engel; Blackwell; & Miniard. 1995: 268).

3.2 Components of Attitude

Engel; Blackwell; & Miniard (1995: 269) view an attitude as consisting of three components: (1) cognitive, (2) affective, and (3) behavioral.

The cognitive component refers to information, knowledge and beliefs about the person, object or issue. The affective component refers to a person's evaluation of like or dislike or emotional response to some object or person. The behavioral component refers to tendencies to act or behave in a certain way.

First, a person first develops an understanding about an idea or object (Clow; & Baack. 2002: 157). Then, the affective part of the attitude is the general feeling or emotion a person attaches to the idea or object in the way that they evaluate the things to be favorable or unfavorable way. Lastly, the behavioral part is a tendency to act toward idea

or object and this is generally measured in terms of intention to act or do (Asseai. 1998: 285).

In general, attitude is consisted of beliefs, emotions, and feelings that influence the way people think, feel, and act toward objects, issues or ideas. Attitude is person's learned experience which influences on individual's evaluation towards all objects or situations in a favorable or unfavorable way.

3.3 Attitude Formation

Moven (1993: 267) noted that attitude may be formed in two distinct ways. The first is through *direct formation* and *hierarchy of effect (indirect formation)*.

3.3.1 Direct attitude formation Attitudes are formed directly through two mechanisms; conditioning processes and mere exposure phenomenon.

- Conditioning Process

Attitudes may be created directly by using of pleasing pictures, such as a mountain waterfall or the sight of people communicating with friends and loved ones is the stimulus that elicits the positive feelings. Also, attitudes can be resulted from the positive and negative responses which act to reinforce or punish the individual's evaluation. Through such a process, a person forms his or her attitudes in part by taking on the attitudes of opinion leaders or celebrity endorsers may have such an effect on consumers.

- Mere Exposure Effects

Another method through which positive feelings may be formed is through repeated exposures with a stimulus. In short, the positive feelings created from repeated exposures can occur without the person consciously knowing or perceiving that the object is familiar. In contrast, the negative feelings could be created from the exposure of negative stimulus (Moven. 1993: 270).

3.3.2 Indirect Formation (Hierarchies of effects) The term hierarchies of effects are developed to explain the term in which attitude and behavior occur. However, this study proposes only three major hierarchies are: the high-involvement hierarchy, the low-involvement hierarchy, and the experiential hierarchy.

- High-involvement Hierarchy The high-involvement hierarchy is “a think before you act” hierarchy that people’s beliefs about objects occur first. Next, people develop feelings toward the object. Finally, people engage in some behavior relative to the object. To clarify this point, Moven (1993: 272) states that high-involvement circumstances, it makes sense that consumers should first investigate a product in order to learn about its characteristics. Based upon this information, they evaluate it and form feelings and attitudes. If attitudes are positive, they may then purchase the product.

- Low-involvement Hierarchy In low-involvement situations, attitudes tend to occur after the behavior and the consumer reflects on how he or she feels about it. It is through product or service use that attitudes are formed in low involvement situations. When consumers have low involvement in decision, they tend to engage in limited problem solving and move through low-involvement hierarchies that consisting of belief’s formation,

then behavior; and finally attitude formation. As a matter of fact, attitudes do not predict behavior because well-defined attitudes do not generally precede behavior in this hierarchy (Asseal. 1998:286).

- Experiential Hierarchy From the experiential perspective, consumers may be viewed as engaging in behavior because of a strong desire to obtain feelings or excitement. This can begin with a strong affective response. Behavior follows the strong feelings. Finally, beliefs are developed in part to justify the behavior (Asseal. 1998: 287).

In conclusion, attitudes are formed in several different ways, depending upon the condition process and particular hierarchy of effects. It can occur because of the conditioning process, where the attitude object is influenced by the pleasing condition of stimuli and the positive and negative responses which act to reinforce or punish the individual's evaluation. Moreover, the attitudes are formed according to the repeated exposure of stimuli. Then, the attitudes are formed through the high involvement hierarchy, where the person considers the fact before act. Secondly, low involvement hierarchy is the stage where the person performs without information processing. Lastly, the experiential hierarchy is where the person influenced through the emotion and fantasy stimuli rather than belief or information.

3.4 Attitude Change

Solomon (1999: 233) notes that influencing consumer's attitudes and behaviors change is one of the most fundamental and challenging tasks confronting businesses.

People are constantly bombarded by messages inducing them to change their attitudes. These persuasion attempts can range from logical arguments to graphic pictures and from peers to celebrity spokespeople. He further proposes that the way to understand how messages can change consumer's attitudes is to think in terms of the *communications model* which consists of a source effect and message effect.

3.4.1 Source Effects. The source of message is very important because people respond differently to the same message delivered by different source. The source of communication can be a personal and non-personal source such as cartoon character, or a company and organization. Also, the choice of a source to maximize attitude change can tap into several dimensions. The source can be chosen because he or she is an expert, attractive, famous, or even a typical people who is both likeable and trustworthy (Solomon, 1999: 238). Therefore, two particularly important source characteristics are *credibility* and *attractiveness*.

- **Source Credibility** According to Engel; Kollat; & Blackwell (1968: 196) source credibility refers to the originator of the message achieves by demonstrating trustworthiness and expertise to the question raised. Solomon (1999: 239) describes that source credibility relates to the persons' beliefs that a communicator is competent, and he or she is willing to provide the necessary information to adequately evaluate competing products. A credible source would produce greater attitude change when people have not yet learned and formed an opinion about issue or thing.

- **Source Attractiveness** The quality of source attractiveness refers to the source's perceived social value. This quality can emanate from the person's physical appearance, personality, social status, or his or her similarity to the receiver. A good example of source attractiveness is the use of celebrity endorsement or person who has physical attractiveness in ads. Advertising theory suggests that the degree of attractiveness can have influence on consumer's product evaluation by directing consumers' attention to pay more attention to ads (Solomon. 1999: 243). However, people may enjoy looking at a beautiful or handsome person, but these positive feelings do not necessarily affect product attitudes or purchase intentions.

3.4.2 Message Effects. Additional characteristics of the message beyond the source can play a significant role in the persuasion process and attitude change. Among those characteristics, repetition of message and type of message appeals seem to have more effect on attitude change. However, in this study the researcher has applied these two factors to understand how message changes and persuades.

- **Type of message appeals.** According to Solomon (1999: 246), the non-verbal cues of message appeals include pictures, music, humorous, sex and fear appeals. These elements can be called emotional appeals which have the potential to increase the chance the message will be perceived. The powerful picture or graphic can draw attention and are more strongly held in memory. This is because they tend to activate mental imagery and facilitate learning. This message strategy is effective when it has to influence the belief part of consumers who tend to have high involvement in the ads and product.

- **Repetition.** The positive side of message repetition can enhance the familiarity to the product or campaign and thus reduces uncertainty about the product. In contrast, the negative side of repetition is that it creates the boredom with each exposure. From the theory, the advertisers can overcome this problem by limiting the amount of exposure per repetition. This helps eliminate the boredom by slightly varying the content of ad over times through campaigns that revolve around the common theme, although the spot may be different (Solomon. 1999: 247).

In summary, people's attitudes can be changed according to how strongly or weakly the person holds the attitude. Attitudes that are strongly held are more difficult to change than are attitudes that are weakly. The key elements that determine the attitude change are source and message effects. The important characteristics of source effect consist of credibility and attractiveness. Moreover, some elements of message effect that help determine the attitude change are whether it is conveyed in emotional appeals and whether the frequency the message is repeated.

