



EFO705 Master Thesis

A study of Swedish tourist going on vacation in Thailand

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ABSTRACT

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Authors	Ms. Rong Pan	Mr. Sitthiphon Panto
Teacher	Tobias Eltebrandt	
Title	A study of Swedish tourist going on vacation in Thailand	
Research question	Which factors affect Swedish travelers' decision making in choosing Thailand as a traveling destination?	
Target audience	This report could be beneficial for Tourism Authority of Thailand. The target audiences including Government sector who responsible in promoting Thailand tourism.	
Conclusion	<p>With the help of consumer decision making theory, factors were being investigated. An additional questionnaire was being distributed to collect primary data. The secondary data from reliable sources was used to have a better understanding of Swedish travelling behaviour. It showed that <i>among eight factors</i> "motivation or energizers factor" has the most influence or effect on Swedish traveler's decision making in choosing Thailand as a traveling destination.</p> <p>However, we can summarize their level of influence into three broaden group: High Influence Factor (motivation or energizers factor, socio-economic factor, (personality / attitude factor), Medium Influence Factor (perception factor, learning factor, cultural factor, family influence factor) and Low Influence Factor (reference group influence Factor)</p>	

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A master International Marketing at Mälardalen Högskolan, a first thesis, this is the result of a long and exhausting period working together, where we dreamt, slept and eats Thailand tourism.

Throughout period of time that we have spent for this research, a number of people have provided us with great support, encouragement, and constructive criticism. We would like to publicly acknowledge and express thank many of them especially valuable suggestion, guidance and insight assistant from my advisor, Tobias Elterbrant. Hopefully we have done this to a satisfactory level. In this research you can read more about Swedish tourist going on their vacation.

May 25, 2010

Ms. Rong Pan

Mr. Sitthiphon Panto

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1. Introduction

1.1 Thailand Tourism

Thailand have been defined as “the land of free” (Directory Company Limited, 2010) and also widely known as the “land of smile”. This friendly personality becomes an image of country (Kanto Productions Company Limited, 2010). Thailand was awarded for the Best Tourist Country in the year 2009 and 2010 presented from Swedish Grand Travel Award organized by Travel News Magazine (Tourism Authority of Thailand, 2010). At that time several popular tourist destinations were voted including Spain, Thailand and Turkey. (Tourism Authority of Thailand, 2010) In the same year Thailand won prestigious Norwegian Grand Travel Awards for “The World’s Best Tourist Country 2010” as well (Tourism Authority of Thailand, 2010). All rewards are the proven evident of Thailand’s successful strategy toward tourism.

According to the information from Siam Commercial Bank, a leading private banking in Thailand, the revenue from foreign tourists is the key factor driving not only local business but other related industry also enjoys this positive effect. Tourism Authority of Thailand has set the goal to be “Tourism Capital of Asia”. However, the quality of tourist is another focus for the year 2010. The tourist from South Asia has lower average spending when they travel than tourist from EU, US and Middle East. (Siam Commercial Bank, 2010)

Sweden stands out as a strong economic situation in Europe. According to data from Konjunkturinstitut (2010) the GDP growth rate for 2010 is 2.1% and predicted to increase in the coming years (with a forecasted 3.8% in 2011). The GDP in 2007 was 3 017 857, 55 million Swedish kroner. The disposable household income will grow with around 11%. These factors will lead to a growing purchasing power for the Swedish inhabitant. The Konjunkturinstitut states therefore that the consumption will grow with about 4% every year. These economic statistics has shown that Swedish travelers have high potential spending power. (Konjunkturinstitutet, 2010)

From the political problem since late 2008, Thailand was affected in decreasing number of tourist by 16 percent. However, since August 2009, the numbers of tourists continue increase and Scandinavia is one of the major travel group visited Thailand. While tourist from the other country avoid traveling during the political problem but it has minimized effect to Swedish tourist. Their loyalty in traveling to Thailand is precisely interesting. (TravelDailyNews International, 2010) On November 2009, Tourism Authority of Thailand reported 36,107 travelers from Sweden to Thailand. (Tourism Authority of Thailand, 2010) At the end of the year 2009 reported 390,000 Swedish travelers visited Thailand and generated total revenue for Thai tourism 27.3 billion baht (Tourism Authority of Thailand, 2010).

Swedish Tourist Arrivals To Thailand in 2008 – 2009											
Month Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov
2008	71,582	65,714	52,200	19,724	11,128	13,130	10,908	7,520	11,711	41,434	21,123
2009	58,674	51,286	48,811	18,626	8,880	12,858	10,561	10,046	10,721	22,544	36,107

Table 1: Swedish Tourist Arrivals to Thailand in 2008 – 2009

Source: Office of Tourism Development, 2010

Thailand's tourism has high popularity in Asia, Western Europe, Northern and America. However, the study regarding factor effecting Swedish traveling to Thailand is limited. Meanwhile Thailand is very well-known traveling destination in Sweden. There are also a lot of other traveling destinations in EU and Asia. This arouses the interesting topic that "Which factors effect Swedish travelers' decision making to choosing Thailand?"

According to the information from ThaiSwedenReview, a magazine for Thai-Swedish Chamber of Commerce, 84,000 Swedish visited Thailand in 1996 and it increased to 209,000 in 2000. The number increase almost double to 378,000 in the year 2007. In 2008, Thailand political crisis had frightened many tourists in changing their plan to visit other destinations but number of Swedish tourist remains appreciated. The latest available statistics amazed many parties. Thailand had 21,123 arrivals from Sweden during October 2008 (down only 9.47 percent from the same period the year before) and 41,434 during November (down 13 percent). Peter Hellström, Communications, Press & Corporate Citizenship at Fritidsresor mentioned that it does not have any effect on Swedish. They just avoid visiting Bangkok and Pattaya by visiting other area in Thailand instead. Their view is that the Swedish tourism to Thailand is so far very much intact. They still keep coming to enjoy vacation. Thailand still increase increasing share of Thailand's inbound tourism pie started in the second part of the 1990's. This is the main reason in choosing this topic. The strong willingly for Swedish to visit Thailand would greatly benefit to Tourism Authority of Thailand if they can make tourist from the other Scandinavian country to have this strong willing. The reason to focus on the factor also benefit to Thailand in developing strengthen consumer decision making strategy toward Swedish tourist (Swedish-Thai Chamber of Commerce, 2009).

1.2 Swedish travel

The vacation time of Swedish is five weeks per year and it is legally required minimum (World Salaries Organization, 2008). In the year 2006, Swedish travel abroad as their business trips by 2.5 million which spent an average of 3,011 SEK per person per day and 10 million was go for their leisure trip which spend 845 SEK per day per person. (Tourism and the Travel and Tourist Industry in Sweden, 2007)

1.3 Topic

A study of Swedish tourists going on vacation

1.4 Strategic question

Why Swedish travelers choose Thailand as their travel destination instead of other countries?

1.5 Research question

Which factors affect Swedish travelers' decision making in choosing Thailand as a traveling destination?

1.6 Target audience

This report could be beneficial for tourism industry in Thailand especially Tourism Authority of Thailand. The report will study and describe about Swedish traveling behavior including how the travel style and what is the motivation drive them in choosing to travel in Thailand. The target audiences is Government sector who responsible in promoting Thailand tourism. This report could be beneficial for the reader to understand the aspect of Swedish travelers choose as their traveling destination. The result will be able to attract more Swedish traveler and increase their loyalty or maintain the existing Swedish traveler to travel Thailand. Aside from that, the result of this study would help in developing consumer decision making strategy to other Scandinavian country as well.

2. Methodology

2.1 Literature review

To analyze Swedish traveler's behavior to Thailand, consumer decision making framework was applied to analyze both primary and secondary data. Primary data was derived from distributed questionnaires.

As stated in theory chapter, there are many factors in consumer decision making theory such as socio-economic influence factor, motivation or energizers factor, cultural influences factor, perception factor, personality/attitude factor, reference group influence factor, learning and family influence factor. This analysis process will provide deeper scoop of consumer decision making in order to bring practical recommendation to Tourism Authority of Thailand.

