Market Potential of Middle East Tourists in Thailand

Mayra Alexandra Vergara Cobos

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Author   Miss Mayra Vergara Cobos

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Major Advisor

………………………………………..
(Dr. Ilian Assenov)

Examining Committee:

…………………………………. Chairperson
(Mr. Pradech Phayakvichien)

…………………………………Committee
(Dr. Kom Campiranon)

Co-advisor

………………………………………..
(Assoc. Prof. Manat Chaisawat)

………………………………… Committee
(Dr. Ilian Assenov)

………………………………… Committee
(Assoc. Prof. Manat Chaisawat)

The Graduate School, Prince of Songkla University, has approved this thesis as partial fulfillment of the requirements for the Master of Business Administration Degree in Hospitality and Tourism Management (International Program)

………………………………………….
(Assoc. Prof. Dr. Krerkchai Thongnoo)
Dean of Graduate School

ชื่อวิทยานิพนธ์	ศักยภาพของตลาดนักท่องเที่ยวตะวันออกกลางในประเทศไทย
ผู้แต่ง	นางสาวมาย์รา เวอร์การา โคบอส
สาขาวิชา	การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา	2551

บทคัดย่อ

ประเทศไทยกลายเป็นแหล่งท่องเที่ยวที่ได้รับความนิยมสูงสุดประเทศหนึ่งของนักท่องเที่ยวตะวันออกกลางจากสิ่งอำนวยความสะดวกด้านดูแลสุขภาพที่มีคุณภาพ มีแหล่งท่องเที่ยวที่น่าประทับใจและการซื้อของที่ต่อรองได้ทำให้นักท่องเที่ยวจากตะวันออกกลางเป็นนักท่องเที่ยวที่มีการใช้จ่ายสูงสุดในโลกจึงทำให้ประเทศตะวันออกกลางเป็นตลาดการท่องเที่ยวต่างประเทศที่สร้างรายได้มากที่สุดในโลกของอุตสาหกรรมการท่องเที่ยวในปัจจุบัน จากสถิติจากการท่องเที่ยวแห่งประเทศไทย (ททท.) ผู้มาเยือนจากตะวันออกกลางมีการพักอาศัยอยู่นานมากกว่า และ มีค่าใช้จ่ายเฉลี่ยที่สูงกว่านักท่องเที่ยวตะวันออกมาเที่ยวประเทศไทยในปี 2550 มีอัตราการเติบโตร้อยละ 11.84 จากจำนวนนักท่องเที่ยว 453,891 คนในปี 2550 เมื่อเทียบจำนวน 405,856 คน ในปี 2549

จุดมุ่งหมายของการศึกษาเรื่องนี้ เพื่อประเมินศักยภาพของนักท่องเที่ยวตลาดตะวันออกกลางในประเทศไทย เพื่อบรรลุจุดมุ่งหมายของการศึกษาจะดำเนินการวิเคราะห์สถานการณ์ตลาดปัจจุบัน แรงจูงใจ พฤติกรรม ความจำเป็นต้องการ และความพึงพอใจของนักท่องเที่ยวตะวันออกกลางในประเทศไทย การออกแบบการศึกษาใช้ปัจจัยฐานแรงจูงใจ พฤติกรรม ความจำเป็นต้องการและความพึงพอใจจากประชากรประเทศเลบานอนจอร์แดน สหรัฐอาหรับเอมิเรต การ์ต้า บาห์เรน คูเวตตุรกี ซีเรีย อีรัก อีหร่าน ซาอุดิอารเบีย เยเมน โอมาน และ อียิปต์ มีการเก็บข้อมูลในช่วงเดือนธันวาคม 2551 จนถึง กุมภาพันธ์ 2552 โดยใช้แบบสอบถามจำนวน 400 ชุด ที่สนามบินสุวรรณภูมิสนามบินภูเก็ต และ สนามบินดูไบ

ผลการศึกษาชี้ให้เห็นว่านักท่องเที่ยวจากตะวันออกกลางที่มาท่องเที่ยวในประเทศไทย ส่วนใหญ่เป็นชายโสดอายุระหว่าง 21-30 ปี และ เดินทางมาจาก สหรัฐอาหรับเอมิเรตตามมาด้วย คูเวต และอียิปต์ ส่วนใหญ่จบการศึกษาระดับปริญญาตรี เป็นนักศึกษา หรือ ผู้ประกอบวิชาชีพ มีรายได้ระหว่าง 75,000 – 100,000 ดอลลาร์สหรัฐอเมริกาต่อปี แรงจูงใจที่สำคัญ "เยี่ยมเยือนแหล่งท่องเที่ยว ทะเล-แสงแดด-ชายหาด" ดินฟ้าอากาศที่แน่นอน" และ "การใช้เวลากับเพื่อน" ส่วน "บรรยากาศหรืออากาศที่ดี" และ "แหล่งพักผ่อน/การจัดงาน/เทศกาล" เป็นปัจจัยความจำเป็นที่สำคัญที่สุด ผู้เดินทางจากตะวันออกกลางส่วนมากวางแผนการเดินทางมาประเทศไทยล่วงหน้า 2-4 อาทิตย์

ก่อนการเดิน ปกติจะจัดการการเดินทางด้วยตนเอง ความมุ่งหมายหลักของการเดินทางคือ การพักผ่อน วันหยุด/ช่วงเวลาหยุดงาน/พักผ่อนวันว่าง ชอบเดินทางกับเพื่อนๆ ขนาดของกลุ่มประมาณ 3-4 คน มัก ชอบพักในโรงแรมระดับกลางๆ แหล่งข้อมูลประเทศไทย ได้รับจากเพื่อนๆ ผู้ตอบแบบสอบถาม ส่วนมากเคยเดินทางมาประเทศไทยแล้วและส่วนมากมาเที่ยวบ่อยๆ ระยะเวลาการพักในประเทศไทย ประมาณ 13 วัน แหล่งท่องเที่ยวที่เป็นที่นิยมคือกรุงเทพ ภูเก็ตและพัทยา และค่าใช้จ่ายเฉลี่ยต่อการ เดินทางหนึ่งครั้ง 3,235.85 ดอลลาร์สหรัฐอเมริกา ความพึงพอใจสูงสุดในการเดินทางมาประเทศไทย คือ "คุ้มค่าเงินในภาพรวม" ตามมาด้วย "คุณภาพของที่พักแรมมาตรฐาน" "ราคาของที่พักแรม มาตรฐาน" "คุณภาพบริการและสินค้ามาตรฐาน"

ผลการศึกษามีข้อเสนอแนะถึงมาตรการพัฒนาปัจจัยสิ่งจูงใจหลัก ปัจจัยสิ่งจูงใจที่ ต่ำสุด ปัจจัยความจำเป็นหลักและคุณลักษณะความพึงพอใจต่ำสุด สำหรับมาตรการปัจจัยสิ่งจูงใจหลัก ประกอบด้วย การรักษาชายหาดภายใต้แนวคิดสีเขียว 7 ประการที่พัฒนาโดย ททท. การส่งเสริม การตลาด เช่น "ความสุข 2 เท่าประเทศไทย" และ "ประเทศไทยให้มากกว่า" อาจเป็นที่รู้จักที่ดีในหมู่ นักท่องเที่ยวตะวันออกกลางนอกจากนี้ยังมีการเสนอจัดทำหน้าเว็บเพจการพยากรณ์อากาศซึ่งจะให้ รายละเอียดการพยากรณ์อากาศสำหรับแหล่งธุรกิจและแหล่งท่องเที่ยวในประเทศไทย มาตรการวัด ความพึงพอใจต่ำสุดประกอบด้วย การจัดเข้าไปอยู่กับครอบครัวชาวนาไทยในชนบทแบบดั้งเดิมทั้ง ระยะเวลาสั้นหรือยาว ให้ข้อสนเทศเกี่ยวกับสิ่งแวดล้อมที่เป็นไปได้ที่ดีที่สุดสำหรับการเรียนและปฏิบัติ ทักษะภาษา การเรียนทำอาหารไทยสำหรับคนมุสลิม และการปรับอาหารไทยให้เข้ากับวิถีชีวิตคน มุสลิม บริการสิ่งอำนวยความสะดวกสำหรับการประชุม สัมมนาและนิทรรศการ สำหรับความจำเป็น หลักการส่งเสริมตลาดประกอบด้วย การพัฒนาผลิตภัณฑ์ใหม่จากผลิตภัณฑ์ปัจจุบัน การรณรงค์การทำ ความสะอาดสุขอนามัยห้องน้ำสาธารณะและติดตั้งมาตรการความปลอดภัย เครื่องมือตรวจจับ ระบบ การเฝ้าระวังด้วยกล้องวีดิโอในทุกสถานที่ มีข้อเสนอแนะสำหรับผลการศึกษาที่มีระดับความพึงพอใจ ต่ำสุด เช่น ททท. ทำการส่งเสริมให้ประเทศไทยน่าท่องเที่ยวสูงสุดและทำตราสัญลักษณ์ใหม่ "ไทยน่า ทึ่ง คุณค่าน่าทึ่ง" ในที่ที่ผู้มาเยือนสามารถเจรจาต่อรองสำหรับที่พักแรมและสิ่งจูงใจอื่นๆ ให้บริการ อาหารฮาลาลในภัตตาคารบางแห่งและให้บริการล่ามการแปลภาษาอาหรับในตัวแทนการท่องเที่ยวและ การจัดนำเที่ยวที่สำคัญเป็นส่วนมาก

ผู้ศึกษามีความหวังว่าประเด็นเหล่านี้หน่วยงานรับผิดชอบของรัฐบาลที่เกี่ยวข้อง ตัวแทนการท่องเที่ยวโรงแรมและผู้มีส่วนได้ส่วนเสียอื่นๆให้ความสนใจและดำเนินการได้ในอนาคต อันใกล้

คำหลัก: ประเทศไทย นักท่องเที่ยวตะวันออกกลาง สิ่งจูงใจของนักท่องเที่ยว ความจำเป็น
ความต้องการของนักท่องเที่ยว พฤติกรรมนักท่องเที่ยว

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Author   Miss Mayra Vergara Cobos

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ABSTRACT

Thailand has recently emerged as one of the most popular destinations for Middle East travellers, with a combination of quality healthcare facilities, attractive tourist destinations and bargain shopping. The Middle East tourists are among of the highest spending travelers in the world. This has made the Middle East countries one of the most lucrative outbound tourist markets in today's fast growing international tourism industry. According to statistics released by the Tourism Authority of Thailand (TAT), visitors from the Middle East have longer than average length of stay and a very high average expenditure. Visitor arrivals from the Middle East to Thailand grew in 2007 by 11.84%, from 405,856 tourists in 2006 to 453,891 tourists in 2007.