3.5 Factors Influencing Attitudes in Predicting Behavior

Through the wide range of the controversy about the ability of attitudes to predict overt behavior, the *theory of reasoned to action* proposes the two factors that found to influence the extent to which attitudes predict behaviors.

3.5.1 Intention to behave The theory of reasoned action proposes the idea that a good predictor of behavior occur when the measurement of attitude correspond to the intention to behave. For example, if the behavior involves playing sports, the

question should mention to a specific kinds of action, such as “Are you going to play tennis”, instead of asking broad areas of behavior like “Do you want to be fitter?” Moreover, Mowen (1993: 280) suggests that the measure should include the time parameter. The longer the time between attitude measurement and the time of the behavior; the weaker the relationship is.

3.5.2 Social pressure The desires of other people toward the purchase and the consumer’s motivation to comply with these desires can play a significant role on influencing the extent to which attitudes predict behavior. In other words, a person's intention to do something is founded on whether he or she has positive or negative towards the behavior and whether or not that behavior is approved of by other people approval.

In summary, the theory of reasoned to action identifies the major factors influence attitude predicting behavior. The first factor includes the intention to behave involving the measurement of attitude corresponding to the intention to behave. The second factor includes social pressure that results from the desire of other people toward the purchase.

As cited above, attitude is an overall evaluation, beliefs toward an object or issue in general, which probably relates to the tendency to act or behave. Attitudes are learnt through experience and behavior. Attitudes are formed in different ways, depending on the hierarchy of effects and through the conditioning process. Not only attitudes can be persuaded by persuasive communications but they are also changed by acceptance or rejection of other people of other people of individual regards as important. Moreover, attitudes can sometimes predict behaviors.

4. Previous Studies

To gain more understanding in conducting this research, the researcher has studied the previous studies regarding attitudes and tourism campaign. These studies are the beneficial source as the guidelines for this research which presented as follows:

Wachiraporn. (2002) studied *"The effect of public relations in the Thailand Grand Festival 2002 Project under the Tourism Authority of Thailand"*. The main purposes of this study were to investigate the level of exposure to information about, perception on, attitude toward the Thailand Grand Festival 2002 Project and tour Thailand practice of people in Bangkok Metropolis. The study found that most of people exposed at low level of the project information. More importantly, the study indicated the people's perceptions on the project significantly related to the touring in the country, despite the low level of media exposure. Also, people's attitude toward the Thailand Grand Festival 2002 Project was the variable best explain touring Thailand behavior.

Suthida (2001) studied the *"Attitudes of Foreign Tourist Towards the safety Section Problem in Chaingmai Province"*. From the study, it has found that most foreign tourists had positive attitude and felt impressed with their staying in Chaingmai. Although there were some minor problems on larceny, snatch, injustice in price and quality of products and services, as well as disturbance and drugs. Additionally, in accordance with both first time and repeated foreign tourists, the findings showed that their attitudes towards the safety problems in Chaingmai was not different and did not affect their decision to travel back to Chaingmai in the future. Also, the study suggests that the Tourism Authority of Thailand,

Tourist Police and related agencies should follow the government's policies, and try to improve the existing conditions for the benefit of the overall tourism industry.

However, in this study, the term attitude is related to the tourism issue. Due to tourism is a dynamic activity which often involves change, therefore it would be reasonable to expect attitudes to be a significant component of this activity. In particular, attitudes play an essential role in decision-making in tourism because they have quality to be positive and negative. This quality can be examined. More importantly, this quality can share with another aspect of human behavior and opinion. As a result, there have some consistency between people's verbal expressions of their attitudes towards an object and their behavior towards it.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter covers 4 sections: subjects, instruments, procedures and data analysis. The detail will be clarified below;

1. Subjects

The primary data in this study came from respondents' response to questionnaire distributed to the tourists visiting Thailand. The tourists were consisting of fifty of international tourists and fifty of Thai tourists. The sample was undertaken at random at Bangkok International Airport and a system of quotas relative to the tourists whose purpose was to make or just finish their trip to any destinations in Thailand.

The secondary data in this study came from related concepts including: attitude concept and theory, tourism literature and journal, publications from TAT, tourism, and TAT official website.

2. Instruments

The instrument in this research was a set of questionnaires. The questionnaire was designed by the researcher to survey tourists' attitudes toward domestic tourism campaign "Happiness" launched by Thailand Authority of Thailand. It covered the objectives of the study and was divided into four parts:

Part I. General information of respondents

This section contains questions regarding personal information of the respondents; gender, nationality, marital status, education, occupation, income, frequency of travel, purpose of travel and length of stay.

Part II. Measurement of tourists' understanding on "Happiness" campaign

In this section, the respondents are questioned based on general information about "Happiness" campaign.

Part III. Measurement of tourists' attitudes toward "Happiness" campaign

This section contains a measurement of tourists' attitudes toward Happiness campaign. The 5 Likert type scale was developed to measure the attitudes. The respondents were asked to indicate the questionnaires to which they agree or disagree with each of a series of statements. The responses were recorded on a Likert-type scale, with the anchor being strongly agree and strongly disagree.

Part IV. Open-ended questions for additional suggestion and recommendation

This section contains the suggestion and recommendation of both international and Thai tourists on the Happiness campaign, factors influence on travel decision-making, and the suggestion on Thai tourism. This section is aimed to explore tourists' opinion that they can bring from their travel experiences in Thailand. Also, both groups of tourists were asked to identify the weaknesses of the campaign and Thai tourism that needed to be improved and implemented.

3. Procedures

In order to achieve the objectives of the study, the survey was conducted in August 2005 by the means of questionnaires. One hundred respondents consisting fifty international and fifty Thai tourists in Domestic Terminal Passenger at Bangkok International Airport were selected randomly to respond the questionnaires. Afterward the questionnaires were verified and analyzed.

4. Data analysis

After receiving all completed questionnaires. The data were analyzed quantitatively and descriptively in the forms of percentage. Additionally, in the parts of perception and attitudes toward "Happiness" campaign were analyzed only from the number of respondents who knew the campaign. Finally, the conclusion and discussion as well as recommendation for further study are described in Chapter 5.

CHAPTER 4

FINDINGS

This chapter is the findings of the study in which the summaries of the data gathered will be presented in percentage with a descriptive analysis.

According to the questionnaires, the findings were divided into four parts:

4.1) General information of the respondents, 4.2) Perception and understanding of tourists on "Happiness" campaign, 4.3) Tourists' attitudes towards "Happiness" campaign, and 4.4) Recommendation and suggestion on "Happiness" campaign and Thai tourism.

The results are presented below:

4.1 General Information

Table 2 Gender

Item	International	Thai
	(%) n=50	(%) n=50
Male	22	23
Female	28	27

The table 2 shows that 22% of international tourists were male and 28% were female, while 23% of Thai tourists were male and 27% were female.

Table 3 Nationality

Item	Percentage
	n=100
a) Thai	50
b) French	8

Table 3 (continued)

Items	Percentage (n=50)
c) Dutch	8
d) Canadian	2
e) Italy	5
f) Swiss	2
g) German	4
h) British	8
i) Australian	2
j) American	7
k) Singapore	2
l) Belgian	1
m) Romanian	1

According to Table 3, it shows that 50% of the respondents were Thai tourists, while French (8%), Dutch (8%), Canadian (2%), Italy (5%), Swiss (2%), German (4%), British (8%), Australian (2%), American (7%), Singaporean (2%), Belgian (1%), and Romanian (1%).