Of course there are more theories that could be applied. An example is the five forces theory from Michael Porter. This theory shows the attractiveness of a country, while focusing on the buyer and supplier power, threat of entry, threats of substitutes, segment rivalry and threat of mobility. The marketing mix is one of the layers for how marketing is being performed nowadays. Marketing mix has been defined as the set of marketing tools the firm uses to pursue its marketing objective. The four Ps represent the sellers' view of the marketing tools available for influencing buyers. Its basis is quite simple. McCarthy classified these tools into four broad groups, which he called the four Ps of marketing: product, price, place, and promotion. Since the research question is "Which factors effect Swedish travelers decision making in choosing Thailand", the theory about consumer decision making is relevant and should be applied. Another reasons that make consumer decision making theory more suitable in answering strategic question than the other theory is that consumer decision making theory provide big picture of the Swedish behavior in choosing traveling destination. The theory show how each factor arouse Swedish to behave.

2.2 Data collection

This study was employed as an empirical test. The research was based on primary and secondary data. The secondary data is gathered mostly via Internet. We are fully aware of the inaccuracy of information presented through Internet. Therefore, in order to assure the credibility we focus mainly on tourism authority of Thailand's official website, governmental website, newspapers and peer-reviewed electric journals. The primary data was obtained by using the survey method. A survey questionnaire was the tool for data collection by distribution to target respondents. Self-administered questionnaires were used. The methodology and data gathering are as follows:

2.2.1 Primary Data

Primary data would be collect in order to support the secondary data and make the research more reliability. The objective of collection primary data is to identify the factors affected Swedish traveler in destination choosing decision. Questionnaire or quantitative method would be use as a tool to collect primary data.

The questionnaire used in this study was composed of three parts, which were demographic of respondents, traveling behavior, and factor effecting traveling behavior.

The first and the third part were structured by using dichotomous and multiple choice question (tick box) (Fisher, 2007, p.193). The second part of the questionnaire was structured by using the Likert scale method which is common to use when asking people about their opinions and attitudes (Fisher, p.195). The questions of the questionnaire are attached in the appendix:

The first part is about travelers' behavior. The question in this part will allow the respondents to compare three different countries base on their attitude towards each country. Beside that we will know how they perceive about that country.

The second part is asking about tourists' attitude towards Thailand. The question in this part will contain the question that related to motivation and learning factors from our conceptual framework. The question will ask about the reason that they choose to travel, the information that they get and the activities they do during their trip. Some question will be asked in order to relate with the reference group and influencer.

The third section is demographic profile with the general question about gender, age, family size, occupation and household monthly income. Those questions are close questions that allowing us to segmentation and understand the relationship with other factors in the other part.

Population and sampling technique

According to the Statiska Centralbyrå (Statiska Centralbyrå, 2010) the population in Sweden is 9 113 257. In order to reduce the margin of error and make our research reliable, we have to take a sample that is representative for the whole population (Fisher, 2007, p.189). By this way, we apply cluster sampling technique, one of probability sampling techniques by dividing the questionnaires into 6 geographic groups which are Stockholm, Gothenburg, Malmö, Uppsala, Linköping, Västerås and other cities. After that, purposive sampling techniques were applied to distribute questionnaires to target respondents appropriately.

The primary data was gathered from the printed, self-administrated questionnaires by using the survey method. The criteria of questionnaire distribution is the geographic based on largest city in term of population in Sweden. The business activities in these areas can represent the country's environment effectively. According to the Statiska Centralbyrå the population in the city is divided like in the following: Stockholm = 782 885, Gothenburg = 489 757, Malmö = 276 244, Uppsala = 185 187, Linköping = 138 580, Västerås = 132 920 (Statiska Centralbyrå, 2010).

In order to distribute questionnaires to respondents that represent the target respondents accurately, purposive sampling was applied. Fisher states that a purposive sampling technique fits when the case is to simply get enough questionnaires filled in. This is grand way of saying that the researcher puts into their sample whoever they can obtain access to or whoever they think may be appropriate respondents for the questions they want to ask (Fisher, 2007, p.191).

As this reasearch has a sample at 600, more than 384 as suggested by Saunders, cluster and purposive sampling techniques make us have a sample that represents the whole population, and that is the purpose of our research (Fisher, 2007, p.189).

In concrete the gathering of our primary data are as below:

1. Distribution of questionnaires
 - Questionnaires are sent by e-mail
 - Personal interviews are implemented face to face
2. Number of questionnaires collected
 - 600 copies
3. Interview duration
 - 08/05/2010 – 21/05/2010

2.2.2 Secondary data

The secondary data will use as a tool to gather information about Thailand tourism and consumer behavior. Also, related articles on the tourists' perception, motivation and influences will be use as our secondary data. Main resources are gathering from many journals, articles and research in Emerald and DIVA database. Collecting the secondary data is easy and quick as well as can save cost.

2.3 THE ANALYSIS OF INFORMATION

The information from the finding is analyzed systematically according to the empirical finding. In secondary data, the information regarding uncontrollable factors such as international environment, economic, culture and legal as well as controllable factors such as firm's overall strategies is interpreted in qualitative manner. The information is presented in narratives. While in primary data from the questionnaires is interpreted in quantitative on the following:

Profile of the respondents (part 3) and traveling behavior (part 1)

The frequency and percentage were employd to analyze the data regarding the characteristics of the respondents and their consumer behavior.

Factor effecting traveling decision (part 2)

In this part the Likert scale was used. This scale equals a mark, with most important five points and one point down every time to not important one point. These points are being calculated and with the results it is easy to see what the respondents see as important. Subsequently this can be calculated as mean. Liken Scale is utilized for all the questions in this part. All questions are describes 5 levels of answer: Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree, rating from 5, 4, 3, 2, 1 respectively.

- | | | |
|---|---|------------------------------|
| 1 | = | "Strongly Disagree" |
| 2 | = | "Disagree" |
| 3 | = | "Neither Agree nor Disagree" |
| 4 | = | "Agree" |
| 5 | = | "Strongly Agree" |

The aim is to acquire the traveling behavior of Swedish tourist in general. Thus, the gathered data are then organized and categorized in order to be evaluated statistically. The result is presented in percentages to make it easily understandable.

The consumer decision making theory is used to analyze information under cause and effect relationship. The cause and effect relationship identifies the various factors that influence ethical decision making in management (Fisher, 2007, p.127). The findings about Swedish decision making in traveling are all collected based on the theory and the questionnaire. The collected data are also analyzed in the same aspects. A more detailed introduction of the selected theories is presented in the next chapter.

2.4 Data Processing

After the primary data was collected, it was processed through several steps in order to summarize and rearrange the data in Microsoft Office, these steps are:

Editing

Editing procedures were conducted to make the data ready for coding and transfer to data storage. This study was edited the error data in questionnaire for consistency and completeness of the answer before coding.

Coding

The questionnaire (Part I, II,): was pre-coded in numerical form before transferring data to computer program. Then data were entered into the computer and verified.

Data Analysis

The study will analyze the data by using descriptive method.

Part I: The frequency and percentage distribution were utilized to distinguish and describe information of company background data.

Part II: Means and standard deviation were employed to describe and explain the importance level of perception on marketing. The level of average scores used to describe the level of respondent's agreement will be classified at the interval range. The class of interval range was computed from the following formula;

$$\begin{aligned} \text{Range of scores} &= (\text{Highest score} - \text{Lowest score}) / \text{Number of interval} \\ \text{Interval of Scores} &= (5-1) / 5 \\ &= 0.8 \end{aligned}$$

Regarding the computation above, the range of scores employs in this study aim to describe the level perception toward their marketing effort. The mean and score range can be demonstrated as follows:

1.00 - 1.80	Means "Not Important at all"
1.81 - 2.6	Means "Not Important"
2.61 - 3.40	Means "Neutral"
3.41 - 4.20	Means "Important"
4.21 - 5.00	Means "Very Important"

Two decimals were utilized to range the interval scores in part II in order to range all, score intervals to be the most accurate scores. As a consequence, the important level of perception can be presumed when the sample mean from the calculation above fall in any range of scores.