The aim of this study is to evaluate the market potential of the Middle East tourists in Thailand. To achieve this, the following tasks were carried out: Analyzing the current situation of the Middle East tourists in Thailand, identifying the motivations, behaviors, needs and satsfactions of the Middle East Tourists. The design of the survey was based in different motivations, behaviors, needs and satisfactions' factors of citizens from Lebanon, Jordan, United Arab Emirates, Qatar, Bahrain, Kuwait, Turkey, Syria, Iraq, Iran, Saudi Arabia, Yemen, Oman, and Egypt. Data were collected in the period December 2008 - February 2009 through 400 questionnaires distributed at Bangkok Suvarnabhumi Airport, Phuket International Airport, and Dubai Airport.

The results the study indicated that the majority of the Middle East tourists who travelled to Thailand were male, aged 21-30 years, single, and from UAE, followed by Kuwait and Egypt. Most held a bachelor degree, were students or professionals, and their household income was between 75,000 – 100,000 USD per year. The most important motivation factors were "visiting a sea-sun-sand destination", "reliable weather" and "spending time with friends". The good "weather/climate" and "attractions/events/festivals" are the most important need factors. Most of the

Middle East travelers make their trip plans for Thailand 2 – 4 weeks before the trip; usually on their own arrangement. The main purpose of visiting Thailand is Holidays/vacation/leisure. They prefer to travel with friends, and the size of the Middle East tourist group was between 3 – 4 people. They like to stay in standard hotels. The main sources of travel information on Thailand are friends. Most of the respondents had visited Thailand before, and many were frequent visitors. The average length of stay in Thailand is 13 nights. The three most favorite destinations in Thailand are Bangkok, Phuket and Pattaya. Finally the average expenditure is 3,235.85 USD per visit. Their highest satisfaction in their visit to Thailand is with the "Overall value of money" followed by "Quality standards of accommodation/lodging", "Price of accommodation/lodging", and "Quality standards of service and product"

The findings also indentified some measures according with their principal motivations' factors, lowest motivations' factors, principal needs' factors and lowest satisfactions' attributes. According to the principal motivations factors some of the measures are: Preserve the beaches under the Seven Greens concept developed by TAT, Promotions such as "Thailand Double Happiness" and "Thailand Plus and More" must be well know around Middle East tourists, create a Thailand weather web page which will supply detailed weather forecasts for all travel and business destinations in Thailand. According to the lowest motivations some of the measures are: arrange either short or long term stays with a Thai family in a traditional village of farmers, provide information about the best possible environment for learn and practicing language skills, providing Thai cuisine lessons for Muslim people, and adapting the Thai food in the Muslim way, developed meeting, seminar and exhibition facilities. According to the principal needs, developed new products from existing ones, a cleanup campaign to upgrade hygiene in its public toilets and install security measures, Detection Devices, Video surveillance systems in most of the places. For the lowest satisfaction factors the researcher recommends some campaigns such as the TAT launched: Thailand Super Deal promotion and created a new logo and marketing tag: "Amazing Thailand, Amazing Values" where potential visitors can find links to accommodation deals and other incentives, provided Halal food in some restaurants and provide native Arabic interpreter in the most important travel agencies and popular tours.

The researcher hopes that these issues will be given immediate attention and addressed responsibly and appropriately by the Government, travel agencies, hotels and other stakeholders in the nearest future.

AKNOWLEDGEMENTS

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TAT   Tourism Authority of Thailand

SPSS   Statistical Package for the Social Sciences

UAE   United Arab Emirates

CIA   Central Intelligence Agency

FPRI   Fiscal Policy Research Institute

CHAPTER 1

INTRODUCTION

1.1 Statement of the Problem

According to Business Guides (2008) the Middle East tourists are one of the highest spending travelers in the world. This has made the Middle East countries one of the most lucrative outbound tourist markets in today's fast growing international tourism industry. Also, Middle East, travel and tourism activity is expected to grow by 4.4% annually between 2006 and 2015 creating numerous business opportunities. Many countries are now gearing up to tap into this growing market by promoting their interests in the Middle East region.

It is estimated that by 2010 outbound tourism trips from the Middle East will grow by an average annual rate of 5.5%, increasing from 27.6 million in 2001 to 44.8 million by 2010. Airlines in the Arabian Gulf are planning to treble the size of their flights to meet the rising demand in the coming years. The rate of growth of intra-regional travel is also expected to grow at a substantial pace as investment in tourism projects in Middle Eastern countries continues to rise.

The World Tourism Organization (2008) confirms that the Middle East's inbound tourism sector will grow at an annual average of 7% every year until 2020, far outpacing every other region in the world and reaching the 65 million mark.

Also Business Guides (2008) refers that Arab tourists from the Gulf States alone spend about US$12 billion on overseas vacations making them one of the highest spenders in the world. The average length of stay in a country by a Middle Eastern traveler is three weeks, which is also one of the longest by world standards. The most popular places choices by Middle East Tourists instead of Thailand according to Golden (2007) are Dubai and the UAE as a whole, Sharm El Sheikh (Egypt) and Makkah (Saudi Arabia) are the most popular destinations for all Middle East Nationalities.

Also according to Ladki and Tarik (2002) in their study about: "Arab tourists and the Lebanese vacation ownership industry: a quality of life perspective" said that Lebanon is considered

to be one of the most attractive and socially conforming destination for Arabs. The Arabs think Lebanon represents a window to the West containing many of the benefits of a European-style living.

According to Asmar (2008) Arabs differ from Europeans, Americans and probably the rest of the English-speaking countries and even the Russian and the East Europeans who once had their sojourns on the Black Sea and the Baltic away from capitalistic riches. The Arab's tendency now is to travel to places like Jordan, Egypt, Lebanon, Syria, and probably Tunisia and Morocco because of the cost and the destinations of course where snow-capped mountains in some of these countries provide attractive eye-openers for people to see.

The Gulf countries themselves are building their own tourism culture as well around their high-tech air-conditioned malls, or as in one case an artificial snow ski as one of the new attractions in Dubai with a slogan that goes like "come and snow-ski in the middle of the desert."

Also Asmar (2008) refers to Jordanians working in the Gulf, who take their holiday to Jordan, Egyptians keep going back and forth to Egypt and so do the Syrians, Lebanese, Yemenis and the rest of the Arab nationalities. Their holiday is going back to their countries. We are told for instance that 60 percent of tourists to Jordan are from the Gulf who came here for the weather, the destination and sometimes the nightlife. They want to get away from the "mall culture" which has been thrust down their throats.

Thailand emerges as one of the most popular destinations for Middle East travellers. Excellent healthcare facilities, attractive tourist destinations and bargain shopping have made Thailand a destination of choice amongst Middle East travellers.

"The Middle East is one of Thailand's fastest growing source markets and we expect this to continue in the upcoming summer holiday season," said Mrs. Phornsiri Manoharn, TAT (2008) Deputy Governor for International Marketing, Tourism Authority of Thailand.

According to statistics released by the Tourism Authority of Thailand TAT (2008), visitors from Middle East reached 453,891 in 2007, indicating an 11.84% growth from the previous year. Tourists from the region often visit Thailand during the green or off-peak season. TAT foresees 491,000 arrivals from this group of big spending tourists by the end of this year, which is expected to help beef up foreign exchange revenues of up to 79 billion Baht for the country. To further tap the growing market, TAT has set up its Dubai office in order to oversee marketing activities in 12

countries in the Middle East. Part of the strategy is also to participate in major travel marts organized within the region

Currently, there are 85 direct scheduled flights per week between Thailand and seven Middle East countries operated by nine airlines, including Thai Airways International, Emirates, Qatar Airways, Gulf Air, Egypt Air, Kuwait Airways, Royal Jordanian Airlines, Turkish Airlines and Etihad.

Citizens of Bahrain, Kuwait, Oman, Qatar and UAE can get 30-day visa-free facility at Bangkok airport and major international checkpoints. In a new development, citizens of Saudi Arabia can also now get a 15-day visa on arrival.

The Tourism and Sports Minister Sontaya Kunplome said that Arab tourists still favored Thailand as a tourist destination, and the number of visitor from the Arab world would continue to rise in line with Thailand's increasing reputation as a quality tourist center.

As participation in tourism has continued to expand in scale and scope, the nature of tourist experiences has become increasingly diverse. New destinations, new attractions, new markets, and new forms of tourism have emerged, enabling tourists to experience new places, peoples, and activities. At the same time, tourism has become more deeply embedded as a socio-cultural phenomenon, more intimately related to wider social and cultural transformations and development in both generating and destination regions. As a consequence, the understanding of tourist experiences has become increasingly complex, challenging and, arguably elusive.

The high increase of the number of the Middle East tourists arriving to Thailand is one factor that should be analyzed to understand the reasons why that market choose Thailand to spend holidays, and determine the motivations such as natural or cultural activities that they prefer the most. Behavior plays an important role in tourism planning because understanding tourist consumer behavior is very beneficial for developing tourism products in order to supply the tourism demand. Needs show the main requirements that tourists have at the moment of traveling, or what they expect to have in their trip, and finally satisfactions attributes will show the level of satisfied of the tourists and it will help to realize if Thailand is doing a good job and if tourists are satisfied with their trip. Will all these factors Thailand can improve a better service and product that can overall satisfy their requirements, anticipating to their needs and making completely truth their expectations.