Table 4 Marital Status

Items	International (%) n=50	Thai (%) n=50
Single	9	36
Married	41	14

Table 4 demonstrates that 9% of international tourists were single, 41% were married, while 36% of Thai tourists were single and 14% were married.

Table 5 Educational Level

Items	International (%) n=50	Thai (%) n=50
Secondary school	6	2
High school	20.16	2
Vocational School	6	2
Bachelor Degree	38	80
Master Degree	30	14
Others	0	0

Table 5 shows that 38% of respondents had bachelor degree, master degree (30%), high school (20.16%), secondary school (6%), and vocational school (6%), while Thai tourists had bachelor degree at 80%, master degree (14%), secondary school (2%), high school (2%), vocational school (2%).

Table 6 Occupation

Items	International (%) n=50	Thai (%) n=50
Government official (teacher)	6	16
Business employee	34	30
Business owner	0	10
Housewife	0	2
Student	30	30
Worker	12	10
Retiree	2	2
Others	16	0

Table 6 demonstrates that 41% of international tourists were business employee, student (30%), worker (32%), others (unemployed, non-profit director, and freelance) (16%), worker (12%), government official (6%), retiree (2%). While, 30% of Thai tourists were business employee, student (30%), government official (16%), business owner (10%), worker (10%), retiree (2%).

Table 7 Monthly Income (Thai tourists)

Items	Percentage
	n=50
Below Bht5,000	20
Bht5,001-Bht10,000	18
Bht10,001-Bht20,000	42
Bht20,001-Bht30,000	8
Bht30,001-Bht40,000	2
Bht40,001-Bht50,000	8
Above Bht50,000	2

Table 7 shows that 42% of Thai tourists having monthly income Bht10,001-Bht20,000, while below Bht5,000 (20%), Bht5,001-Bht10,000 (18%), Bht20,001-Bht30,000 (8%), Bht40,001-50,000 (8%), Bht30,001-Bht40,000 (2%) and above Bht50,000 (2%).

Table 8 Monthly Income (International tourists)

Items	Percentage n=50
Below \$1,000	34
\$1,001-\$2,000	22
\$2,001-\$3,000	26
\$3,001-\$4,000	8
\$4,001-\$5,000	0
Above \$5,000	6

From Table 8, it shows that 34% of them having monthly income below \$1,000, \$2,001-\$3,000 (26%), \$1,001-\$2,000 (22%), \$3,001-\$4,000 (8%) and above \$5,000 (6%).

Table 9 Frequency of Travel

Items	International (%) n=50	Thai (%) n=50
Once a year	38	8
Twice a year	28	34
Three times a year	22	18
Four times a year	8	14
More than five times a year	4	26

Table 9 shows that 38% of international tourists travel once a year, twice a year 28% three times a year (22%), four times a year (8%), and more than five times a year (4%). While, 34% of Thai tourists travel twice a year, more than five times a year (26%), three times a year (18%), four times a year (14%), and once a year (8%).

Table 10 Purpose of Travel

Items	International (%) n=50	Thai (%) n=50
Relax/leisure/recreation	36	80
Holiday/vacation	72	38
Healthy/ treatment/massage/spa	8	16
Study	6	10
Visit friends/families/relatives	6	22
Others (experience life and culture, and volunteer)	4	2

Note: percentages are not equal to 100 because respondents were giving multiple choices.

According to Table 10, it demonstrates that 72% of international tourists travel with purpose of holidays/vacation, relax, leisure/recreation (36%), healthy/ treatment/ massage/spa (8%), study (6%), visit friends/families/relatives (6%), and others (experience life, culture, and volunteer (4%). While, 80% of Thai tourists travel with the purpose of relax/leisure/recreation, holiday/vacation (38%), visit friends/families/relatives (22%), healthy/massage/spa (16%) study (10%) and others (2%).

Table 11 Length of stay per trip

Items	International (%) n=50	Thai (%) n=50
1-2 days	0	62
3-4 days	2	26
5-6 days	0	10
More than 7 days	96	2

Table 11 demonstrates that 96% of international tourists stay for more than 7 days, 3-4 days (2%). While, 62% of Thai tourists stay for 1-2 days, 3-4 days (26%), 5-6 days (10%), and more than 7 days (2%).

According to the general information, international and Thai tourists are different in many aspects. Most of international tourists were female and married and had bachelor degree. Also, most of them were business employees and having monthly income below \$1,000. Moreover, most of them traveled once a year with the purpose of holiday and vacation. While, most of Thai tourists were female and single and had bachelor degree. Most of them were student and business employee and having monthly income 10,001-20,000 Baht. They traveled twice a year with purpose of relax/leisure and recreation.

4.2 Tourists' understandings on the "Happiness" campaign.

Table 12 Percentage and amount of tourists who have ever and never heard of the "Happiness" campaign.

Items	International (%) n=50	Thai (%) n=50
Yes	1	35
No	49	15

As shown in Table 12, only 36% of respondents knew the "Happiness" campaign, while 64% of them never heard of the campaign before. From this result, 36 of the respondents who knew the campaign were drawn to analyze in the following parts of the understanding on "Happiness" campaign and the attitudes towards "Happiness" campaign.

Table 13 Source of media

Items	Percentage (n=36)
TV.	35
Radio	7
Newspaper	8
TAT website or other tourism websites	11
Magazines	5
TAT prints/guidebook/brochure	3
Billboard	0
Other	0

Note: percentages are not equal to 100 because respondents were giving multiple choices.

As shown in Table 13, 35% of the respondents obtain information of "Happiness" campaign from television, 11% was from TAT websites or other tourism websites, 8% was from newspaper, 7% was from radio, 5% was from magazines and 3% was from TAT prints/ guidebook/ brochure.

Table 14 Happiness campaign is run by which organization?

Items	Percentage (n=36)
Tourism Authority of Thailand	100
Ministry of Culture	0
Ministry of Commerce	0
Ministry of Education	0

Referring to Table 14, it shows that 100% of the respondents identified that the "Happiness" campaign was run by Tourism Authority of Thailand.

Table 15 What is the purpose of Happiness campaign?

Items	Percentage (n=36)
To encourage tourists concern about environment	0
To stimulate the movement of travel by local	100
To encourage Thais to save the energy	0
To urge people to stop smoking	0

From Table 15, it shows that 100% of the respondents stated that the purpose of "Happiness" campaign is to stimulate the movement of travel by local.

Table 16 What is the symbol of the "Happiness" campaign

Items	Percentage (n=36)
The Happy Man mascot	100
Elephant image	0
Smiling Thai girl	0
Orchid flower	0

According to Table 16, it was also apparent that 100% of respondents ranked The Happy Man mascot as the symbol of "Happiness" campaign.

Table 17 Who is the presenter of the “Happiness” campaign.

Items	Percentage (n=36)
Tik Jetsadaporn	0
Natalee Gebova (Miss Universe 2005)	0
Jenifer Hawkins (Miss Universe 2004)	0
Bird Thongchai McIntyre	100

Table 17 demonstrates that 100% of the respondents stated of “Bird Thongchai McIntyre” as the presenter of the “Happiness” campaign.