3. Literature review

This research is doing in order to understand the Swedish traveler behavior and to study about factors that affect Swedish traveler decision making to choose Thailand as their travel destination. By doing this report we choosing the theory that we think it is appropriate to our study.

3.1 Socio-economic influence

Socio economic refer to the use of economics dimension to the study if the society. It related to the impact to the society from economic change. Economic change could be the change in GDP and Spending power. The change of economic affects the consumption behavior and the overall business environment. (Eatwell, 1989)

3.2 Motivation or Energizers

Motivation is one of the important factors that forces traveler to choose their travel destination. (Songsan Hand Cathy H, 2009) Self preservation in Maslow's hierarchy of need is one of another factor of travel. Self preservation is including the need to relax and need to have a change of environment that most likely to be the important of travel. (Kye-Sung Chon, 2007)

3.3 Cultural influences

Culture is one element that can influence the demanded market. The marketers have to create the program that suitable for particular group of customers. (Jeerapa Meesook, Jittavadee Boonkhet, 2009) Culture can explain the unique way of life, the different between beliefs, values and habits. (Carol M. Megehee, Deborah F. Spake, 2008) The culture is traditions among the members in society and its can influence or support the preferences. Culture can influence the behavior and way of thinking. (Arch G. Woodside, John C. Crotts, Rich Harrill, 2007) In difference culture they have different religious or beliefs including with variety of language and the conversation in the city. The culture can show different of lifestyle then the marketer need to understand and respect all culture and behavior. (Martin Evans, Ahmad Jamal and Gordon Foxall, 2006)

3.4 Perception

The perception is showing how to interpret, understand and respond to the message or information that human got. The marketer can use of senses to stimulate customer such as vision, sound, touch, taste and smell but all of these must depend on the products. In facts the peoples will perceive different at the same message. Customer can perceive the products in terms of the image and different customer can perceive the different in the same products. (Martin Evans, Ahmad Jamal and Gordon Foxall, 2006) The price perception can affect customer satisfaction and also intention to return. (Pingjun Juang, Bert Rosenbloom, 2005)

3.5 Personality or Attitude

Personality and attitude is the unique character of a particular person the influence behavior and response to the business environment. Purchasing behavior always influence by personality. Therefore, advertiser widely uses personality traits into the advertising of their product or service. The attitude of customer also changed in the various environments. Some part of personality or attitude can be found in one person while some parts of it found in the majority of society. (Chaudhuri, A., 2006)

3.6 Reference group influence

The competitiveness of the tourism industry is getting much fiercer, so the tourism marketers take more interest in the traveler decision-making process. One aspect of the decision-making process is the influence of proximal relationship on destination choice. (Currie. R and Wesley and Sutherland, 2007) travel decision-making belongs to service purchasing decision-making (Bansal and Voyer, 2000), it is different from product purchasing decision-making, after reviewing the literature that studies the factors which influence the travel decision-making, one element is closely related to it which is reference group influence. The persons or groups who have influences on individuals' beliefs, choices and attitudes are reference groups (Moutinho, 1987)

Study on reference groups influence and its affect on pleasure travel patterns is important because these reference groups have a strong influence on travel decision-making(Burch, 1965), fully comprehending how the groups influence works can help the marketers develop better promotion strategies of the travel services.

"Reference groups influence the attitudes and norms of behavior acceptable to individuals, therefore, individuals often comply to group decisions and ideals in order to gain acceptance" (McNeil, 1969). "So the influence has impact on tourist motivations for choosing certain destinations while dismissing others" (Currie. R and Wesley and Sutherland, 2007). Many individuals just decide their trips according to the suggestions and recommendations made by their those groups, in many cases individuals develop their destination images mostly based on opinions of friends and relatives because their sources are less biased and more realistic than tourist-marketing literature, this kind of informal information channels (word of mouth) have huge impact on the individuals' choice towards tourist sites.

Reference groups are often primary and secondary information sources that individuals refer to when choosing a pleasure travel destination, they like to base their past traveling experiences to measure their own decision-making value (Ajzen and Driver, 1991).

Another kind of reference situation is that when one person's friend migrates to another country, or studies there, the person is more likely to visit that country because of the relationship between them (Mill, 1990). In order to maintain the relationship and keep in touch with each other, the friends and relatives will plan holiday trips to meet people in certain destinations.

Normative beliefs which are related to what extent the reference group approve the individuals' destination choices can affect the decision-making, if a reference group do not agree with the individuals' travel choices then the possibility of travelling there is small. Only when the reference groups show positive responses the individuals will have a good perception and image of the destinations.

There is one element concerning the evaluation process of leisure tourism which is called control beliefs, control beliefs are consisted of the attitudes and perceptions of the former travel participation (Ajzen and Driver, 1991).

When the tourists evaluate and assess a previous performed activity, they are in the phase of recollection. If they feel the former activities gave them a positive experience there is a big possibility that the individuals will participate again (Mercer, 1971). The perceptions and attitudes of the tourists will have a huge impact on the future travel destination choose decisions.

3.7 Learning

Learning is most likely related with perception as well as can influences perception and learning is base on stimulus response. The customers learn to relate a particular brand with their feeling and their belief. (Evans, Jamal and Foxall, 2006, p. 59-60)

3.8 Family influence

The family plays an important role for destination choice decision. (Sahlberg Bengt, 1996) Kotler divided five differences buying roles as the following; first is the initiator, the person who forms the idea of buying. Second role is the influencer, who affects the purchase. Third role is decider, the one who make a decision. Fourth role is purchaser, who takes care of the buying thing and might not be the one who use that product. The last role is user, the one who use the bought product. More than one role has affected on destination choice decision. (Evans, Jamal and Foxall, 2006, p.189)

3.9 Conceptual Framework

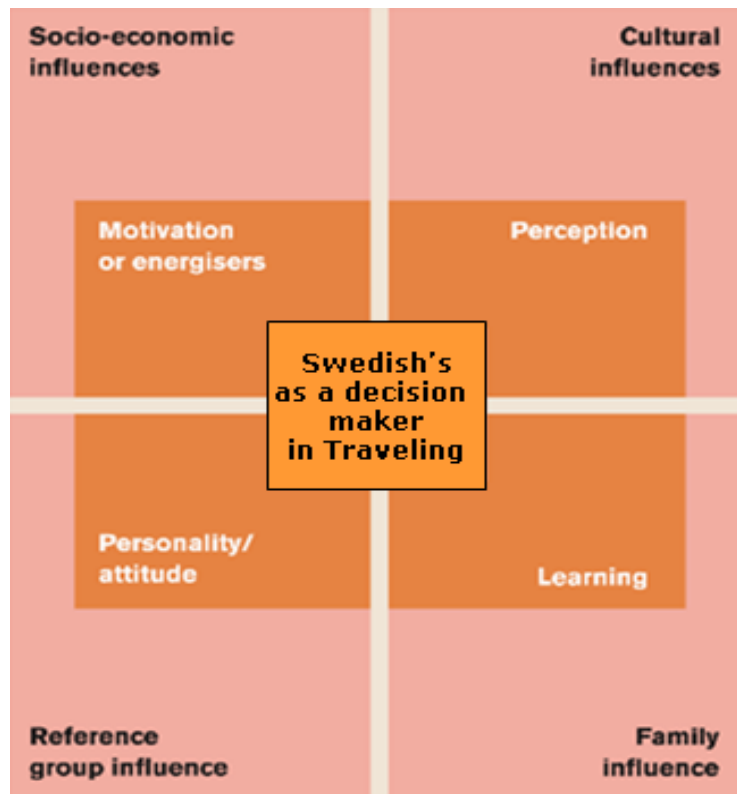


Figure 1: Modified Consumer Decision Making Framework

Source: Cooper et al., 2005

In this research we choose the consumer decision making framework (Cooper et al., 2005) to study the relationship between factors that related to our research question. Moreover this framework also use as a guide line to set our questionnaire in order to fit with our research.