Nowadays Middle East tourists are not seeking just sun and beaches as it happened in the past; other factors such as service quality, guest service and others can explain some of the changes in the movement of tourists around Thailand, although Middle East tourists represent a big amount in the tourism revenue in Thailand. Unfortunately, there is not a study that analyzes properly their profile, and current tourism literature has mostly concentrated on reports about tourism motivations, needs and satisfaction in other destinations and not in Thailand. Therefore, the object of this study is to evaluate the market potential of Middle East Tourists in Thailand.

1.2 Related Literature

1.2.1 Middle East: General Information

According to MidEastWeb (2008) The Middle East is a region that spans southwestern Asia and northeastern Africa. It has no clear boundaries, often used as a synonym to Near East, in opposition to Far East. The term "Middle East" was popularized around 1900 in the United Kingdom. In the 20th century, the region's significant stocks of crude oil gave it new strategic and economic importance. Mass production of oil began around 1945, with Saudi Arabia, Iran, Kuwait, Iraq, and the United Arab Emirates having large quantities of oil. Estimated oil reserves, especially in Saudi Arabia and Iran, are some of the highest in the world, and the international oil cartel OPEC is dominated by Middle Eastern countries.

1.2.1.1 Geography

Lonely Planet (2008) said that are many interpretations of the term 'the Middle East.' One of the most common includes the Arabian Peninsula, the Near East, the Iranian plateau, and occasionally North Africa. The Middle East defines a geographical area, but does not have precisely defined borders. MidEastWeb (2008) said that the modern definition of the region includes: Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman and the Palestinian territories, Qatar, Saudi Arabia, Syria, Turkey, the United Arab Emirates, and Yemen. Egypt, with its Sinai Peninsula in Asia (see

appendix 1), is considered part of the Middle East, although most of the country lies geographically in North Africa.

1.2.1.2 Demographics: Ethnic Groups, Religion and Language

MidEastWeb (2008) said that Middle East is home to numerous ethnic groups, including Arabs, Turks, Persians, Jews, Armenians, Georgians, Kurds, Aramean Syriacs, Azeris, Circassians, Berbers, Somalis, Greeks, Samaritans, Turkmens, Pashtuns, Baluch, Habesha (mainly Eritrean habesha), and Nubians.

Islam in its many forms is by far the largest religion in the Middle East, but other faiths, such as Judaism and Christianity, are also important. There are also important minority religions like Bahá'í, Yazdanism, Zoroastrianism. The most widely spoken language in the region is the Arabic (with varieties) follow by the Persian.

1.2.1.3 Economy

Middle Eastern economies range from very poor nations (such as Gaza and Yemen) to extremely wealthy nations (such as UAE and Saudi Arabia). Overall, as of 2007, according to the CIA World Factbook, all nations in the Middle East are maintaining a positive rate of growth.

According to the International Monetary Fund's World Economic Outlook (2008), the three largest Middle Eastern economies in 2007 were Turkey ($ 663,419,000,000), Saudi Arabia ($ 376,029,000,000) and Iran ($ 294,089,000,000) in terms of Nominal GDP; and Turkey ($ 887,964,000,000), Iran ($ 752,967,000,000) and Saudi Arabia ($ 564,561,000,000) in terms of GDP-PPP. When it comes to per capita (PPP) based income, the three highest ranking countries are Qatar ($80,900), Kuwait ($39,300) and the United Arab Emirates ($37,300).

Figure 1.1 Middle East Map
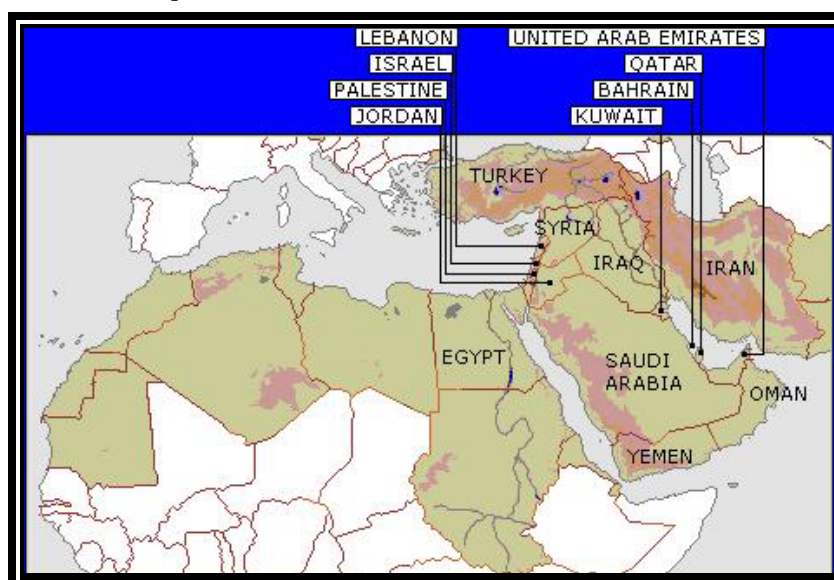
Source: MidEastWeb, 2008.

1.2.2. Current Situation of Middle East Tourists in Thailand

According to the Ministry of Foreign Affairs of Thailand (2008), The "Look West Policy" has been enunciated by the Royal Thai Government in 1997, this policy is based in "Thailand's Policy toward the Middle East." The main objectives of the Look East Policy are: To strengthen the existing bilateral relations with target states, and, to seek potential markets and investment opportunities overseas and to promote foreign investment in Thailand. Target states are countries in the regions of South Asia, the Middle East and Africa.

Thailand has been exerting efforts to expand the economic horizon far beyond the region of Southeast Asia and the Pacific Rim. Also this policy is in charged about the tourism between Thailand with the Target states mentioned before.

As shown in table 1.1 the statistics indicated that Middle East tourists are increasing considerably every year; with the exception of 2003.

Table 1.1 Middle East Tourists Arrivals to Thailand (2000 – 2007)

COUNTRY	Year							
	2000	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**	**2007**
Middle East	**202,169**	**239,200**	**274,878**	**206,234**	**292,680**	**305,566**	**405,856**	**453,891**
Egypt	6,339	6,092	7,505	5,237	8,717	7,825	11,546	12,268
Israel	73,565	91,253	98,694	64,714	89,804	92,179	117,649	123,012
Kuwait	19,847	22,305	28,576	21,411	33,358	32,020	38,885	35,083
Saudi Arabia	14,193	14,083	14,600	10,085	11,839	13,219	23,870	24,246
U.A.E.	34,670	37,391	44,521	40,541	62,628	65,885	87,006	98,122
Others	53,555	68,076	80,982	64,246	86,334	94,438	126,900	161,160

Source: TAT, 2008.

As shown in table 1.2 from all the 453,891 Middle East tourist arrivals to Thailand their average stay is more than seven days which means that they have a very high average length of stay and a very high average expenditure.

Table 1.2 Tourism Receipts from Middle East Tourists Arrivals (January – December 2007)

Country of Residence	No. of Arrivals (Persons)	Length of Stay[P] (Days)	Per Capita Spending[P]		Tourism Receipts[P]	
			Baht/Day	**$US/Day**	**Mil. Baht**	**Mil. $US**
Middle East	**453,891**	**9.48**	**4,276.14**	**123.87**	**18,399.77**	**533.02**
Egypt	12,268	7.20	4,183.98	121.20	369.57	10.71
Israel	123,012	11.94	4,031.58	116.79	5,921.44	171.54
Kuwait	35,083	8.55	4,481.66	129.83	1,344.32	38.94
Saudi Arabia	24,246	9.76	4,614.30	133.67	1,091.93	31.63
U.A.E.	98,122	8.27	4,437.54	128.55	3,600.93	104.31
Others	161,160	8.66	4,350.39	126.03	6,071.58	175.89
[P]: Preliminary Data		Note: 1$US = 34.52 Baht				April 22. 2008

Source: TAT, 2008.

As shown in table 1.3 for Middle East tourists the highest amount of expenditure is for shopping and accommodation, followed by food and beverage and entertainment.

Table 1.3 Average Expenditure of Middle East Tourists Arrivals by Expenditure Item (January –
December 2007)

Country of Residence	TOTAL	Shopping	Entertainment	Sight-seeing	Accom-Modation	F&B	Local Transport	Other
Middle East	**4,276.14**	**1,271.10**	**459.64**	**150.76**	**1,098.28**	**754.26**	**393.77**	**148.33**
Egypt	4,183.98	1,353.57	351.18	160.76	1,173.11	641.91	375.41	128.04
Israel	4,031.58	1,200.37	360.90	145.43	1,066.53	690.42	404.11	163.82
Kuwait	4,481.66	1,150.42	539.11	182.76	1,230.23	797.77	453.59	127.78
Saudi Arabia	4,614.30	1,474.01	419.45	143.34	1,247.12	809.54	415.74	105.10
U.A.E.	4,437.54	1,146.72	605.91	179.81	1,182.04	811.82	368.25	142.99
Others in M.E	4,350.39	1,406.06	475.80	133.46	1,026.31	777.48	382.90	148.38
Note [P] **: Preliminary Data**			Unit: Baht/Person/Day				April 22, 2008	

Source: TAT, 2008.

As shown in table 1.4 more male tourists than female come to Thailand, this should happen because women life in Middle East is very different from the west women; one example is that women must have permission to travel out from their countries or travel with men.

Table 1.4 Middle East Tourists Arrivals by Gender (January – December 2007)

Country of residence	Male		Female	
	Frequency	% Change on 2006	Frequency	% Change on 2006
Middle East	**328,093**	**+ 20.04**	**125,798**	**- 5.08**
Egypt	9,033	+ 4.54	3,235	+ 11.36
Israel	81,888	+ 16.94	41,124	- 13.65
Kuwait	27,316	- 3.77	7,767	- 26.03
Saudi Arabia	18,899	+ 5.36	5,347	- 9.86
U.A.E.	69,446	+ 23.66	28,676	- 7.04
Others	121,511	+ 31.81	39,649	+ 14.22
Remark : Overseas Thai Residents are not included				

Source: TAT, 2008.