In conclusion, there was 36% of the respondents knew the campaign while 64% of them never heard of the campaign before. The result came out that Television was the source of media that most tourists have information about the “Happiness” campaign. In addition, all of them could state that Tourism Authority of Thailand is the organization who runs the campaign. Moreover, the respondents could indicate that the purpose of the campaign is to stimulate the movement of travel by locals and the symbol of “Happiness” campaign is the Happyman. Lastly, they could identify that Bird Thongchai McIntyre is the presenter of the campaign.

4.3 Tourists' attitudes towards "Happiness" campaign

Table 18 The campaign could create a positive image of destinations around Thailand

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	1	2.78
Disagree	0	0
Neutral	1	2.78
Agree	22	61.11
Strongly Agree	12	33.33

From Table 18, it was found that the highest percentage of the respondents agreed with the statement at 61.11%, the "strongly agree" at 33.33% and "neutral" and "strongly disagree" at 2.78% each. The result reveals that most of the respondents believe that the campaign could create a positive image of destinations around Thailand.

Table 19 The campaign helps stimulate Thais to discover many splendid and unseen attractions in Thailand.

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	0	0
Disagree	1	2.78
Neutral	3	8.33
Agree	25	69.44
Strongly Agree	7	19.94

According to Table 19, the highest percentage of the respondents agreed with the statement at 69.44%, "strongly agree" at 19.94%, while "neutral" at 8.33%, and "disagree" at 2.78%. The result reveals that the majority of the respondents agree that the campaign helps stimulate the movement of Thais discover the splendid and unseen attractions in Thailand.

Table 20 The new campaign helps decrease the number of outbound tourists and increase the number of domestic tourists in Thailand.

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	0	0
Disagree	2	5.56
Neutral	16	44.44
Agree	13	36.11
Strongly Agree	5	13.89

Table 20 demonstrated that the percentage of the respondents ranked "neutral" at 44.44%, "agree" at 36.11%, "strongly agree" at 13.89%, and "disagree" at 5.56%. This can be concluded that the majority of the respondents were uncertain that the new campaign would help decrease the number of outbound tourists and increase the number of domestic tourists in Thailand.

Table 21 The publication of the campaign can also attract more international tourist arrivals to travel around Thailand.

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	2	5.56
Disagree	8	22.22
Neutral	13	36.11
Agree	8	22.22
Strongly Agree	5	13.89

According to Table 21, it was found that the highest percentage of the respondents agreed with the statement at the "neutral" of 36.11%, followed by "agree" and "disagree" at 22.22% each, "strongly agree" at 13.89%, and "strongly disagree" at 5.56%. This shows that the majority of the respondents are uncertain that the publication of the campaign can also attract more international tourist arrivals to travel around Thailand.

Table 22 The exposure of "Happiness" advertisement on TV and other media is frequent and consistent enough to grab attention for Thai audience.

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	10	27.78
Disagree	12	33.33
Neutral	8	22.22
Agree	3	8.33
Strongly Agree	3	8.33

As shown in Table 22, the highest percentage of the respondents disagree with the statement at 33.33%, while “strongly disagree” at 27.78%, “neutral” at 22.22%, and both “strongly agree” and “agree” at 8.33% each. Referring to Table 12, it is apparent that the majority of the respondents disagreed with the statement that exposure of “Happiness” advertisement on TV and other media is frequent and consistent enough to grab attention for Thai audience.

Table 23 The use of Thai celebrity and mascot “Happyman” as the presenter of the campaign helps increase the greater interest and awareness of travel by local.

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	0	0
Disagree	6	16.67
Neutral	11	30.56
Agree	15	41.67
Strongly Agree	4	11.11

Table 23 showed that the highest percentage of the respondents agreed with the statement at 41.67%, “neutral” at 30.56%, “disagree” at 16.67%, followed by “strongly agree” at 11.11%, and the “strongly disagree” at 0%. This can be concluded that the majority of the respondents believe that the use of Thai celebrity and mascot “Happyman” as the presenter of the campaign help make a greater interest and awareness of travel by locals.

Table 24 The "Happiness" theme reminds you of happiness whenever or wherever you travel around the country.

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	0	0
Disagree	6	16.67
Neutral	8	22.22
Agree	16	44.44
Strongly Agree	6	16.67

As shown in Table 24, the highest percentage of the respondents agreed with the statement at 44.44%, while "neutral" at 22.22%, both "disagree" and "agree" at 16.67%. The result reveals that the majority of the respondents positively feel that the theme of "Happiness" reminds travelers of happiness whenever or wherever they travel around the country.

Table 25 You are very interested in and appreciated this campaign.

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	1	2.78
Disagree	7	19.44
Neutral	14	38.89
Agree	10	27.78
Strongly Agree	4	11.11

As seen in Table 25, it was found that the highest percentage of the respondents agreed with the statement “neutral” of 38.89%, while “agree” at 27.78%, “disagree” at 19.44%, 11.11% of “strongly agree”, and “strongly disagree” at 2.78%. This shows that the majority of the respondents felt moderately to with the statement. However, the result indicates that the respondents feel positive towards the campaign as shown in Table 25.

Table 26 The launch of “Happiness” campaign could be a major vehicle to stimulate the recovery of Thai economy.

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	0	0
Disagree	4	11.11
Neutral	10	27.78
Agree	20	55.56
Strongly Agree	2	5.56

Table 26 demonstrates the highest percentage of majority of respondents agreed with the statement at 55.56%, while “neutral” at 27.78%, “disagree” at 11.11%, and “strongly agree” at 5.56%. The result shows that the majority of the respondents strongly believe that the launch of “Happiness” campaign could be a major vehicle to stimulate the recovery of Thai economy.

Table 27 The surging oil prices could cause a severe impact on the promotion of this campaign.

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	0	0
Disagree	11	30.56
Neutral	11	30.56
Agree	7	19.44
Strongly Agree	7	19.44

According to Table 27, the highest percentage of the respondents disagree with the statement at 30.56% and "neutral" at 30.56%, both "agree" and "strongly agree" at 19.44%. The result reveals that the majority of the respondents strongly believe that the surging oil prices couldn't cause a severe impact on the promotion on this campaign.

Table 28 The campaign helps resume tourism in southern destinations devastated by Tsunami.

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	1	2.78
Disagree	3	8.33
Neutral	4	11.11
Agree	18	50
Strongly Agree	10	27.78

From Table 28, it was apparent that the highest percentage of the respondents agreed at 50%, while “strongly agree” at 27.78%, “neutral” at 11.11%, “disagree” at 8.33%, and ‘strongly disagree” at 2.78%. Therefore, it can be concluded that the majority of the respondents positively believe that the campaign helps resume tourism in southern destinations devastated by Tsunami.

Table 29 You would make a decision to travel immediately after you see the campaign.

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	5	13.89
Disagree	16	44.44
Neutral	10	27.78
Agree	4	11.11
Strongly Agree	1	2.78

As seen in Table 29, the highest percentage of the respondents disagree with the statement at 44.44%, while “neutral” at 27.78%, “strongly disagree” at 13.89%, 11.11% of “agree”, and “strongly agree” at 2.78%. This result reveals that the majority of the respondents would not make a decision to travel immediately after they saw the campaign.

Table 30 The “Happiness” campaign could encourage you to travel more frequently and extend your length of stay.

Scale	Number of respondent (n=36)	Percentage
Strongly Disagree	1	2.78
Disagree	12	33.33
Neutral	11	30.56
Agree	11	30.56
Strongly Agree	1	2.78

According to Table 30, the highest percentage of the respondents disagree with the statement at 33.33%, while both “neutral” and “agree” at 30.56%, both “strongly disagree” and “strongly agree” at 2.78%. From the result, it can be concluded that the majority of the respondents believe that “Happiness” campaign could encourage them to travel more frequently and to extend their length of stay.