4. Finding

This chapter presents both the primary findings and secondary findings about Swedish traveling to Thailand. The primary data mainly presents the questionnaire result of target respondents, while the secondary data concentrates on each element in Swedish decision making. The analysis would help to answer the objective of this research.

4.1 Primary data

600 Swedish were included in this survey. There were asked the question regarding their background and factors effecting traveling decision.

Demographic Profile Part

Most of respondents are female (58%) more than male (42%). Among these people, 32% are in between 30-35 years old, 25-35 years old (32%), 25-35 years old (16%), 46-55 years old (16%) and 8% are older than 55 years old. They mostly have 1-2 children for 48%, no children 29% and more than 2 children for 23%. 60% of them have 2 adult in the family followed by an adult for 22% and more than 2 adult for 18% respectively. The respondents are employed for 45%, being student for 37%, retired for 9%, self-employed for 8%, unemployed 3%, other for 1%. Lastly, their household income is 20,001-30,000 SEK for 20%, 10,001-20,000 SEK for 17%, 40,001-50,000 SEK for 15%, 30,001-40,000 SEK for 14%, less than 10,000 for 13%, 50,000-60,000 SEK for 10% and more than 60,000 SEK for 11%.

The average respondent of this survey is between 30 and 35 years old. She is working. With this she has household income between 20 001 and 30 000 kronor a month. She is living in Stockholm and has one child.

General Information Part

In this part of the survey was about consumer behavior. This part showed how the respondents think they behave in their decision making when they travel.

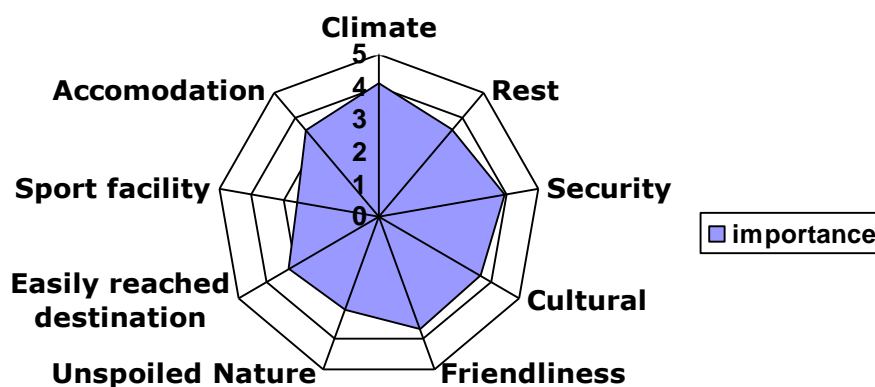


Figure 2: The result of each element in choosing tourist destination (Any destination)

The most important factor when respondents consider about traveling to any destination is "Climate" (4.09) followed by "Safety" (3.93), "Friendliness" (3.69), "Culture" (3.60), "Rest" (3.52), "Accommodation" (3.49), "Easily reached destination" (3.20), Unspoiled nature (3.05) and Sport facility (2.55). The overall picture is depicted in figure 1.

On the question "To which country do you often go for vacation?" most traveler respondents choose other for 36% followed by Spain (28%), Thailand (25%) and Turkey (11%). They have been travelled more than 4 times for 42% followed by 2 times for 20%, 3 times for 18%, 4 times for 11% and one time for 9%. The most popular month is June-August for 40% and September-November for 37% followed by December-February (12%) and March-May (11%). The reason of traveling are "I like it personally" (52%), "It is a good place and does not cause a lot of effort to go there" (22%), "My family members prefer it" (11%), "My budget is just enough for the trip to that country" (22%) and other reason for 7%.

	Thailand	Spain	Turkey
Weather	4,57	4,04	4,08
Beaches	4,50	3,96	3,71
People	4,27	3,58	3,33
Food	4,14	3,69	3,43
Nightlife	3,93	3,88	3,49
Variety	4,02	3,64	3,48
Temple	4,27	3,54	3,52

Table 2: The result of comparing criteria between three countries

The overall comparison between three traveling destination which are Thailand, Spain and Turkey found that Thailand were rated highest in every criteria. In weather criteria, Thailand is favorable at 4.57 while Turkey and Spain rated lower at 4.08 and 4.04. Thai's beach is the most popular at 4.50 followed by Spain (3.96) and Turkey (3.71). Thai people are nicely admired at 4.27 while Spain and Turkey rated less at 3.58 and 3.33. Thai food is rated highest at 4.14 followed by Spain (3.69) and Turkey (3.43). In nightlife the score is rather closer; Thailand is appreciated at 3.93 followed by Spain (3.88) and Turkey (3.49). Thailand has more variety of activity in respondents' perspective; they rated 4.02 followed by Spain (3.64) and Turkey (3.48). The last criterion is on temples and ancient ruins. Thailand is appreciated at 4.27 while Spain and Turkey were rated closely at 3.54 and 3.52

Among the respondent who have been to Thailand, they mostly travel with the other people for 56% followed by family (35%), friends (27%), alone (17%), other (19%) and colleagues (1%) or tour group (1%). Their purpose of visiting largely for other reason (58%), holiday (39%), shopping (6%), visiting friends/relationship (4%), business trip (3%), festival (2%) and honeymoon (1%) respectively. They usually stay in other accommodation (57%), budget hotel or luxury hotel (17%), Bungalow (15%), Apartment (6%), Private home/Villa or with friends/Relatives/Family (5%) and Home stay (2%). "Together with family members" (38%) choose Thailand as traveling

destination followed by "Other" (36%), "Yourself" (14%) and "Together with friend" (12%). The main reason for choosing Thailand is other (41%), the climate/weather (37%), variety of tourism sites (6%) or natural attractions (6%) or recommendation from friends (5%), Shopping (3%) activities (2%). Respondents enjoy other activities (63%) followed by diving/snorkeling (30%), sunbathe (26%), elephant riding (13%),

kayaking (9%), water rafting or hiking (8%) and rock climbing (4%).

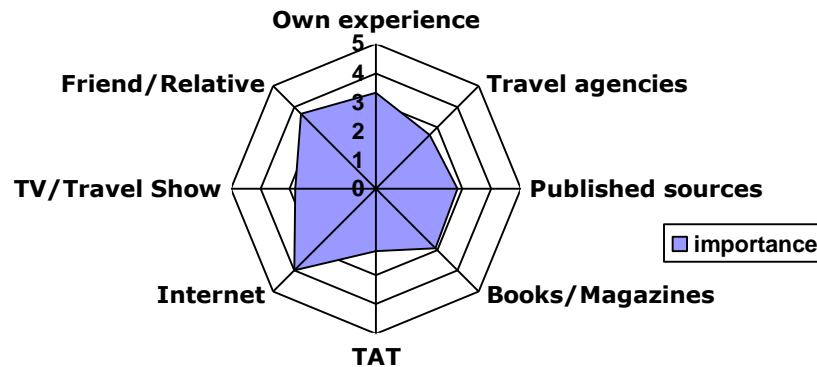


Figure 3: The result of information used in planning to travel in Thailand

Figure 2 illustrated that Internet (3.96) is the most famous source in searching for the information when they plan for their trip to Thailand. Other sources seem to have less attention are friend/relative (3.68), own experience (3.32), books/magazines (2.92), published sources (2.83), TV/Travel show (2.79), travel agency (2.63) and Tourism Authority of Thailand (TOT) (2.16)