As shown in table 1.5 Middle East Tourists like to revisit Thailand, which means that they felt satisfied with their holidays and they prefer to repeat the trip most of the time.

Table 1.5 Middle East Tourists Arrivals by Frequency of Visit (January – December 2007)

Country	First-visit		Revisit	
of Residence	Frequency	% Change on 2006	Frequency	% Change on 2006
Middle East	**213,243**	**+ 35.98**	**240,648**	**- 3.37**
Egypt	7,397	+ 44.44	4,871	- 24.19
Israel	62,804	+ 17.58	60,208	- 6.27
Kuwait	12,355	+ 18.55	22,728	- 20.15
Saudi Arabia	12,678	+ 19.54	11,568	- 12.79
U.A.E.	40,491	+ 34.69	57,631	+ 1.21
Others	77,518	+ 64.23	83,642	+ 4.95
Remark : Overseas Thai Residents are not included				

Source: TAT, 2008.

Table 1.6 shows that Middle East Tourists prefer to make a trip without Travel Arrangement Group Tour, they prefer to come by their own.

Table 1.6 Middle East Tourists Arrivals by Travel Arrangement (January – December 2007)

Country of	Group Tour		Non-group	
Residence	Frequency	% Change on 2006	Frequency	% Change on 2006
Middle East	**133,049**	**+ 32.82**	**320,842**	**+ 4.96**
Egypt	3,171	+ 0.54	9,097	+ 8.40
Israel	35,025	+ 25.91	87,987	- 2.05
Kuwait	7,143	- 5.52	27,940	- 10.81
Saudi Arabia	4,173	- 6.39	20,073	+ 3.41
U.A.E.	25,885	+ 21.97	72,237	+ 9.81
Others	57,652	+ 60.32	103,508	+ 13.82
Remark : Overseas Thai Residents are not included				

Source: TAT, 2008.

Table 1.7 shows that most of the Middle East tourists prefer to come to Thailand for holidays, which means that they just come for relax, entertainment, adventure, etc. Business, Conventions and official activities are also main purposes to come to Thailand.

Table 1.7 Middle East Tourists Arrivals by Purpose of Visit (January – December 2007)

Country of Residence	Holiday	Business	Convention	Official	Others
Middle East	**379,800**	**36,815**	**11,794**	568	**24,914**
Egypt	9,337	1,374	925	0	632
Israel	106,935	7,573	2,266	68	6,170
Kuwait	30,171	2,163	973	17	1,759
Saudi Arabia	20,112	2,412	670	32	1,020
U.A.E.	82,440	8,179	1,987	177	5,339
Remark : Overseas Thai Residents are not included					

Source: TAT, 2008.

As shown in table 1.8, Thailand is a tourist destination for all ages less than 15 to 65 or over, all of them represent good amount of tourist and expenditure. The average age is over the 30's, considering that people between 25 – 34 years old has the highest percentage.

Table 1.8 Middle East Tourists Arrivals by Age (January – December 2007)

Country of Residence	Under 15	15-24	25-34	35-44	45-54	55-64	65 & over	Average Age
Middle East	**25,298**	**54,797**	**128,599**	**114,455**	**79,949**	**38,602**	**12,191**	**37.49**
Egypt	421	1,229	4,445	2,967	2,010	939	257	37.21
Israel	4,253	21,013	32,341	21,796	22,234	16,052	5,323	38.59
Kuwait	2,128	5,179	8,846	9,801	6,304	2,085	740	36.52
Saudi Arabia	2,007	2,323	6,432	6,327	4,986	1,597	574	37.33
U.A.E.	8,601	11,401	28,827	26,428	14,693	6,302	1,870	35.81
Others	7,888	13,652	47,708	47,136	29,722	11,627	3,427	37.94
Remark : Overseas Thai Residents are not included								

Source: TAT, 2008.

Table 1.9 shows most of the Middle East tourist's arrivals to Thailand are "Professionals" followed by people who work in "Commercial business". This means that the budget that they can spend is higher than students or people without a job. Even thought students (most of them from Israel) represent a high percentage of tourists in Thailand.

Table 1.9 Middle East Tourists Arrivals by Occupation (January – December 2007)

Country of Residence	Professionals	Admin.	Commercial	Laborers	Agricultural	Government	Housewife	Students	Retired	Others	Not stated
Middle East	**108,038**	**45,624**	**90,334**	**86,698**	**1,731**	**3,213**	**29,759**	**75,183**	**6,116**	**3,455**	**3,740**
Egypt	4,682	2,086	1,742	1,560	34	0	326	1,412	81	151	194
Israel	37,446	12,326	21,273	15,883	968	924	2,340	26,609	3,403	926	914
Kuwait	6,208	2,827	4,344	11,262	60	188	1,913	7,019	941	117	204
Saudi Arabia	7,320	2,322	5,175	3,443	40	138	1,299	3,949	97	174	289
U.A.E.	13,736	9,796	16,991	25,989	104	528	11,494	17,935	469	560	520
Others	38,646	16,267	40,809	28,561	525	1,435	12,387	18,259	1,125	1,527	1,619
Remark : Overseas Thai Residents are not included											

Source: TAT, 2008

As shown in table 1.10 most of the Middle East tourists prefer to travel to Thailand by Air, there are 85 direct scheduled flights per week between Thailand and seven Middle East countries operated by nine airlines, including Thai Airways International, Emirates, Qatar Airways, Gulf Air, Etihad, Egypt Air, Kuwait Airways, Middle East Airlines, and Royal Jordanian Airlines.

Table 1.10 Middle East Tourists Arrivals by Nationality and Mode of Transportation (January – December 2007)

Country of Nationality	2007		2006		%Change 07/06	Air	Land	Sea
	Number	% Share	Number	% Share				
Middle East	**453,891**	**3.14**	**405,856**	**2.94**	**+ 11.84**	**445,411**	**6,459**	**2,021**
Egypt	12,268	0.08	11,546	0.08	+ 6.25	12,028	99	141
Israel	123,012	0.85	117,649	0.85	+ 4.56	118,118	4,299	595
Kuwait	35,083	0.24	38,885	0.28	- 9.78	34,586	378	119
Saudi Arabia	24,246	0.17	23,870	0.17	+ 1.58	23,888	237	121
U.A.E.	98,122	0.68	87,006	0.63	+ 12.78	97,873	145	104
Others	161,160	1.11	126,900	0.92	+ 27.00	158,918	1,301	941
Note: Tourist arrivals excluded overseas Thai.								

Source: TAT, 2008

In summary TAT tables (table 1.1 to table 1.10) show that Middle East tourists are growing rapidly every year, since 2000 to 2007 they increased in more than 50%. Also their average length of stay is over 9 nights, having people from Israel the longest of stay in Middle East group followed by people from Saudi Arabia. According to the average expenditure people from Saudi Arabia has the highest average expenditure followed by Kuwaitis' and people from UAE, their highest expenditure is in shopping and accommodation. Most of the Middle East tourists are male, between 25 – 34 years. In terms of occupation most of them are professional. Almost 50% are revisit tourists, who arranged their trip by themselves, and the main purpose to visit Thailand is holidays. The majority of Middle East tourists came to Thailand by Air.

1.2.3 Tourism in Thailand

Kaosa (1994) said that many developing countries perceive tourism as a fast track to economic growth. They assume that tourism development requires less investment than other industries; and they believe tourism to be an effective means of creating job opportunities and increasing local income. Thailand has long attention to this point of view; and it has devised a tourism marketing approach which encourages low-, medium-, and high-cost mass tourism to nearly all regions of the country. With the slogan "Land of Smiles" promoted around the world, Thailand has become one of the best known, and most sought destiny, after international tourist destinations.

Also Kaosa (1994) said that Thailand is famous for its impressive historical sites, its rich and vibrant cultures, its beautiful beaches, its scenic countryside, and its gentle, polite and genuinely friendly people. A 1990-1991 study on tourism, in which 1,450 tourist agencies in 40 major cities in 26 countries were interviewed, ranked Thailand first in the categories of warmth and friendliness, moderate accommodation cost and interesting nightlife. The country ranked fourth in the category of excellent cuisine, after France, Italy and Hong Kong. Thailand does not appear on the list of the 14 Asian and Pacific countries with beautiful scenery, but it was ranked second after Australia in terms of its overall appeal. Almost 19 years after this study we can still look that Thailand continues being one of the most favorite destinations for holidays.

The tourism sector has been recognized as one of the major sources of foreign revenue for Thailand. The government forecasts said that between 2005 and 2008, revenue from inbound tourism should surge by 15 percent annually. In other words, such revenue is projected to reach THB 700 billion in 2008, compared to the amount of THB 400 billion in 2004 TAT (2005). However, to maintain the growth rate of revenue from the tourism sector, the government recognized the necessity to establish a plan to develop sustainable tourism. In addition, as the government is trying to promote Thailand as a Tourism Capital of Asia, it is essential for the government to form an effective strategy to strengthen Thailand's capacity and competitive edge in light of ongoing threats such as the Bird´s flu, the southern unrest and the aftermath of the Tsunami that hit Thailand few years ago.

The sustainable tourism development plan which is one of alternative choices presented to the Ministry of Tourism and Sports by the Fiscal Policy Research Institute (FPRI) in order to stimulate the tourism industry aims to achieve three main objectives:

1. To expand the market: Market expansion include an increasing number of tourists in the existing market as well as a penetration into new markets, which can be implemented by exploring new sites and developing the destination´s attraction in such areas to match demand of tourists.

2. To increase the repeating rate: The repeating rate can be raised by increasing the visitor's satisfaction, which derives from good experiences of traveling in Thailand. Once the visitors are satisfied, they tend to develop a positive attitude towards Thailand, which should lead to a higher repeating rate in return.