Table 31 The campaign reassures you that it is safe to travel around Thailand.

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	1	2.78
Disagree	12	33.33
Neutral	11	30.56
Agree	9	25
Strongly Agree	3	8.33

As shown in Table 31, the highest percentage of the respondents disagree with the statement at 33.33%, "neutral" at neutral, while "agree" at 25%, 8.33% of "strongly agree", and "strongly disagree" at 2.78%. The result indicates that the majority of the respondents believe that the campaign could not be reassured about the safety while traveling around Thailand.

Table 32 The new campaign is likely to be successful with the actual number of Thai and international tourists.

Scale	Number of respondents (n=36)	Percentage
Strongly Disagree	0	0
Disagree	2	5.56
Neutral	9	25
Agree	24	66.67
Strongly Agree	1	2.78

According to Table 32, the highest percentage of the respondents agree with the statement at 66.67%, while "neutral" at 25%, "neutral" at 5.56%, and "strongly agree" at 2.78%. Therefore, it can be concluded that the majority of the respondents positively believe that the campaign is likely to be successful with the actual number of Thai and international tourists.

4.4 Tourists' suggestions and recommendations on "Happiness" campaign and Thai tourism.

In order to gain additional opinions on "Happiness" campaign and Thai tourism, the respondents were asked to provide their suggestions and recommendations regarding three open-ended questions as follows: 1) Suggestions for the "Happiness" campaign, 2) Factors that influence tourists to make a decision to travel in Thailand, and 3) Aspects of Thai tourism that need to be improved immediately.

1. Suggestion for the "Happiness" campaign

The majority of the respondents, which 100% were Thais tourists, agreed that the authority should have focused on the public relations of the campaign including TV commercial, billboard, tourism magazines, brochures and publication as well as Internet. Also, the publication of the campaign should have been more emphasized and consistent to grab attention of the campaign's target audience and to achieve the objectives of the campaign in enlarging the number of tourists traveling in the country. Additionally, the respondents also suggested that the campaign should encourage Thais to love and preserve the uniqueness culture and beautiful attractions rather than emphasizing on promoting only the low price of travel packages. Moreover, the campaign should promote on new destinations where are not well known among tourists. Furthermore, the respondents suggested that tourism sectors should keep on promoting on many attractions in Thailand as well as launching such of this campaign to encourage more Thais to travel within the country.

2. Factors influencing tourists to make a decision to travel in Thailand

Factors that influence tourists to make a decision to travel in Thailand can be divided into two categories of the respondents: international and Thai tourists. Since, the two groups of tourists had different factors for their decision-making to travel in Thailand. Most international tourists made their journey to Thailand based on different aspects including their psychological factors or inner needs and destination's attractive factors which would be beautiful landscape especially beaches, islands and historical attractions, Thai culture, cheap cost of travel, friendly Thai people, weather, previous information, the image of the Thailand as a "holiday country", and the flexibility of the country in terms of accessibilities to neighboring countries e.g. Laos, Cambodia, and Vietnam.

Meanwhile, the factors that influence Thais tourists' decisions to travel to destinations within the country were particularly involving economic and social factors regarding time, money, and the price of the tour package. Moreover, attractions and promotional campaign are also considered as factors influencing their travel decision-making.

3. Aspects of Thai tourism that need to be improved immediately

According to most of the respondents, the weaknesses of Thai tourism can be divided into two group of sample: international and Thai tourists.

Suggestions for Thai tourism provided by international tourists are as follows:

- Air cleanliness and vehicle emissions especially in the cities should be controlled.
- Appropriate signs and posts in English and Thai should be provided on the tourist attractions as well as the public places.

- Dishonest and Aggressive Tuk-Tuk and taxi drivers should be regulated.
- Tourist information on the internet in term of the costs in Thailand such as entrance fee to the historical places, tour tickets, and transportation should be updated.
- Sanitary conditions: such as too much garbage and human waste and lack of hygienic facilities in tourist attractions such as bathroom and restaurant should be improved.
- Different prices standard (one price for Thais and difference for foreigners) must be regulated appropriately.
- Drugs, crime and sex tourism must be stopped.
- Cultural tourism should be promoted rather than leisure tourism.
- Officials involved in the tourist attractions must be competent in English and knowledgeable to provide accurate information.
- Business ethics and professionalism must be practiced especially proprietor in tourism and local merchandisers.
- Security must be reassured.

On the other hand, Thai tourists also provided the suggestions on the weaknesses of

Thai tourism as follows:

- Price rate for various accommodations should not be more reasonable for Thai tourists.
- Government and tourism authorities should not emphasize too much on modernization.

- Security guard and officials should be provided on each tourist's attractions to ensure tourists about the safety in lives and properties.
- Historical attractions must be improved and restored.
- Nature should be sustained.
- The merchant should not take advantage from Thai tourists.
- Public facilities such as bathroom and restaurant should be provided at each attraction adequately and hygienically.
- Community involvement should be promoted.
- Health conditions should be taken into account.
- Tourism proprietors should avoid the unfairness and bias in service. Thai and international tourists should be are treated equally.

CHAPTER 5

CONCLUSION

Conclusion

This study attempts to find out the tourists' attitudes toward "Happiness" campaign which aims to explore the attitudes of both domestic and foreign group of tourists. As this campaign was launched to stimulate the tourism by Thai people, the study of their attitudes towards the campaign would be of great value for tourism stakeholders in both government and private sectors to prepare effective marketing and promotional campaigns. So, the conclusions of the study are described according to the objectives of the study as follows:

1. To examine tourists' attitudes and perception towards "Happiness" campaign and its relationship on tourists' behavior.
2. To find out the relationship of tourists' attitudes and their travel behavior.

As to the attitudes of tourists, it was found that they had mildly positive attitudes toward "Happiness" campaign. 36% of tourists who knew the campaign had tendency to evaluate the campaign in a favorable way because they believed that the campaign could create positive image of destinations around Thailand. Also, most of the tourists showed great perception that the campaign could help stimulate Thais to discover many splendid and unseen attractions in Thailand. Furthermore, according to the results, they agreed that the use of Thai celebrity and the mascot "Happyman" as the presenter of the campaign certainly helps stimulate a greater interest and awareness of travel by locals. Besides, they

agreed that the "Happiness" theme reminds them of happiness whenever and wherever they travel around the country. Moreover, the campaign was perceived as a major vehicle to stimulate the recovery of Thai economy as well as resume tourism in southern destinations devastated by Tsunami. Although Thailand is facing the surging oil prices condition, the tourists didn't think it could cause a severe impact on the promotion of the campaign. However, they positively believed the new campaign is likely to be successful with the actual number of Thai and international tourists.

In contrast, the results also showed that the tourists were not certain that the new campaign helps decrease the number of outbound tourists and increase the number of domestic tourists in Thailand. Moreover, most of the tourists were not certain that the publication of the campaign can also attract more international tourist arrivals to travel around Thailand. Unfortunately, they are unlikely to be interested in or appreciate this campaign.