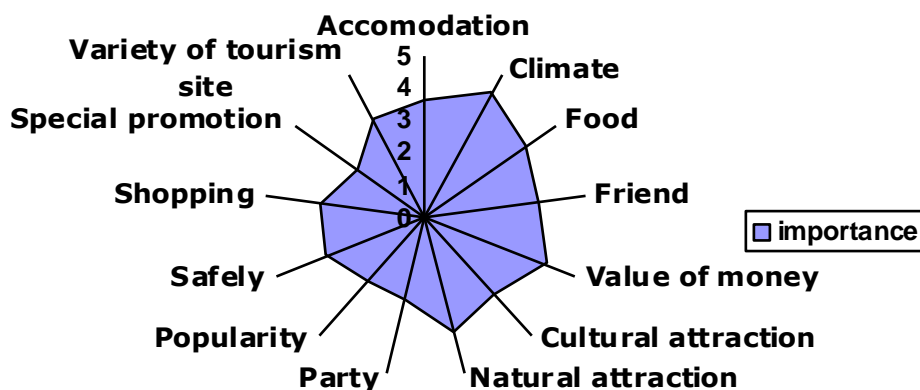


Figure 4: The result of factor effecting decision going to Thailand

In figure 4, Climate (4.35) is the most important factor followed by of money (4.05), Food (3.77), Natural attraction (3.69), Accommodation (3.59), Friend (3.55), Variety of

tourism site. (3.41), Safety (3.32), Shopping or Value cultural attraction (3.22), Party (2.69), Popularity (2.64) and Sale promotion (2.54)

Aside from that 43% have plan to visit Thailand in the future. The image of Thailand Tourism is good at average score of 3.99.

4.2 Secondary Data

The state of consumer decision making in travelling of Swedish depends on eight basic influences, which are socio-economic influence, motivation or energizer, cultural influence, perception, personality/attitude, reference group influence, learning and family influence. The gathered data from various sources are collected and give the rank to each factor.

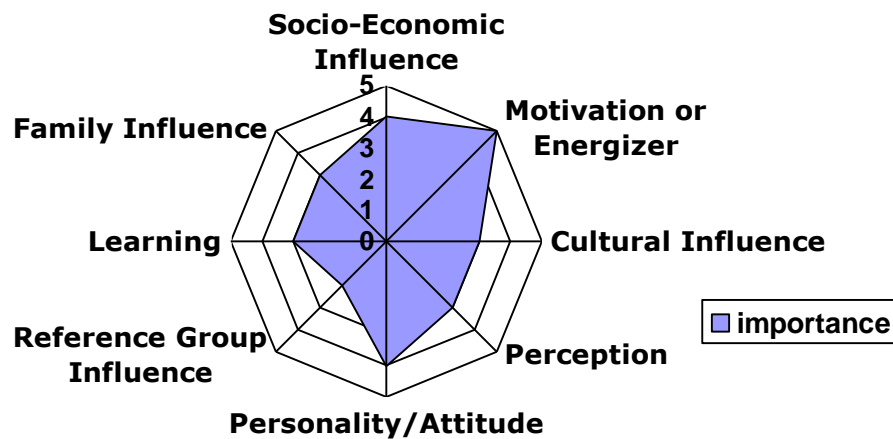


Figure 5: The result of each factor in consumer decision making effecting decision going to Thailand

4.2.1 Socio-Economic Influence

Socio-economic of Sweden

According to data from Konjunkturinstitut (2010), Swedish's economic situation was the hardest among European country in the past few years. The unemployment rate was slump at 9%. However, the improvement in service industry comply with the recovery of other European country's economy encourages Swedish financial status to turn up. At the end of 2010 GDP growth rate expect to be 2,1% and it expect to increase in the coming year to 3.8 percent as demonstrated in figure 4 (-0.2 in 2008, -4.9 in 2009, 2.4 in 2010, 3.8 in 2011). The growing economy would accelerate increase in household consumption both this year and 2011. Aside from that, among European nations household behavior in Sweden has higher saving rate which provide even higher additional spending power.

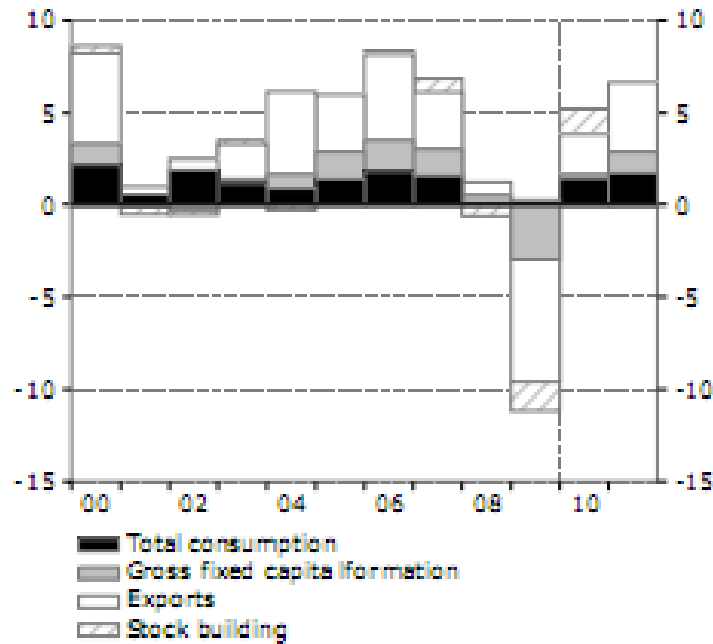


Figure 6: Swedish's GDP Growth

Source: Konjunkturinstitut, 2010

Joakim Persson has mentioned on his study about "The Swedish-Thai Property Gold Rush" that the economy is on the most important issue when Swedish tourist decides on their traveling destination. He also explains that Thailand possesses a reasonable price with low cost of living and that is the dream of going abroad. (Joakim Persson, 2006)

Socio-economic of Thailand and other tourist destination competitors Moreover, Mikael Bluhm from Phuket-based developer Scandinavian Laguna Resort gave the opinion that not only economic situation in Sweden and Thailand itself but the economic situation of Thailand's tourist destination competitor also play important role. Thailand greatly benefit from costly Spain. It was in fact that Spain becomes more and more expensive. This in turn people start to make profit by selling their property in Spain and purchase upcoming market like Thailand instead. (Joakim Persson, 2006)

Leif Egnehall also agrees that the cost of living in Spain has been increasing a great deal at the same time as Thailand is offering significantly much lower prices in comparison. (Joakim Persson, 2006)

Mikael Bluhm explained that the lower cost of Thailand interest "Swedish's Baby boomers segment". This segment has a lot of saving money with pension and good job. The most positive thing is this segment has been traveling all their live. (Joakim Persson, 2006)

All above information make the influence of socio-economic as important and ranked at 4 score in figure 5.

4.2.2 Motivation or Energizers

The study of tourism and hospitality management from Göteborg University said that the motivation driving Swedish to visit Thailand come from "the warm climate" motivation (Apinya Titanont, 2007). It has influenced tourism demand of Swedes. They mostly

travel during summer vacation which mostly starts from June to August. Another popular period to travel is in the wintertime. Swedish's travelling motivation in traveling is to escape from cold weather in their country and enjoy holiday in such a warmer place. For this reason, Thailand will be able to fulfill their needs by being the destination of Sun, Sand and nice Sea. (Apinya Titanont, 2007) Björn Simonsson, Fair Media's managing director revealed the fact that Swedish people live in a freezer. Scandinavians have been increasingly plan to go away from the harshness of the winter and relocate to emerging new markets like Thailand aside old Mediterranean favourites. (Joakim Persson, 2006)

One more motivation to travel is "The health care service". As the number of elderly Swedish population is rising, the demanding for health care services is increasing as well. Thailand with less expensive health care have promoted and developed health care tourism ideas including surgery, dental treatments and elderly care programs. These programs usually combine with a recovery or rehabilitation in their warm and pleasant climate environment. In particularly Thailand has promoted the health tourism concept, to Scandinavian tourist. (Apinya Titanont, 2007)

All above information make the influence of motivation or energizers as very important and ranked at 5 score in figure 5.