3. To enhance the reputation and recognition of Thailand as a tourism destination: The power of "Word of Mouth" among tourists should not be overlooked as recommendations from the experienced visitors to their friends and families can be very influential in the latter's decision to visit Thailand afterwards. As a consequence, the satisfaction of visitors will not only increase the repeating rate as mentioned, but also it can induce new tourists to the country in future.

As shown in table 1.11 International Tourists are increasing every year and with this, the average of stay, too; as well as the expenditures per day.

Table 1.11 International Tourists Arrivals to Thailand (1998 – 2007)

Year	Tourist		Length of Stay	Average Expenditure		Revenue	
	Number (Million)	Change (%)	Average (Days)	/person/day (Baht)	Change (%)	Million (Baht)	Change (%)
1998	7.76	+ 7.53	8.40	3,712.93	+ 1.12	242,177	+ 9.70
1999	8.58	+ 10.50	7.96	3,704.54	- 0.23	253,018	+ 4.48
2000	9.51	+ 10.82	7.77	3,861.19	+ 4.23	285,272	+ 12.75
2001	10.06	+ 5.82	7.93	3,748.00	- 2.93	299,047	+ 4.83
2002	10.80	+ 7.33	7.98	3,753.74	+ 0.15	323,484	+ 8.17
2003	10.00	- 7.36	8.19	3,774.50	+ 0.55	309,269	- 4.39

Table 1.11 (Continued)

Year	Tourist		Length of Stay	Average Expenditure		Revenue	
	Number	**Change**	**Average**	**/person/day**	**Change**	**Million**	**Change**
	(Million)	**(%)**	**(Days)**	**(Baht)**	**(%)**	**(Baht)**	**(%)**
2004	11.65	+ 16.46	8.13	4,057.85	+ 7.51	384,360	+ 24.28
2005	11.52	- 1.51	8.20	3,890.13	- 4.13	367,380	- 4.42
2006	13.82	+ 20.01	8.62	4,048.22	+ 4.06	482,319	+ 31.29
2007	14.46	+ 4.65	9.19$^{/P}$	4,120.95$^{/P}$	+ 1.80	547,782$^{/P}$	+ 13.57

Source: TAT, 2008.

Table 1.12 shows by detail the arrivals by country of residence, also shows that East Asia Tourists are the majority amount of tourists followed by European Tourists, people from America, South Asia, Oceania, Middle East and Africa. All reach a total of 14,464,228 tourists in 2007 with an increasing of 4.65 from the year 2006 to 2007.

Table 1.12 International Tourists Arrivals to Thailand by Country of Residence (January – December 2007)

Country of Residence	2007		2006		% Change on 2006
	Number	**% Share**	**Number**	**% Share**	
East Asia	**7,981,205**	**55.18**	**7,942,143**	**57.46**	**+ 0.49**
ASEAN	*3,755,554*	*25.96*	*3,556,395*	*25.73*	*+ 5.60*
Brunei	12,430	0.09	12,662	0.09	- 1.83
Cambodia	108,776	0.75	125,336	0.91	- 13.21
Indonesia	233,919	1.62	218,167	1.58	+ 7.22
Laos	521,062	3.60	282,239	2.04	+ 84.62
Malaysia	1,551,959	10.73	1,578,632	11.42	- 1.69
Myanmar	75,183	0.52	67,054	0.49	+ 12.12
Philippines	198,873	1.37	202,305	1.46	- 1.70
Singapore	799,100	5.52	818,162	5.92	- 2.33
Vietnam	254,252	1.76	251,838	1.82	+ 0.96
China	1,003,141	6.94	1,033,305	7.48	- 2.92

Table 1.12 (Continued)

Country of Residence	2007		2006		% Change on 2006
	Number	% Share	Number	% Share	
Hong Kong	448,057	3.10	463,339	3.35	- 3.30
Japan	1,248,700	8.63	1,293,313	9.36	- 3.45
Korea	1,075,516	7.44	1,101,525	7.97	- 2.36
Taiwan	427,033	2.95	472,851	3.42	- 9.69
Others	23,204	0.16	21,415	0.15	+ 8.35
Europe	**3,689,770**	**25.51**	**3,321,795**	**24.03**	**+ 11.08**
Austria	74,150	0.51	76,698	0.55	- 3.32
Belgium	69,042	0.48	66,835	0.48	+ 3.30
Denmark	135,006	0.93	124,151	0.90	+ 8.74
Finland	138,332	0.96	112,006	0.81	+ 23.50
France	351,651	2.43	319,910	2.31	+ 9.92
Germany	537,200	3.71	507,942	3.67	+ 5.76
Ireland	68,219	0.47	56,994	0.41	+ 19.70
Italy	158,923	1.10	143,343	1.04	+ 10.87
Netherlands	183,347	1.27	174,266	1.26	+ 5.21
Norway	110,076	0.76	101,920	0.74	+ 8.00
Russia	279,771	1.93	190,834	1.38	+ 46.60
Spain	84,714	0.59	73,820	0.53	+ 14.76
Sweden	374,320	2.59	307,284	2.22	+ 21.82
Switzerland	152,022	1.05	145,647	1.05	+ 4.38
United Kingdom	746,422	5.16	745,525	5.39	+ 0.12
East Europe	131,338	0.91	95,312	0.69	+ 37.80
Others	95,237	0.66	79,308	0.57	+ 20.08
The Americas	**817,564**	**5.65**	**825,118**	**5.97**	**- 0.92**
Argentina	5,611	0.04	3,814	0.03	+ 47.12
Brazil	11,026	0.08	8,926	0.06	+ 23.53
Canada	149,763	1.04	149,924	1.08	- 0.11
U.S.A	623,638	4.31	640,674	4.64	- 2.66
Others	27,526	0.19	21,780	0.16	+ 26.38

Table 1.12 (Continued)

Country of Residence	2007		2006		% Change on 2006
	Number	% Share	Number	% Share	
South Asia	**685,574**	**4.74**	**605,236**	**4.38**	**+ 13.27**
Bangladesh	47,999	0.33	44,081	0.32	+ 8.89
India	506,237	3.50	429,732	3.11	+ 17.80
Nepal	20,538	0.14	23,205	0.17	- 11.49
Pakistan	47,761	0.33	45,122	0.33	+ 5.85
Sri Lanka	44,239	0.31	47,448	0.34	- 6.76
Others	18,800	0.13	15,648	0.11	+ 20.14
Oceania	**731,283**	**5.06**	**627,246**	**4.54**	**+ 16.59**
Australia	638,126	4.41	538,490	3.90	+ 18.50
New Zealand	89,928	0.62	86,703	0.63	+ 3.72
Others	3,229	0.02	2,053	0.01	+ 57.28
Middle East	**453,891**	**3.14**	**405,856**	**2.94**	**+ 11.84**
Egypt	12,268	0.08	11,546	0.08	+ 6.25
Israel	123,012	0.85	117,649	0.85	+ 4.56
Kuwait	35,083	0.24	38,885	0.28	- 9.78
Saudi Arabia	24,246	0.17	23,870	0.17	+ 1.58
U.A.E.	98,122	0.68	87,006	0.63	+ 12.78
Others	161,160	1.11	126,900	0.92	+ 27.00
Africa	**104,941**	**0.73**	**94,408**	**0.68**	**+ 11.16**
South Africa	46,269	0.32	43,444	0.31	+ 6.50
Others	58,672	0.41	50,964	0.37	+ 15.12
Grand Total	**14,464,228**	**100.00**	**13,821,802**	**100.00**	**+ 4.65**
Note : International Tourist Arrivals Excluded Overseas Thai					

Source: TAT, 2008.

Table 1.13 shows European Tourists prefer to stay in Thailand over 14 days, followed by people from America, Oceania and in the fourth place, the Middle East Tourists with an average length of stay of 9.48 days. Also the highest spenders are people from America with USD 133.21, daily, followed by people from South Asia, Oceania, Africa, and Middle East.

Table 1.13 International Tourists Arrivals by Continent of Residence, Length of Stay and Spending (January – December 2007)

Continent Of Residence	No. of Arrivals (Persons)	Length of Stay[P] (Days)	Per Capita Spending[P]	
			Baht/Day	$US/Day
East Asia	7,981,205	6.02	4,269.04	123.67
Europe	3,689,770	14.86	3,789.45	109.78
The Americas	817,564	13.76	4,598.53	133.21
South Asia	685,574	6.94	4,492.15	130.13
Oceania	731,283	11.97	4,484.12	129.90
Middle East	**453,891**	**9.48**	**4,276.14**	**123.87**
Africa	104,941	8.93	4,413.00	127.84
Grand Total	**14,464,228**	**9.19**	**4,120.95**	**119.38**
[P] : Preliminary Data		Note : 1$US = 34.52 Baht		April 22, 2008

Source: TAT, 2008.

Table 1.14 shows that from the seven expenditure items, all the tourists expend more in shopping and accommodation. East Asia Tourist, South Asia, Middle East Tourists, and Africa Tourists prefer to expend more money in Shopping, in contrast with people from Europe, America and Oceania that prefer to expend more money in accommodation. And less expense are in Sightseeing and other activities.

Table 1.14 Average Expenditure of International Tourists Arrivals by Expenditure Item (January – December 2007)

Continent of Residence	TOTAL	Shopping	Entert.	Sight-seeing	Accom.	F&B	Local Transport	Other
East Asia	4,269.04	1,176.30	488.62	197.05	1,138.70	741.11	381.27	145.99
Europe	3,789.45	892.01	441.95	161.96	1,088.49	718.10	394.79	92.15
The Americas	4,598.53	1,179.93	610.32	172.43	1,315.10	754.37	447.40	118.98
South Asia	4,492.15	1,539.60	378.91	181.93	1,087.99	716.64	409.39	177.69
Oceania	4,484.12	1,095.71	579.52	190.32	1,382.45	729.78	378.57	127.77

Table 1.14 (Continued)

Continent of Residence	TOTAL	Shopping	Entert.	Sight-seeing	Accom.	F&B	Local Transport	Other
Middle East	4,276.14	1,271.10	459.64	150.76	1,098.28	754.26	393.77	148.33
Africa	4,413.00	1,473.94	389.55	157.31	1,123.52	715.85	409.10	143.73
Note /P **:** Preliminary Data							April 22, 2008	

Source: TAT, 2008.