Furthermore, when the respondents were asked to rate the behaviors to travel regarding the campaign, most of the tourists would not make a decision to travel immediately after they saw the campaign. It was also found that "Happiness" campaign could not encourage them to travel more frequently and to extend their length of stay. They believed that the campaign could not reassure them of their safety to travel around Thailand. However, the results indicated that the attitudes towards decision to travel immediately after seeing the campaign as well as to travel more frequently and extend the length of stay, are the implications of the tourists' attitudes and behaviors. In other words, the attitude towards the intention to act is a good predictor of subsequent behavior and the

relationship between attitudes and behavior as described in Chapter 2. The result also showed that 64% of the tourists which accounted for 15% of Thais and 49% of international tourists, never heard about “Happiness” campaign before. This might be due to the length of the exposure of the campaign on media channel to the public and this campaign was particularly launched for Thais. Therefore, it was not surprising that most Thai tourists knew the campaign.

Discussion

A few key issues emerge from this attitude study. Firstly, this study demonstrates that the “Happiness” campaign does not affect on tourist intention or travel behavior, even though most tourists show their attitudes towards the campaign in favorable ways. In fact, the campaign has an effect only on tourists’ cognitive (knowledge, belief) and affective (emotion) but not on behavioral part. Secondly, this reveals that even though the “Happiness” campaign is a marketing stimuli or information source which exposed to the target audience or Thai people, the lack of being valuable source to influence the destination image and lead to intention (Gartner. 1993: 211) to visit is the weakness point of this campaign. According to the respondents’ suggestions, the lack of consistency and frequency of exposure are the major concerned factors for the campaign. Solomon (1999: 247) suggests one of the component influencing attitudes and behavior change is the message repetition with limiting the amount of exposure per repetition strategy. The advantage of repetition is that it enhances the familiarity to the product or campaign and

thus reduces uncertainty about the product. Moreover, this strategy may have an effect on individuals who tend to process information (high involvement) of the product first.

In addition to the findings, the promotion of the campaign through media seems not to be the agents which influencing motivational and perceptual process. In fact, the campaign has promoted via different kinds of agents including conventional advertising media, namely television, prints, radio, billboards and visible outdoor advertising in various destinations nationwide. However, the findings show that most tourists obtain information on Happiness campaign from television; meanwhile other media are obtained in less percentage. Pitchsinee (1995) indicates in her study that effective persuasive techniques can be created through color, illustration, and typography as well as this technique can influence behavior and lead tourists to make decisions to travel. However, it is important to note that, all kinds of media agents have the ability to expose and draw attentions to current situations and events in this modern communication society. Similarly, the tourism literature notes that countries with high levels of ownership and access to all media including magazines, videos, television, movies, radio, and electric information, as well as low levels of government censorship of information, are likely to have relatively high levels of tourism demand (Kerser. 2002: 88). As a result, the use of media agents is also considered as one of the influential factors to determine attitude and destination image formation as well as also to increase tourism demands.

Thirdly, the study illustrates on the influential factors for travel decision-making. The distinction is obvious between international and Thai tourists. Psychological or personal motivation and product attributes have acted on international tourists'

determination to travel. The socio-psychological factors are the motivations that drive the individual to go on vacation. While, the attraction represent product attributes that attract the individual towards a particular vacation. In contrast, Thai tourists consider that economic (money) and social factors (time) come as primary for travel decision. Also, it can imply from the study that the cultural difference can distinguish these preferences in decision making. From this point of view, the tourism authority can make use of these tourist mindsets to develop the effective marketing campaign regarding values and preferences, and to respond to the specific groups of people (international/domestic).

Also, it is important to note that, in order to enhance the preference of domestic tourists to visiting within the country. The need to understand the variance needs and demands of local people is required, since most of the past tourism policies tended to focus exclusively on international visitors. In fact, the spending habits, traits, preferences and cultural traits of domestic tourists tend to differ from those of foreign visitors. Therefore, the failure to take these characteristics into account will result in ineffective strategies that are incapable of providing Thai society with greatest possible benefits from the industry.

Furthermore, Kerser (2002: 54) suggests that people only hear what fits their perceptions, aspirations, and goals of their futures and tune out the hundreds of mass-marketing messages that do not address their goals. Therefore, it is essential for related tourism authority and stakeholders to concern about these needs before launching such campaign.

Lastly, the study demonstrates on the major factor that can possibly lead to negative attitude and image about destination and tourism product, that is many of unsolved problems in Thai tourism. Though, the campaign can motivate the good image

and attitude formation on destinations, the destinations themselves can not create such impression as the campaign said. Some point of view from tourists' suggestion on the weakness part of Thai tourism can be the guidelines for government and tourism stakeholders to look at the real problem than expecting the results only from tourism campaign. Most of the time, policies have tended to concentrate upon marketing, when investments are needed for environmental protection and infrastructure maintenance. Interestingly, such these concerns as well as being a good host could result the real impressions gained by tourists visiting the destination. If this impression met by their expectations, repeat visitation and destination loyalty are likely to occur. Then word of mouth will further act as the perfect information source to influencing both of image/attitude formation and intention to visit particular destination, since literature show that image and attitude formation as well as behavior is relative to word of mouth or opinion leaders.

Recommendations for further studies

This study was limited on the attitudes of tourists towards the "Happiness" campaign; therefore further studies are recommended as follows:

1. There should be a further study on the relationship between psychological factors/ personal factor (gender, age, income, occupation etc.) and travel decision-making in order to discover how these factors relate to tourists decision to visit particular destinations.

2. This study is limited in the research methodology conducted by questionnaire, and the respondents were selected randomly, a further study should conduct by focus

group to gain in the great ~~the~~ depth of idea and expression, as well as to clarify the result regarding personal characteristics of respondents.

3. This study is limited in the attitudes of two groups of Thai and international tourists, a further study should extend to cross-cultural differences between Asian travelers and western in order to examine the differences and similarities among these groups on their beliefs and travel behaviors.

4. This study is limited in tourists' attitudes towards tourism campaign, the further research should study on the effect of information source (mass media, broadcasting news, promotional campaign, word of mouth etc.) on tourist decision-making in order to gain more knowledge on the most influential factors affecting on destination image formation and intention to choose destination of tourists

BIBLIOGRAPHY

BIBLIOGRAPHY

Allport, Gordon. W. (1955). *Handbook of social psychology*. London: Addison-Wesley.

New Haven: Yale University Press.

Asseal, Henry. (c1998). *Consumer Behavior and Marketing Action*. Cincinnati, Ohio:

South-western College Pub.

Baloglu, S; & McCleary, K. (1999). A Model of Destination Image Formation. *Annals of*

Tourism research. 26:808-897.

Beerli, Asuncion; & Martin, Josefa D. 2004 *Factor Influencing Destination Image*. *Annals of*

Tourism Research , 31(3): 657-681.

Clow, Kenneth. E. & Baack, D. (2002). *Integrated advertising, Promotion, & Marketing*

Communication. New Jersey: Prentice Hall.

Court, B; & Lupton, R.A. (1997). Customer portfolio development: modeling destination

adopters, inactives and rejecters. *Journal of Travel Research*, 36: 35-43.

Diethelm Travel's Thailand Tourism (Bangkok Post). (2005). A special publication of the

Bangkok Post: Bangkok.

Engel, James. F; Blackwell, Roger. D; & Miniard, P. (1995). *Consumer Behavior*,

8th ed, Florida: The Dryden Press.

Engel, James. F; Kollat, D.; & Blackwell, Roger. D. (1968). *Consumer Behavior*.

United States: Rinehart and Winston.

Gartner, W. (1993). Image Formation Process. In *Communication and Channel Systems in*

Tourism Marketing M. Uysal and D. Fesenmaier, eds., pp. 191-215. New York:

Haworth Press.