4.2.3 Cultural Influences

The culture of Swedish can be characterized as collectivism, open to certain aspect of international culture, Christianity, emotional cold, conflict avoidance. Swedish culture is influence form Denmark, Norway and Germany. The typical food consists of boiled potatoes, meat or fish and vegetable. However, Swedish have been eating fist for a long history. They also have the culture of drinking coffee in which they are ranked second of the world, only followed Finland. (Swedish Institute, 2009)

Thai culture has great influence from India, China and Cambodia. The central heart of culture is Buddhist morals, value and customs. Nearly 95% of Thai are Buddhist. The Buddha image in different style and Hindu culture from India become the root of Thai traditional. Thai foods are famous of blending four different fundamental of tastes: sweet, spicy, sour and salty. It is the art of using herbs, spices, fruit and vegetable. Thai boxing also have long tradition. (Tourism Authority of Thailand, 2010)

There are vast differences between Swedish and Thai cultures. Considering Hofstede's (1980) four cultural dimensions, the scores for Sweden/Thailand are as follows: Power Distance (31/64), Uncertainty Avoidance (29/64), Individualism (71/20) and Masculinity (5/34) (Jan Selmer, 1996). On the other hand, the different of two countries increase the curiosity. Establishment of Swedish-Thai Culture Society is the evident of promoting a better understanding of each other's culture. The organization organized cultural event between Sweden and Thailand. The different between them make it appeal to gain knowledge of each other. (The Swedish-Thai Culture Society, 2010)

All above information make the influence of culture influence as moderate and ranked at 3 score in figure 5.

4.2.4 Perception

The increase of Swedish's perception about Thailand has been increasing significantly. In Stockholm, Fair Media International organized the fair. the number of visitors in the fair has increased from 1500 visitors in the previous three years ago to approximately 8000 visitors in September. Mikael Bluhm from Phuket-based developer Scandinavian Laguna

Resort defined this situation being "Thailand rules". Several other tourist destinations also think the same opinion that the perception of Thailand among tourist is higher and it was stronger than ever before. (Joakim Persson, 2006)

In the fair, out of 60 exhibitors, over 25 exhibitors were selling Thailand tourism. Several people noticed an increased interest not only in Bangkok but also in Phuket. Everybody in the world now knows where Phuket is on the world map. At the present the positive perception can be seen from this worldwide exposure," said the Swedish developer Lars Ydmark from Tri-Asia. (Joakim Persson, 2006)

Furthermore, the perception of the traveling quality in Thailand in the linked with charged price is important. Thailand offer appropriate price bundling. The sufficient information increase the perception of Swedish that their value of price is satisfies on their vacation if they decided going to Thailand. (Apinya Titanont, 2007)

All above information make the influence of perception as moderate and ranked at 3 score in figure 5.

4.2.5 Personality/Attitude

Leif Egnehall believe that the tsunami contributed in putting to Swedish's attention that Thailand is a positive land and turned their optimistic attitude to Thai people. Swedish personality is different from the other country. As they are shy, they still prefer to live nearby other Swedish.

The personality aspect is another point to focus on, which helps to examine which traveling destination is good for Swedish market and mind. According to Lars Ydmark, a Swedish who own hotel named Tri-Asia, he points out the importance of the Scandinavians relations to the Thais in personality similarity aspect that Swedish and Thai work together perfectly. This well-along comes from the similarity of personality in term of humbleness and respectful. Swedish could feel the warm welcome's attitude of

Thai people. When Swedish meet this warm welcome personality, they feel at home. The consequent is the development of Scandinavian village in 2003 said Stefan Widing, managing director of construction company. (Joakim Persson, 2006)

They feel more comfortable when they communicate with someone with similar personality. Aside from that, Widing thinks trust is of utmost importance for Swedish. They are more careful than the other country. Trust is another important attitude of Swedish that need to consider. It would have a great deal on decision making to travel for them. (Joakim Persson, 2006)

All above information make the influence of personality/attitude as important and ranked at 4 score in figure 5.

4.2.6 Reference Group Influence

Christer Nilsson stated that there are many pictures of the Swedish royal family having a good time in Thailand. Thailand is their favorite Asian destination over the years. Their visits both private and official state visit. Their visit is important and has influence on Swedish public. Being guests of honor at the Thai-Swedish Business Association would not only help Swedish business investors but also promote Thailand as their favorite destination. (Swedish-Thai Chamber of Commerce, 2009)

All above information make the influence of perception as low and ranked at 2 score in figure 5.

4.2.7 Learning

According to Fair Media, after the enormous exposure during tsunami, Sweden has learned more about Thailand. This learning leads to stronger tie between the two countries. Stefan Widing, an executive director at Logans Thailand, shared his learning about Thailand that after four to five trips most of Swedish tourist would start to think: "all right, it would be a good idea to purchase and settle in Thailand". Swedish learning start from first trip and revisit. After awhile, they start by renting something first and then as a natural step purchase something by looking at what is currently available accommodation suited them at that time. (Joakim Persson, 2006)

All above information make the influence of learning as moderate and ranked at 3 score.

4.2.8 Family Influence

The statistics from Tourism Authority of Thailand (TAT) for international tourist arrivals show that there are many ways of traveling for example business trip, holiday trip, honeymoon, healthy travel, religiously motivated grounds and family trip. When we look into each market, family has high influence. Thailand was successful in capturing more tourists from the high expenditure market segment of the top-end and middle markets, family, and seniors. This reflected that Thailand's policy to attract the top-end market was very successful. Pattaya is the seasoned veteran of Thailand's tourism business, with more than 40 years of experience. Thailand promoted "Family trip" where families head to Thai beach, a crescent slice of sand brimming with water sports and beach facilities. Thailand uses the strategy of family influence by coming to Thailand for the whole family. Many family-friendly activities are based in the beach, beginning with Buddhist temples and entertainment parks like Ripley's Believe It or Not. An elephant park, aquarium and weekend night market are also on the list for Swedish tourist. (Tourism Authority of Thailand, 2010)

All above information make the influence of family as moderate and ranked at 3 score in figure 5.

5. Analysis

The findings indicate a general picture of Swedish opinion about traveling abroad. In this chapter, there is an analysis of the findings to understand which factor influence Swedish people to visit Thailand. The secondary data of consumer decision making is analyzed together with the findings of the questionnaires. The results from the questionnaires are being discussed in the order of importance, which is showed by a higher mark in the results.

According to the finding, the analysis would categorize into three groups, starting from "High influence factor (rated 4 and more in secondary data finding), medium influence factor (rated 3 in secondary data finding) and low influence factor (rated less than 3 in secondary data finding).

5.1 High Influence Factor

Motivation or Energizers

The secondary data found that the motivation has strong influence for Swedish tourist. They would appreciate to spend their summer vacation in a warmer place. The questionnaire result also show in the same direction that "Climate" is the most important motivation when Swedish decided on their trip while other motivation like "Party", "Shopping", "Natural attraction" play less important role. When compare with the other destination, Thailand also have higher satisfaction than Spain and Turkey. As this is the most important issue for Swedish, Thailand can greatly benefit from this weather satisfaction. Aside from that the second criteria of Swedish are beaches, the long winter time in Sweden make their people feel boring. They have motivation go abroad not only the summer vacation but they also travel in winter period as well. Therefore, nice beaches would make them feel more relax. The respondent rated Thailand much higher Than Spain and Turkey n this motivation. The high rating in "Weather or climate" and "Beaches" make this motivation element, the most important for their consideration.

Another issue that comes into Swedish mind is "Health care service". The previous part found "Baby Boomer Segment" has high potential. The "Health care service" would be able to answer their lifestyle.

Socio-Economic Influence

Our finding shows that Sweden has a very good economic environment in general, it is stable and improving. The high GDP of the country leads to the high and growing disposable household income in the country. All these result to high purchasing power to Swedish people. For tourism industry, Sweden's high spending power is really favorable to Thailand and other traveling destination country especially the "Baby boomers segment" since they have pension. The Swedish people are more willing and able to enjoy their vacation abroad.