Notes: 1) Accom: Accommodation   **2) Entert:** Entertainment

Figure 1.2 and table 1.15 shows that with the increasing of the tourists, the receipts become higher every year. From 2003 to 2007 the quantities increased in almost 50%, also shows that Thailand as soon as they earn more money in tourism they also expend part of them in tourism promotion, videos, etc. The balance for every year is a positive amount, which means that Thailand is growing in a good way.

Figure 1.2 Tourism Balance in Thailand (2003 – 2007)
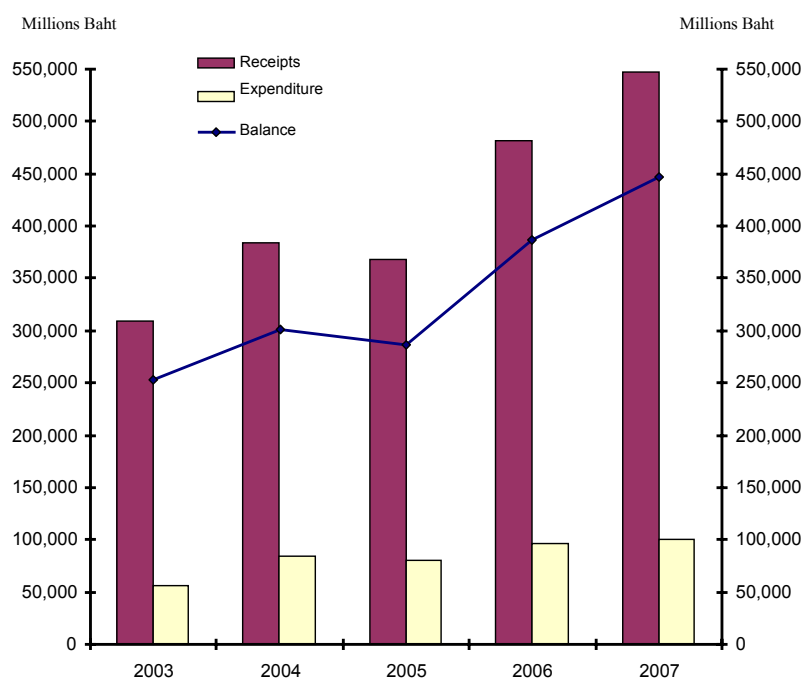
Source: TAT, 2008.

Table 1.15 Tourism Balance in Thailand (2003 – 2007)

Tourism Balance		2003	2004	2005	2006	2007
Receipts:	(Millions Baht)	309,269	384,360	367,380	482,319	547,782[/P]
	(Millions US$)	7,454	9,556	9,134	12,726	15,869[/P]
Expenditures:	(Millions Baht)	55,811	83,865	80,723	96,085	100,475
	(Millions US$)	1,345	2,085	2,007	2,535	2,911
Balance:	(Millions Baht)	253,458	300,495	286,657	386,234	447,307[/P]
	(Millions US$)	6,109	7,471	7,127	10,191	12,958[/P]

Source: TAT, 2008.

Notes: [/P]**:** Preliminary Data

Exchange Rates: 2003　US$ 1 = Bht. 41.49

2004　US$ 1 = Bht. 40.22

2005　US$ 1 = Bht. 40.22

2006　US$ 1 = Bht. 37.90

2007　US$ 1 = Bht. 34.52

1.2.4 Market Segmentation of Tourists

The word "Market" has different meanings, Pride and Ferrell (2000) specifically said that market is a group of people who, as individual or as organizations, have needs for products, in a class, have the ability, willingness, and authority to purchase such products.

Based in Pride and Ferrell (2000), each market has some specific requirements:

- They must need or desire a particular product.

- They must have the ability to purchase the product, this means "buying power".

- They must be willing to use their buying power.

- They must have the authority to buy the specific products.

An aggregate of people that lacks any one of the four above requirements, does not constitute a market.

In this case the Middle East tourists have the four requirements to be a market. First they choose Thailand as their holiday destination; secondly as everyone knows Middle East countries have economical stability with the two-thirds of the world oil reserves, they constitute as one of the richest regions in the world, so they have the ability to purchase a trip to Thailand as a tourism destination product. Also they are willing to use, in this case to come to Thailand and finally they don't have any prohibition to purchase the product.

After we decide that Middle East tourists are the market that we are going to analyze, we should know what type of market are, to do this, Pride and Ferrell (2000) said that market has two categories: Consumer market and organizational or business to business markets. These categories should be based on the characteristics of the individuals and groups that make up a specific market and the purpose for which they buy products.

Based in Pride and Ferrell (2000) a consumer market consists of purchasers and individuals in their households who intend to consume or benefit from the purchased products and not to generate a profit with this. On the other hand, it is an organizational or business to business market which consists of individuals or groups who purchase a specific product for one of the three purposes: use in daily operations, resale or use to produce another product.

According to that information Middle East Tourists, are a consumer market, because they purchase Thailand as their holiday destination for their own satisfaction and benefit.

The concept of Market Segmentation could vary depending on the writer, in this case, this study took three basic concept based on:

- A craven (1997) defines it as the process of placing the buyers in a product-market into subgroups so that the buyers in a segment display a similar responsiveness to a particular marketing positioning strategy.

- Kotler (1999) defines it as an effort to increase a company's precision marketing.

- Pride and Ferrell (2000) said that it is the process of dividing a total market into groups, or segments, consisting of people or organizations with relatively similar product needs.

With these three concepts we can say that Market Segmentation is the process of dividing the total market into subgroups according to their attitudes, habits, needs, etc in a similar product or place.

1.2.4.1. Levels of Market Segmentation

According to Kotler (1999) marketing segmentation has four levels and procedures:

- Segment Marketing: A market segment consists of a large identifiable group within a market with similar wants, purchasing power, geographical location, buying attitudes or habits.

- Niche Marketing: A niche is a more narrowly defined group, typically a small market whose needs are not well served. The marketers usually identify niches by dividing a segment into sub segments or by defining a group seeking a distinctive mix or benefits.

- Local Marketing: The local marketing is divided according the needs and wants of local customers groups.

- Individual Marketing: Or "segments of one" is the way to divide the segment according to each customer's requirements.

1.2.4.2 Variables for Segmenting Consumer Markets

After the market to be segmented is defined, in this case the "Middle East tourists", one or more variables are selected to identify segments. The purpose of this is to divide a product – market into segments and to describe or profile the segments.

These variables are the characteristics of individual, groups, or organizations used to divide a market into segments. By Pride and Ferrell (2000), to select a segmentation variable, several factors are considered. The segmentation variable should relate to customers' needs for, or behavior toward the product.

The Segmentation variables for Consumer Markets are:

- Demographic Variables
  - Age
  - Gender
  - Race
  - Ethnicity
  - Income
  - Education
  - Occupation
  - Family size
  - Family life cycle
  - Religion
  - Social class

- Geographical Variables
  - Region
  - Urban, suburban, rural
  - City size
  - State size
  - Market density
  - Climate
  - Terrain

- Psychographic Variables
  - Personality attributes
  - Motives / Reasons to purchase
  - Lifestyles

- Behavioral Variables
  - Volume usage
  - End use
  - Benefit expectations
  - Brand loyalty
  - Price sensibility

1.2.4.3 Tourists' Motivations, Behaviors and Needs

1.2.4.3.1 Tourists' Motivations

Based in Pearce, Morrison and Ruthledge (1998) Tourist motivation can be defined "as the global integrating network of biological and cultural forces which gives value and direction to

travel choices, behavior and experience". People who live in cities for example, are motivated to travel as tourists to outsides areas, because they need to run away and escape from the monotonous environment.

Swarbrooke and Horner (1999) explained that the motivating factors in tourism research can be divided into two groups: (1) those which motivate a person to take a holiday and those which motivate a person (2) to take a particular holiday to a specific destination at a particular time. In this two factors Thailand can act for both: In the first one, because Thailand is a well know holiday destination, and more of the people that visited before will try it again, so Thailand as a country motivates to be visited. On the other hand, Thailand has many festivals, one of them that attracts the majority of tourism is the Full Moon Party, celebrated each month in Koh Phangan, so people come specially for that occasion, another one is the Songkram celebrate in April in Phuket Island. Figure 1.2 shows the categorizing of the main motivating factors.