Kasikorn researchcenter. (2005, May). *Restive South Worsened By Earthquake: A Blow to*

Tourism 2005. (Online). Available: <http://www.krc.co.th/tfrc/cgi/ticket/ticket.exe/47527902010/tfrc/eng/research/res/05/apr/atou741.htm>.

Kerser, Heidi. (2002). *Tourism Development*. Southern Africa: Oxford University Press.

Moven, John C. (1993). *Consumer Behavior*. 3rd ed. Toronto: Macmillan Publishing.

Solomon, Michael R. (1992). *Consumer Behavior*. United States: Allyn and Bacon.

TATGovernor. (2005, May). *TAT INTRODUCES CELEBRITY PRESENTER & LAUNCHES*

NEW DOMESTIC TV COMMERCIAL. (Online). Available:

<http://www.tatgovernor.com/new/governor.aspx>.

Tourism Authority of Thailand. (2005, May). (Online). Available:

http://www.tourismthailand.org/about_tat.php?module=tat_marketingpaln.

..... (2005). *Statistical report on domestic tourists and international tourist arrival 1995-2004*. p. 10.

Tourism Marketing Plan 2005. Tourism Authority of Thailand. (2004). Bangkok: Tourism Authority of Thailand.

Thurstone, L. L. (1929). *The measurement of attitude : a psychophysical methol and some experiments with a scale for measuring attitude toward the church*. Chicaco: The University of Chicaco Press.

พิชญ์สินี แสงขำ. (2538). *วิธีการจูงใจนักท่องเที่ยวผ่านการสื่อความหมายทั้งด้านวัฒนธรรมและอรรถาภิธานในสื่อแผ่นพับเพื่อการโฆษณาประชาสัมพันธ์ขององค์กรส่งเสริมการท่องเที่ยว*. ปริญญาโท. นศ.ม. (นิเทศศาสตร์). กรุงเทพฯ: บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย. ถ่ายเอกสาร.

สุธิดา วงษ์พันธุ์. (2544) ทักษะคตินักท่องเที่ยวต่างประเทศต่อปัญหาความปลอดภัยในชีวิตและ

ทรัพย์สินในจังหวัดเชียงใหม่. ปริญญาโท. รป.ม. (รัฐประศาสนศาสตร์).

เชียงใหม่: บัณฑิตวิทยาลัย มหาวิทยาลัยเชียงใหม่. ถ่ายเอกสาร.

วชิราภรณ์ ชิดอรุณ. (2540). การเปิดรับข่าวสารจากสื่อประชาสัมพันธ์ การรับรู้ ทักษะคติ เกี่ยวกับ

โครงการเที่ยวทั่วไทยไปได้ทุกเดือน. ปริญญาโท. นศ.ม. (นิเทศศาสตร์).

กรุงเทพฯ: บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย. ถ่ายเอกสาร.

APPENDICIES

Appendix A

Questionnaire

This questionnaire is designed to explore ideas concerning Thai and international tourists' attitudes toward "Happiness" campaign. The researcher would feel very much obliged for your cooperation and feedback by answering the following questions below with your comments and suggestions.

Part I. General Information

Directions: Please fill in the blank or mark ✓ in () which best describe your answer.

1. Gender

() Male

() Female

2. Nationality.....

3. Marital Status

() Single

() Married

4. Educational level

() Secondary School

() Master Degree

() High School

() Others (please specify).....

() Vocational School

() Bachelor Degree

5. Occupation

() Government official

() Student

() Business employee

() Worker/Labor

() Business owner

() Retiree

() Housewife

() Others (please specify).....

6. Your monthly income (For International tourists)

() Below \$1,000

() \$4,001 - \$5,000

() \$1,001 – \$2,000

() Above \$5,001

() \$2,001 - \$3,000

() \$3,001 - \$4,000

7. How often do you travel?

() Once a year

() More than 5 times a year

() Twice a year

() Three times a year

() Four times a year

Appendix B

ที่ ศร 0519.12/ 5891



บัณฑิตวิทยาลัย

มหาวิทยาลัยศรีนครินทรวิโรฒ

สุขุมวิท 23 กรุงเทพฯ 10110

๑ สิงหาคม 2548

เรื่อง ขออนุญาตออกรายการเพื่อการศึกษาวิจัย

เรียน ผู้อำนวยการการท่าอากาศยานกรุงเทพ

สิ่งที่ส่งมาด้วย แบบสอบถาม

เนื่องด้วย นางสาววิกานดา นาคจั่น นิสิตระดับปริญญาโท สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ ได้รับอนุมัติให้ทำสารนิพนธ์เรื่อง “การศึกษาทัศนคติของนักท่องเที่ยวชาวไทยและชาวต่างประเทศต่อการรณรงค์การท่องเที่ยวไทย ภายใต้ชื่อ “แฮปปี้เนส” โดยมี ผู้ช่วยศาสตราจารย์อัมพร ศรีเสริมโชค เป็นอาจารย์ที่ปรึกษาสารนิพนธ์ ในการนี้ นิสิตมีความจำเป็นต้องเก็บข้อมูลเพื่อการศึกษาวิจัย โดยขอให้นักท่องเที่ยวหรือผู้โดยสารทั้งชาวไทยและชาวต่างประเทศ จำนวน 80 คนที่กำลังจะเดินทางหรือสิ้นสุดการเดินทางท่องเที่ยวภายในประเทศไทย คอบแบบสอบถามการศึกษาทัศนคติของนักท่องเที่ยวชาวไทยและชาวต่างประเทศต่อการรณรงค์การท่องเที่ยวไทย ภายใต้ชื่อ “แฮปปี้เนส” ในระหว่างเดือนสิงหาคม 2548

จึงเรียนมาเพื่อขออนุญาตออกรายการ ได้โปรดพิจารณาให้ นางสาววิกานดา นาคจั่น ได้เก็บข้อมูลเพื่อการศึกษาวิจัย และขอขอบพระคุณเป็นอย่างสูง ณ โอกาสนี้

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ เพญศิริ จิระเดชากุล)

คณบดีบัณฑิตวิทยาลัย

สำนักงานคณบดีบัณฑิตวิทยาลัย

โทร. 02-664-1000 ต่อ 5731

หมายเหตุ : ต้องการสอบถามข้อมูลเพิ่มเติม กรุณาติดต่อ นิสิต โทรศัพท์ มือถือ 06-7530283

8. The Purpose of your travel?

- ☐ Relax/leisure/ recreation ☐ Visit friends/ families/relatives
☐ Holiday/ Vacation ☐ Business/ meeting/seminars
☐ Health treatment/massage/spa ☐ Other please specify.....
☐ Study

9. The length of stay per trip

- ☐ 1-2 days
☐ 3-4 days
☐ 5-6 days
☐ more than 7 days

Part II. Tourists' perception and understanding on the "Happiness" campaign

Directions: Please mark ✓ in () which best describes your answer.

10. Have you ever heard of "Happiness" campaign?

- ☐ Yes ☐ No

11. If so, please specify where you heard it from. (You can specify more than one)

- ☐ TV ☐ Magazines
☐ Radio ☐ TAT prints/guidebook/brochures
☐ Newspaper ☐ Billboard
☐ TAT website or other tourism websites ☐ Other (please specify).....