Our questionnaire results reveal that the value of money is important for Swedish tourist. The fact that cost of living in Sweden is rather higher. The reasonable price with low cost of living makes Thailand a good traveling destination for Swedish. When Swedish making their decision to travel abroad. They would take economic factor in their

account before the decision can be made. Due to higher traveling cost of Spain, it influence Swedish tourist in considering another cheaper traveling destination.

Personality/Attitude

It is clearly shown in the finding that personality and attitude is important factor. The questionnaire illustrate that friendliness is the aspect Swedish take into consideration. The similarity of personality between two different countries also makes their travel comfortable. Aside from the physically aspect of beautiful nature, people in that country would make Swedish feel at home when they are relaxing abroad. The humbleness and respectful personality of Thai people can make more differentiation from other tourist destination. The comparison with Spain and Turkey in people criteria shows that Thailand is superior to the other two with big gap of satisfactory. To sum up, the country with similar personality and attitude would encourage their decision making.

5.2 Medium Influence Factor

Perception

Basing on our findings, Swedish people increase their perception from various source of available media and personal sources. Respondents are not easily convinced by book/magazine, travel agency, published source and tourism authority of Thailand. In recent year, number of information on internet is available and Swedish people becoming more trust of its accuracy. Therefore, the result of questionnaire shows that internet is an effective tool for Swedish when they search for the information. However, Thailand has been promoting in many way. The fair in Stockholm increased the perception among Swedish people.

There is no doubt that Thailand perception among Swedish are strengthen from various sources. Yet, there is still room for Thailand to enhance their promoting to Swedish high potential customer. Customers are more difficult to please. In order to build brand image of the country among the competitors and get a larger market share, Thailand needs to launch new strategies to link themselves closer to the target customers by increasing positive perception.

Learning

Learning from their experience or learning is not the major influence for Sweden in making their first trip. The result of information used in planning to travel in Thailand proves that the effect is moderate. However, in secondary finding stated that learning can have some effect on revisit. After the several trip of Swedish, the satisfaction of previous experience would start the later learning process. The positive learning experience increase royalty to Swedish on specific traveling destination. Many of Sweden satisfy fro their experience and decided to purchase a permanent accommodation. This effect of learning creates another traveling business to have longer stay. Swedish Village is a clear evident of learning experience.

Family Influence

Family does not influence the respondents so much as other consumer decision making element. Influence from informal relationship as friend and relative has less impact than information from internet sources. For business travel or religiously motivated ground, family influence is not strong. However, the family members would have influence for the decision of family trip. Interestingly, Family trip of Swedish people considered being high expenditure segment. The fact is that those tourists willingly spend money for their family to enjoy vacation. Thailand promoting family trip to the beach and take pleasure in family activity is precisely attractive way to earn money.

Supported by our findings, it proves that it is possible for Thailand to build up a higher class image in the mind of Swedish, and also expand their share in the market. To reach this target, Thailand needs to be more emphasized in an important factor. In the next chapter some recommendations are suggested together with conclusion.

Cultural Influences

The culture factor has some influence on Swedish decision making. The result of questionnaire found that Swedish interested in cultural issue of their traveling destination. Even the score is not that high compare to their motivation for nice weather and people but temple and food also can interest them.

The secondary data undoubtedly show that Thailand and Sweden are different in many aspects. Thailand accepts the power is not equally allocated, to a much larger than in Sweden. Thai people are more unstructured situations by adhering to strict norms and rules. Thailand is more collectivistic culture than Sweden. Swedish culture is also more feminine.

It's obviously seen that the different of two countries make it appeal and fascination. The Swedish culture is more on Christianity but Thai culture is totally different from other traveling destination in Europe. Thailand lifestyle is on the Buddhism religion. The comparison with Spain and Turkey prove that Thai's Buddhism culture has higher interest for Swedish. Beside that, cultural attraction and temple are good for Swedish too.

5.3 Low Influence Factor

Reference Group Influence

Base on the answer of the finding, the reference group has minimized influence. TV/Travel show about Thailand by celebrity does not play important role. The influence mostly comes from other sources like friend and relative. Swedish royal family has been publicly visiting Thailand for their private and formal national trip. Their appearance on media helps to increase the awareness about Thailand in book/magazine. Of course, it has some influence because it is a place the royal couple chooses to visit but when it come to decision making Swedish mostly make the decision by their own experience.

6. Conclusion and Recommendation

In this chapter we conclude our research. Researchers explain our extensive recommendations for Tourism Authority of Thailand. The finding and analyses came together in this advice how to develop itself more.

6.1 Conclusion

This paper examined factors affect Swedish travelers' decision making in choosing Thailand as a traveling destination. Thailand tourism is already very present in Swedish's travelling destination. The strong willingly for Swedish to visit Thailand would greatly benefit to Tourism Authority of Thailand if they can make tourist from the other country to have this strong willing. The reason to focus on the factor also benefit to Thailand in developing strategy toward tourist around the world.

With the help of consumer decision making theory, factors were being investigated. An additional questionnaire was being distributed to collect primary data. The secondary data from reliable sources was used to have a better understanding of Swedish travelling behaviour. It showed that *among eight factors "motivation or energizers factor" has the most influence or effect on Swedish traveler's decision making in choosing Thailand as a traveling destination.*

However, we can summarize their level of influence into three broaden group: High Influence Factor (motivation or energizers factor, socio-economic factor, (personality/attitude factor), Medium Influence Factor (perception factor, learning factor, cultural factor, family influence factor) and Low Influence Factor (reference group influence Factor)

Motivation or energizer factor, the result show that motivation on a nice "Climate" place is the most important factor when Swedish decided on their trip while other motivation like "Party", "Shopping", "Natural attraction" play less important role. When compare with the other destination, Thailand also have higher satisfaction than Spain and Turkey at this manner. As this is the most important issue for Swedish, Thailand can greatly benefit from this weather satisfaction.

Socio-economic factor is important as well. The results reveal that the value of money is important for Swedish tourist. The fact that cost of living in Sweden is rather higher. The reasonable price with low cost of living makes Thailand a good traveling destination for Swedish.

Personality/attitude factor play important role. Friendliness is the aspect Swedish take into consideration. The humbleness and respectful personality of Thai people can make more differentiation from other tourist destination in Swedish mind.

In perception factor Respondents book/magazine, travel agency, published source and tourism authority of Thailand are not easily convincing Swedish travelers. Internet is an effective tool for Swedish when they search for the information.

Learning factor can have some effect on revisit. After the several trip of Swedish, the satisfaction of previous experience would start the later learning process. The positive learning experience increase royalty to Swedish on their decision in traveling to Thailand.

In cultural factor, the different of two countries make it appeal and fascination. The Swedish culture is more on Christianity. Thailand lifestyle is on the Buddhism religion. The comparison with Spain and Turkey prove that Thai's Buddhism culture has higher interest for Swedish.

Family factor does not influence the respondents so much as other consumer decision making element. Influence from informal relationship as friend and relative has less impact than information from internet sources.

The reference group has minimized influence. TV/Travel show about Thailand by celebrity does not play important role. The influence mostly comes from other sources like friend and relative.

6.2 Recommendations

It showed that if Thailand wants to succeed in tourism industry in Sweden, they have to stand out in comparison with their competitors. Thailand has many tourist destinations such as temple, cultural site, beach and shopping mall. Thailand have successfully lunched "Amazing Thailand Campaign" toward tourist all over the world.