Figure 1.3 Typology of Motivators Factors in Tourism
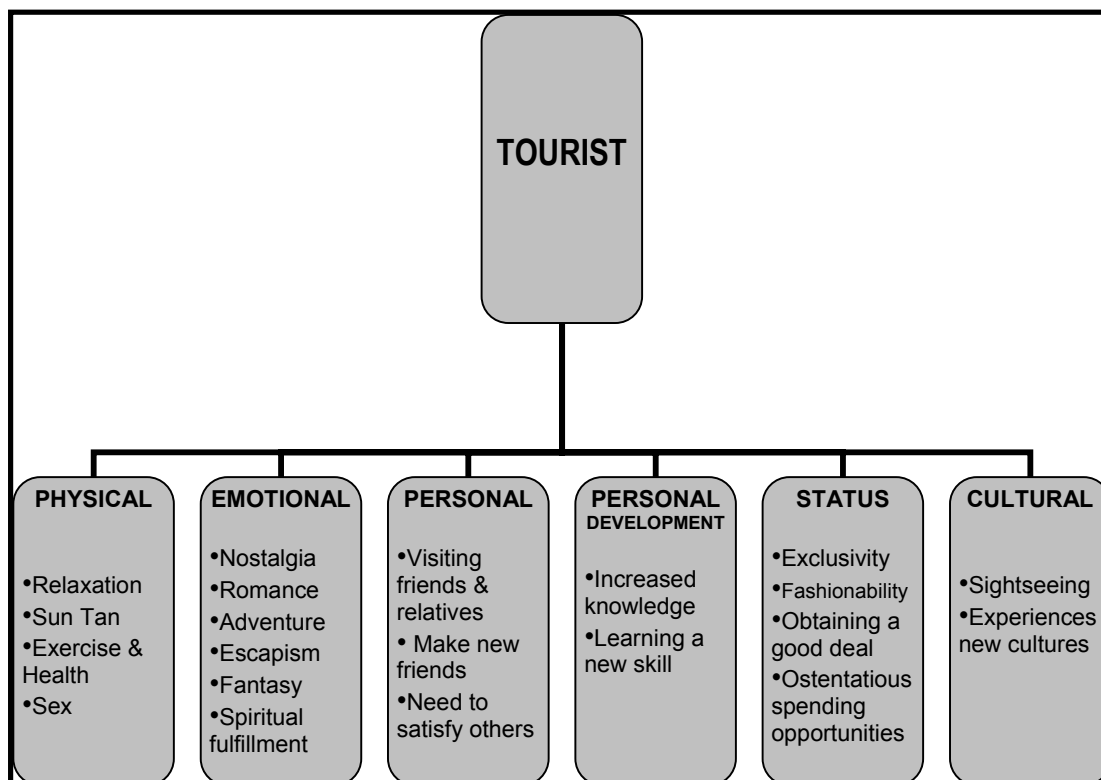
Source: Swarbrooke & Horner, 1999

According to Swarbrooke & Horner (1999) no tourist is likely to be influenced by just one motivator; they are more likely to be affected by a number of them at any one time. An example of this could be a worker in London who has a strong desire to take a holiday anywhere to escape the monotony of his/her daily working life. However, they may have a number of other motivators that would influence the type of holiday that they would like to take, for instance: they may want to relax, or get away from home and enjoy the sun and get a suntan, visit a particular museum, have a change to take some physical exercise or improve their health, to pursue a hobby be it surfing or eating Italian food, widen their circle of friends or find a new partner to name but a few.

There are many potential motivators that could relate to either or both of these. Beard & Ragheb (1983) developed a model called Leisure Motivation Scale, which sought to clarify motivators into four types, based on the work of Maslow. These four types were as follows:

- The intellectual components, which assess the extent to which individuals are motivated to engage in leisure activities which involve mental activities such as learning, exploring, discovery, thought or imagery. For example people that come specially to learn Thai cuisine.

- The social component, which assesses the extent to which individuals engage in leisure activities for social reasons. This component includes two basic: Needs, the need for friendship and inter-personal relationships, and the second is the need for the esteem of others.

- The competence-mastery components, which assess the extent to which individuals engage in leisure activities in order to achieve, master, challenge and compete. The activities are usually physical in nature. The Phuket King's Cup Regatta, which is a famous international yachting event celebrated in December is a special occasion to do leisure activities and in the same way to compete in the sport event that is sailing.

- The stimulus-avoidance component, which assesses the desire to escape and get away from over stimulating life situations. It is a need for some individuals to avoid social contacts, to seek solitude and calm conditions. A lot of travel agencies are looking to this activities very rental, that's why for

example "Yoga Vacation, Holiday, Getaway or Retreat" offers the opportunity for a healthy fun adventure to fascinating and exotic places. In addition to an Asana Practice, utilizing various styles of Hatha Yoga to strengthen, cleanse and purify the body.

Not only are motivators different for each individual tourist, but perhaps they also vary between different market segments.

According to Swarbrooke & Horner (1999) and Goeldner & Ritchie (2003), the different motivators' factors according the market segments are:

- Young people want to party, relax, drink, dance and make lots of new friends.

- Elderly people are presumed to have a preference for sedate activities like bowls and bingo, and to be almost obsessed by nostalgia.

- Parents are thought to be preoccupied with the need to keep their children happy. They are also thought to wish to escape from their parental responsibilities from time to time and to spend time together.

Dann (1981) identified seven categories for tourist motivation: travel as a response to what is lacking yet desired, a destination pull in response to a motivational push, motivation as a fantasy, motivation as a classified purpose, motivational typology (e.g. sun lust, wanderlust), motivational tourist experiences, and finally motivation as an auto definition and meaning. These categories suggest the way tourists define their situations and provide a greater understanding of tourists' motivation than by simply observing their behavior.

The Relation between Motivations and Needs

According to Mossberg (2001) a process of motivation starts when the individual feels that there is a need. The needs can generally be divided into two categories based on expected advantages through purchase and consumption. Utility-focused needs take into consideration advantages that are objective and functional. Pleasure and event-focused needs cover things such as reactions, pleasures, day dreams and aesthetics.

That the concepts of satisfying needs or desires and the equilibrium that results from meeting needs are fundamental to most theories of motivation, is widely stated in the tourist motivation literature. Shoemaker (1994) claims there is an implicit assumption in all tourist motivation studies, that the consumer will choose the destination or type of holiday or vacation that will best satisfy his/her desires or needs.

Witt and Wright (1992) propose an expectancy model of holiday preference and choice, which incorporates needs, attractiveness (valence) of holiday attributes, relative preference of different holidays, and the influencing factors of knowledge of holiday destination characteristics; limiting factors such as cost, preferences, expectations, etcetera. All of these will be influenced by a variety of sources including brochures, guide books and other people's experience, and also by the individual's own experience of previous holidays of the same or a similar type.

There are other variables that you can apply but this one is specifically for consumer markets and not for industrial or organizational markets. According with these factors you can make the market segmentation for tourists.

1.2.4.3.2 Tourists' Behavior

According to Perner (2008) one official definition of consumer behavior is: "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society"

There are four main applications of consumer behavior (Perner, 2008):

- The most obvious is for marketing strategy: For making better marketing campaigns, when, how, and the exactly advertisements that must use. In this case, for example in Middle East, after the month of the Ramadan the Eid comes, and those are the best moments when Thailand should have Tourism Campaigns on TV or Radio to the Arabs countries, because those are their holiday time and they are searching where to go. So Middle East tourist will

be more receptive to Thailand Tourism advertisements when they have their holidays and after their holy month.

- A second application is public policy. For example, cigarettes are popular in the entire world; unfortunately, smoking causes a lot of diseases and in order to get the consumers' attention different brands such as Marlboro, Dunhill, Davidoff, etc opted to have a health warning advertisement, like graphic pictures of deformed lungs on the cigarette boxes, or just phrases "Smoking is the main cause of lung cancer"

- Social marketing involves getting ideas across to consumers rather than selling something. So in this factor you analyze what the customer really want so you can anticipate their needs and then you can do a better sale.

- As a final benefit, studying consumer behavior should make us better consumers. Common sense suggests, for example, you will have a better price for 1 liter of Coca Cola than 2 bottles of Coca Cola ½ liter (each one). The same happens if you buy just 1 tour to Ko Phi Phi than buy 3 tours to the same place and at the same time, because you will expect a good discount for that. In practice, however, you often pay a size premium by buying the larger quantity. In other words, in this case, knowing this fact will sensitize you to the need to check the unit cost labels to determine if you are really getting a bargain.

According to Perner (2008) the Culture and Subculture are very important to analyze if you want to study the consumer behaviors. And he says that culture is part of the external influences that impact the consumer. That is, culture represents influences that are imposed on the consumer by other individuals.

Actually too many definitions about Culture are offered, but easily we can summarize that culture refers to the following Ways of Life, including: language, art & sciences, thought, spirituality, social activity, and interaction.

So, why Culture is important for consumer behavior?

Perner (2008) discusses the following points:

- Dealing with culture. One may violate the cultural norms of another country without being informed of this, and people from different cultures may feel uncomfortable in each other's presence without knowing exactly why. So may them know early what to do, where and how.

- Warning about stereotyping. When observing a culture, one must be careful not to over-generalize about traits that one sees. After the terrorism offences of the September 11 in New York – USA, we can't generalize that all Arab people is terrorist.

- Cultural lessons. For example, within the Muslim tradition, the dog and the pig is considered a "dirty" animal, in this case you can't offer pig meat to Muslim people.

- Cultural characteristics as a continuum. There is a tendency to stereotype cultures as being one way or another. For example: individualistic rather than collectivistic.

- High vs. low context cultures: In some cultures, "what you see is what you get". This is the case in the U.S, if you have something on your mind; you are expected to say it directly, subject to some reasonable standards of diplomacy. In Japan, in contrast, facial expressions and what is not said may be an important clue to understanding a speaker's meaning.

- Ethnocentrism and the self-reference criterion. *Ethnocentrism* is the tendency to view one's culture to be superior to others. The important thing here is to consider how these biases may come in the way in dealing with members of other cultures.

- Language issues. Language is an important element of culture. But most of the time we should be careful of the way to talk, for example, one word may mean one thing in one Latin American country, but something different in another.

1.2.4.3.3 Tourists' Needs

Maslow has set up a hierarchy of five levels of basic needs. Beyond these needs, higher levels of needs exist. These include needs for understanding, esthetic appreciation and spiritual needs. In the levels of the five basic needs, the person does not feel the second need until the first has been satisfied, no the third until the second has been satisfied, and so on (Tanke, 2001).