12. Happiness campaign is run by which organization?

- ☐ Tourism Authority of Thailand
☐ The Ministry of Culture
☐ The Ministry of Commerce
☐ The Ministry of Education

13. What is the purpose of Happiness campaign?

- ☐ To encourage tourists concern about environment.
☐ To stimulate the movement of travel by local.
☐ To encourage Thais to save the energy.
☐ To urge people to stop smoking.

14. What is the symbol of the "Happiness" campaign?

- ☐ The Happy Man mascot
☐ Elephant image
☐ Smiling Thai girl
☐ Orchid flower

15. Who is the presenter of the Happiness campaign?

- () Tik Jetsadaporn Poldee
 () Natalee Gebova (Miss Universe 2005)
 () Jenifer Hawkins (Miss Universe 2004)
 () Bird Thongchai Macintyre

Part III. Attitudes toward "Happiness" campaign.

Directions: please rate your attitude by mark ✓ in blank which best describe your views.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. The campaign could create positive image of destinations around Thailand.					
2. The campaign helps stimulate Thais to discover many splendid and unseen attractions in Thailand.					
3. The new campaign helps decrease the number of outbound tourists and increase the number of domestic tourists in Thailand.					
4. The publication of the campaign can also attract more international tourist arrivals to travel around Thailand.					
5. The exposure of Happiness advertisement on TV and other media is frequent and consistent enough to grab attention for Thai audience.					
6. The use of Thai celebrity and the mascot "Happyman" to be the presenter of the campaign help increase the greater interest and awareness of travel by local.					
7. The "Happiness" theme reminds you of happiness whenever or wherever you travel around the country.					
8. You are very interested in and appreciated this campaign.					
9. The launch of "Happiness" campaign could be a major vehicle to stimulate the recovery of Thai economy.					
10. The surging oil prices could cause a severe impact on the promoting of this campaign.					

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
11. The campaign helps resume tourism in southern destinations devastated by Tsunami.					
12. You would make decision to travel immediately after you see the campaign.					
13. The "Happiness" campaign could encourage you to travel more frequently and extend your length of stay.					
14. The campaign reassures you that it is safe to travel around Thailand.					
15. The new campaign is likely to be successful with the actual number of Thai and international tourists.					

Part IV. Please answer the following questions.

1. What is your suggestion for the "Happiness" campaign?

.....

.....

.....

.....

2. What factors influence you to make a decision to travel in Thailand?

.....

.....

.....

.....

3. What aspects of Thai tourism need to be improved immediately?

.....

.....

.....

.....

Thank you very much for your cooperation

VITAE

VITAE

Name: Wikanda Nakjan

Date of Birth: May 23rd, 1982

Place of Birth: Praputthabaht, Saraburi

Address: 17 Moo 4, Bangprong, Nongdon, Saraburi, 18190

Educational Background:

2003	Bachelor of Education (Educational Communication technology), Srinakhrinwirot University
2006	Master of Arts (Business English for International Communication), Department of Western Languages, Srinakharinwirot University

138.4891
WIKANDA
138

A STUDY OF TOURISTS' ATTITUDES TOWARDS "HAPPINESS" CAMPAIGN

AN ABSTRACT
BY
WIKANDA NAKJAN

8 8.11. 2549

Presented in partial fulfillment of the requirements for
the Master of Arts Degree in Business English For International Communication
at Srinakharinwirot University
January 2006

138.4891

Wikanda Nakjan. (2006). *A Study of Tourists' Attitudes towards "Happiness" Campaign*.

Master's Project, M.A. (Business English for International Communication).

Bangkok: Graduate School, Srinakharinwirot University.

Project Advisor: Assist. Prof. Dr. Amporn Srisermbhok

This research aimed to investigate the tourists' evaluations on "Happiness" campaign, the 2005 domestic tourism campaign launched by Tourism Authority of Thailand. This campaign was launched to stimulate the movement of Thai people to travel within the country and to raise awareness of Thais that their homeland has much more to offer. The objectives of this study were to (1) to examine tourists' attitudes and perception towards "Happiness" campaign and (2) to find out the relationship between tourists' attitudes and their travel behaviors. The instrument employed in gathering data was questionnaires distributed randomly to fifty international and fifty Thai tourists at Domestic Passenger Terminal: Bangkok International Airport. The results showed that tourists had mildly positive attitudes towards "Happiness" campaign and they showed great perception of the campaign. However, tourists' attitudes on the campaign did not relate to their travel. From the study, the factors influenced tourists to travel were psychological or internal factors and motivation from attractions, as well as social and economic status (economical stability).

ทัศนคติของนักท่องเที่ยวต่อโครงการส่งเสริมการท่องเที่ยวไทย ภายใต้ชื่อ “แฮปปี้เนส”

บทคัดย่อ
ของ
วิภาณดา นาคจั่น

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาการศิลปศาสตรมหาบัณฑิต สาขาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
ลิขสิทธิ์เป็นของมหาวิทยาลัยศรีนครินทรวิโรฒ
มกราคม 2549

วิภาดา นาคจัน. (2549). ทศนคติของนักท่องเที่ยวต่อโครงการส่งเสริมการท่องเที่ยวไทย ภายใต้

ชื่อ “แอปปีเนส”. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ).

กรุงเทพฯ: บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาสารนิพนธ์:

ผศ. ดร. อัมพร ศรีเสริมโภค.

สารนิพนธ์ฉบับนี้มีจุดมุ่งหมายเพื่อศึกษาถึงข้อคิดเห็นของนักท่องเที่ยวต่อโครงการส่งเสริมการท่องเที่ยวภายในประเทศ ประจำปี 2548 ภายใต้ชื่อ “แอปปีเนส” ดำเนินการโดยการท่องเที่ยวแห่งประเทศไทย ซึ่งโครงการนี้มีจุดมุ่งหมายเพื่อกระตุ้นให้คนไทยท่องเที่ยวในประเทศและเพื่อปลูกจิตสำนึกให้คนไทยเห็นคุณค่าถึงความสวยงามของสถานที่ท่องเที่ยวในประเทศ การศึกษาครั้งนี้มีจุดประสงค์เพื่อ (1) ศึกษาทัศนคติของนักท่องเที่ยวและความเข้าใจต่อโครงการ “แอปปีเนส” และ (2) เพื่อศึกษาความสัมพันธ์ระหว่างทัศนคติของนักท่องเที่ยวที่มีต่อโครงการและพฤติกรรมการท่องเที่ยว เครื่องมือที่ใช้ในการศึกษาคือแบบสอบถามโดยใช้วิธีในการสุ่มแจกแก่นักท่องเที่ยวชาวต่างประเทศจำนวน 50 คน และนักท่องเที่ยวชาวไทยจำนวน 50 คน ณ อาคารที่พักผู้โดยสารภายในประเทศ สนามบินนานาชาติกรุงเทพ ซึ่งผลการศึกษาพบว่า นักท่องเที่ยวมีทัศนคติและความเข้าใจค่อนข้างดีต่อโครงการ “แอปปีเนส” นอกจากนี้ ทัศนคติของนักท่องเที่ยวที่มีต่อโครงการ “แอปปีเนส” ไม่มีความสัมพันธ์กับพฤติกรรมการท่องเที่ยว และจากการศึกษา อิทธิพลที่มีผลต่อการท่องเที่ยวของนักท่องเที่ยวได้แก่ ปัจจัยด้านจิตวิทยาหรือความต้องการภายในของนักท่องเที่ยว รวมทั้ง สิ่งกระตุ้นจากสถานที่ท่องเที่ยว และสถานะ ความมั่นคงทางสังคมและการเงิน