To increase number of Swedish tourist, Tourism Authority of Thailand should be more focus. Each market has different character and need appropriate approach. Researcher recommend Tourism Authority of Thailand to implement a new segmentation marketing by lunched a new marketing campaign to encourage a specific Swedish segment in making decision travelling to Thailand. New segmentation marketing campaign toward Swedish segment would be on the following approach to penetrate this market:

Motivation/energizer, socio-economic and personality factor

This tourism campaign should clearly promote the advantage of Thailand as "Pleasant warm climate, high value of money and friendly because these factors found being very significant for Swedish. This communication would be effective tool compare to previous campaign of "Amazing Thailand which deliver only emotional base. The advertising of three advantages on the message would make Thailand even more differentiate from other tourist destination. Previously Thailand mostly promotes about beaches and temple, by putting the friendliness and low cost of traveling would be more inspiring.

Perception factor increase higher number of Swedish tourist to Thailand

In this specific segmentation campaign toward Swedish, Thailand should concentrate more on internet advertising. The advertising in Tourism Authority of Thailand only is not sufficient. Thailand needs to be more present in other local Sweden network as well. The examples of popular site for Swedish are on www.fritidsresor.se and www.reseguiden.se. Thailand could post advertising to increase perception among Swedish people.

Culture, family and learning factor increase higher number of Swedish tourist to Thailand

Not only the advertising or promoting can make this new tourism campaign success. The designing of special package specifically for Swedish tourist would be interesting too. It could be discount on cultural site. The offer a single low price for the whole family would encourage their decision making to visit Thailand as well. This promotion could be related to culture that Swedish interested in. The example is free Thai cooking class for this travelling. Beside that, this special promotion would create positive learning about Thailand. As many of Swedish people have been to Thailand already, learning factor will

help in increasing number of revisit tourist. The increasing of loyalty will strengthen relationship with Swedish traveller in long term.

As the most important factor is on motivation or climate together with lower cost of travelling and nice personality of Thai people, combining of this would be a good idea for Thailand to develop a new way of advertising toward Swedish traveller in the higher end market. Other tourist destination does not have such characteristics so in this way Thailand can be unique.

This new line can also deepen the relationship with the current customers, because they adapt to the needs of the customers better. At the same time they can build a relationship with new customers who are attracted to Esprit just because of this new sustainable product line.

Furthermore, this new tourism campaign should gain a strong media position. As a new chapter of Thailand tourism life researcher strongly recommend to media channel to reinforce Thailand humanistic side which mentioned in that Pleasant warm climate, high value of money and friendly part. Reasons for this are the emerging trends and market and creating a well-defined identity. Next to that, there is currently no competing travelling destination that is projecting such a message. The competition and even Thailand tourism at the moment have to communicate actual brand identities and values. If people clearly feel Thailand's advantage is right to their preference and what it stands for, it is more likely for them to connect with the brand and make their decision to travel in Thailand.

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Appendix: Questionnaire

Section 1: General information

This part concerns about the traveling behavior of the respondent before traveling decision will be made. This provides information for Thailand to design marketing strategies fitting to their target group. The collected information could help researcher to analyses the perception factor, personality and attitude factor in the theory.

Respondents are required to tick the box that relates to their traveling behavior.

- 1. Below are listed some elements that you might consider when you choose a tourist destination. Please indicate HOW IMPORTANT each of these elements to you is when you choose any tourist destination (in general) (rate them on a scale >>1<< Least Important to >>5<< Most Important) Please "√" only one for each element):**

Elements of tourist destination	Most Least				
	5	4	3	2	1
1.1 Climate conditions					
1.2 Opportunity for rest					
1.3 Personal safety and security					
1.4 Diversity of cultural/historical attractions (architecture, tradition and customs...)					
1.5 Friendliness of the local people					
1.6 Unusual plants and animals, wildlife and natural environment (Unspoiled nature)					
1.7 The destination can be easily reached					
1.8 Available of sport facilities and recreation activities					
1.9 The quality of the accommodation (hotel, motel, apartment...)					

2. To which country do you often go for vacation?

- Thailand Spain Turkey Other (please specify.....)

3. How often have you been there for vacation?

- 1 time 2 times 3 times 4 times more than 4 times

4. What months do you usually go for holiday?

5. Why do you usually go to visit the country from question number 2?

- I like it personally
 My family members prefer it
 My budget is just enough for the trip to that country
 It is a good place and does not cause a lot of effort to go there
 Other(s).....

6. Please compare the criteria below between three different countries

Strongly Agree Agree Neutral Disagree Strongly disagree No idea

The weather is warm in this country

Thailand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turkey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

There are beautiful beaches in this country

Thailand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turkey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

People in this country are friendly / inviting

Thailand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turkey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The food in this country is delicious

Thailand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turkey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This country has a rich night life

Thailand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turkey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In this country, I can find a variety of activities that I cannot find in Sweden

Thailand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turkey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In this country, I can find temples and ancient ruins

Thailand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turkey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 2: If you EVER been to Thailand please CONTINUE Section 2 If you NEVER been to Thailand please SKIP to Section 3 on page 4

The following questions are designed according to the consumer's decision making theories. In the theory, the data collected are used to analyze the preference of the target customers in terms of motivation or energizers factor, family influence factor, reference group influence factor, cultural influence factor and socio-economic influence factor.

7. Who were you usually travelling with in Thailand

- Alone Family Friends
 Colleague Tour groups Other (please specify.....)

8. What was/were your purpose of visiting Thailand?

(Can choose more than one)

- Holiday Business Trip Festival
 Honeymoon Visiting friends/relationship Shopping
 Others (Please specify.....)

9. What kind of accommodations was you stayed in Thailand?

(Can choose more than one)

- Budget hotel Luxury hotel Private home / Villa
 Apartment Bungalow With friends / Relatives / Family
 Others (Please specify.....)

10. Who choose Thailand as the destination for your trip?

- Yourself Together with family members
 Together with friend Other (Please specify.....)

11. What was the main reason for you to choose Thailand?

- Climate and weather Variety of tourism sites
 Activities Natural attractions
 Accommodation Special promotions
 Shopping Recommendation from friend(s)
 Others (Please specify.....)

12. What activities did you do during your trip in Thailand? (More than one answer is possible)

- Diving / Snorkeling Kayaking Water rafting
 Sunbathe Hiking Rock climbing
 Elephant riding Other (Please specify.....)

13. Where did you get information used to plan for your trip to Thailand? *Please "√" only one for each item*): on a scale >>1<< Least Important to >>5<< Most Important

Lists of the information	Most Least				
	5	4	3	2	1
13.1 Own experience / Past visits					
13.2 Travel agencies					
13.3 Published sources (newspaper, brochures)					
13.4 Books / Magazines					
13.5 Tourism Authority of Thailand (TAT)					
13.6 Internet					
13.7 TV / Travel shows					
13.8 Friend / Relative					

14. How important factor were the following factor for your decision to go to Thailand? (Rate them on a scale >>1<< Least Important to >>5<< Most Important) *Please "√" only one for each factor*):

Factors	Most Least				
	5	4	3	2	1
14.1 Accommodation					
14.2 Climate and Weather					
14.3 Food					
14.4 Friends or Relative opinions					
14.5 Good value for money					
14.6 Historical and Culture Attraction					
14.7 Natural attractions					
14.8 Party (Full Moon party)					
14.9 Popularity					
14.10 Safety					
14.11 Shopping					
14.12 Special promotion					
14.13 Variety of tourism site / Activities					

15. Do you plan to go to Thailand in the future?

- Yes No (If no why, please state.....)

16. What do you think about the image of Thailand Tourism? Please mark (x)

Good 5 4 3 2 1 Bad

Section 3: Demographic profile

This part is to get the background of the respondents. This helps Thailand to clarify Swedish tourist's potential target customers.

- 17. Gender** Male Female

18. Which year you were born _____

19. What is your occupation?

- Student Employed Unemployed
 Self-employed Retired Other (Please specify.....)

20. How many adults and children in your household?

_____ Adult(s) _____ Children(s)

21. How much your average household income before tax per month?

- Less than 10,000 SEK 10,001 - 20,000 SEK 20,001 - 30,000 SEK
 30,001 - 40,000 SEK 40,001 - 50,000 SEK 50,001 - 60,000 SEK
 More than 60,000 SEK