Maslow's basic needs are as follows:

Figure 1.4 Maslow's Hierarchy Pyramid
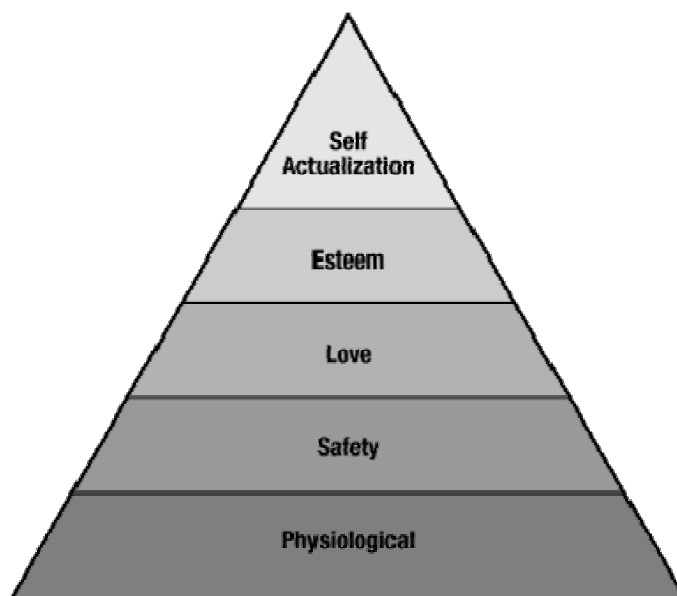
Source: Tanke, 2001

- **Physiological Needs**: These are biological needs. They consist of needs for oxygen, food, water, and a relatively constant body temperature. They are the strongest needs because if a person were deprived of all needs, the physiological ones would come first in the person's search for satisfaction.

- **Safety Needs**: When all physiological needs are satisfied and are no longer controlling thoughts and behaviors, the needs for security can become active. Adults have little awareness of their security needs except in times of emergency and children often display the signs of insecurity and the need to be safe.

- **Needs of Love, Affection and Belongingness**: When the needs for safety and for physiological well-being are satisfied, the next class of needs for love, affection and belongingness can emerge.

- **Needs for Esteem**: When the first three classes of needs are satisfied, the needs for esteem can become dominant. These involve needs for both self-esteem and for the esteem a person gets from others. Humans have a need for a stable, firmly based, high level of self-respect, and respect from others. When these needs are satisfied, the person feels self-confident and valuable as a person in the world. When these needs are frustrated, the person feels inferior, weak, and helpless.

- **Needs for Self-Actualization**: When all of the foregoing needs are satisfied, then and only then are the needs for self-actualization activated. Maslow describes self-actualization as a person's need to be and do that, what the person was "born to do." "A musician must make music, an artist must paint, and a poet must write". It is not always clear what a person wants when there is a need for self-actualization.

1.2.4.4 Related Studies on Tourists' Motivations, Behaviors and Needs

Each destination offers a variety of products and services to attract visitors and each tourist has an opportunity to choose from a set of destinations. Different factors may have an influence on destinations choices, such as: gender, age, income, religion, personality, cost, risk and motivation (Kozak, 2000). This indicates that all demographic factors and motivations are important to analyze and realize why tourists are choosing a specific destination.

Also Kozak (2000) refers that destination choice process might therefore be related to tourists' assessments of destinations attributes and their perceived utility values. Among these elements are climate, ecology, culture, natural attractions, architecture, hotels, transportation, catering, entertainment, cost and so on. Destination-based attributes could be many and differ from one

destination to another. The preferences for these destinations attributes can be matched to specific profile of tourists.

Consumer behavior emphasizes that needs and motivations are interrelated (Kozak, 2000). People may intend to take a trip to fulfill their physiological (food, climate and health) and psychological (adventure and relaxation) needs. With reference to Maslow's hierarchy of needs, "Leisure – travel" is not related to basic physiological requirements, however to have new friends and prestige could be reason to travelling. The tourists' motivations can be multiple, and people might have different reasons to take their holidays.

Motives are influenced by needs. Needs are also classified into conscious and unconscious. "By consciousness means introspective or, more accurately, immediately-retrospective awareness" and "By unconscious needs influence unconscious motives, which then move individuals toward a present behavior". The strength of this motive thus includes such factors as an unconscious need, an affective state, a change in affect (anticipation state) and the related acts including reactions from a goal, an obstacle, or an outside assistance, or nurturance (Tran and Ralston, 2005).

Many authors see motivation as a major determinant of the tourists' behavior. Central to most content theories of motivation is the concept of need. Needs are seen as the force that arouses motivated behavior and it is assumed that, to understand human motivation, it is necessary to discover what needs people have and how they can be fulfilled (Hudson, 1999).

In recent years, a substantial quantity of research has been conducted in the area of consumer behavior in tourism. While results varied greatly Pizam and Mansfeld (2005) determined that motivation played a major role in determining tourists' behaviors. Accordingly, motivations determines not only if consumers will engage in a tourists activity or not, but also, when, where, and what type of tourism they will pursue.

Numerous studies have been devoted to analyzing "tourism satisfaction" for example Kozak (2001), Yuksel and Yuksel (2001), and Tonge and Moore (2007). According to Yuksel and Yuksel (2001) there are three aspects of customer tourist satisfaction that are widely debated: the definition of customer satisfaction, the relationship between customer satisfaction and service quality and the measurement of customer satisfaction. According to Kozak (2001) there are many approaches for measuring customer satisfaction, including the expectation-performance,

importance-performance, disconfirmation, and performance only approaches. Tonge and Moore (2007) calculated the sample means of satisfaction and importance measures and found that the gap between the two means was statistically significant. Kozak (2000) make the same use of ordinal data as Tonge and Moore (2007) does.

Phenphun (2003) made a study about Tourists' satisfaction with the quality of service in accommodation in Thailand; the results showed that international tourists were very satisfied toward quality of service in Thailand. The demographic factors such as, age, income per month were the factors that the researcher paid attention to analyze the level of satisfaction. The common problems that tourists had during their visit to Thailand were lack of employee's knowledge and English language skill, so tourists suggested to the hotels to pay attention of the people that work at front desk, which may have clear English.

Another study made about tourists' satisfaction in Thailand was made by Suchittra (2002); his study was about International Tourists' Satisfaction towards Khantoke Dinner in Chiang Mai. The results showed that the highest percentage of the international tourists who visited Khantoke Dinner was satisfied with the product and the service. The different aspects such as, food quality, price, presentation of the dishes, atmosphere of the place, shows activities, were the aspect which the tourists prefer the most.

1.2.4.5 Related Studies on Middle East Tourists' Motivations, Behavior and Needs

According to Bogari and Crowther (2003) tourism motivation in developing countries and Islamic culture has received scant attention from researchers. The key to understanding tourism motivation is to see holiday travel as a satisfier of needs and wants. Their study (done in Saudi Arabia) mention nine push factors (cultural value, utilitarian, knowledge, social, economical, family togetherness, interest, relaxation, and convenience of facilities) and nine pull factors (safety, activity, beach sports/activities, nature/outdoor, historical/cultural, religious, budget, leisure, and upscale). Also they found that the most important push and pull factors as perceived by Saudi tourists are ``cultural value'' and ``religious.''

Groetzbach (1981, 1988) analyzed the differences between the travel behavioral patterns of Muslims and Arabs as compared to that of Europeans. He claimed that "everywhere the Oriental style of tourism was markedly less active and more socially gregarious than the European style" (Ritter 1989:9-10). Barham (1989) also, noted the lack of activity preferred by the Arabs in general. "In Jordan, like in most Arab societies, the main motive for excursions is recreation which usually means absolute relaxation called "raha".

1.3 Objectives

This study aims to evaluate the market potential of Middle East Tourists in Thailand. The following are the objectives of the study:

1.   To analyze the current situation of the Middle East tourists in Thailand.

2.   To identify the motivations, behaviors, needs and satisfactions of the Middle East tourists in their trip to Thailand.

3.   To propose measures for improving a better marketing that can attract Middle East tourists.

1.4 Significance of the Study

The study provides information about Middle East Region, its culture, traditions, religions, and a global view of their situation to understand better the parameters of their attitudes.

It will also investigate the tourists' motivations, behaviors, needs and satisfactions of Middle East Tourists in Thailand.

This study can help to the hotels, restaurants, travel agencies and airlines to analyze the profile of the Middle East tourists that visit Thailand, and can anticipate to their needs, and offer a better service and product.

1.5 Scope of the Study

1.5.1 Scope of Time

This study was conducted from September 2008 to June 2009, and the questionnaires were collected from December 2008 to February 2009.

1.5.2 Scope of Geography

The data was collected at Phuket International Airport (HKT) situated 20 miles (32km) northwest of Phuket, Suvarnabhumi Airport (BKK) located in Racha Thewa in the Bang Phli district of Samut Prakan province, 30 kilometers east of Bangkok, and Dubai International Airport in UAE.

1.5.3 Scope of Demography

This study was conducted to Middle East Tourists from 14 countries: Lebanon, Jordan, United Arab Emirates, Qatar, Bahrain, Kuwait, Turkey, Syria, Iraq, Iran, Saudi Arabia, Yemen, Oman, and Egypt, who traveled to Thailand.

CHAPTER 2

METHODOLOGY

This chapter reviews the methodology utilized in conducting this study. Firstly a description of the population, the sampling group and the sample size of the study, secondly an explanation of how the researcher collected the data, and finally a description of the analysis of the data.

2.1 Population, Sample Size and Sample

According to The World Factbook, United States Central Intelligence Agency (CIA), 15 July 2008 the Middle East has 16 countries: Lebanon, Israel, Palestine, Jordan, United Arab Emirates, Qatar, Bahrain, Kuwait, Turkey, Syria, Iraq, Iran, Saudi Arabia, Yemen, Oman, and Egypt.

Table 2.1 shows the target population of this study which belongs to these 14 countries: Lebanon, Jordan, United Arab Emirates, Qatar, Bahrain, Kuwait, Turkey, Syria, Iraq, Iran, Saudi Arabia, Yemen, Oman, and Egypt. The reason why, these countries have been selected for this study is because all of them are Muslims (almost 95% of their population). Israel and Palestine has 80,1% Jewish, and they have other kind of preferences, regarding to tourism, while most of Jewish people prefer guest houses to big hotels, as Arabs do.

Table 2.1 Middle East Tourists Arrivals to Thailand in 2007 (without Israel and Palestine)

Country of residence	2007 Number
Middle East	**330,879**
Egypt	12,268
Kuwait	35,083
Saudi Arabia	24,246
U.A.E.	98,122
Others	161,160

Source: TAT, 2008

In this case the sample size of 400 was calculated using Taro Yamane (1967) formula at 0.05 (95%) level of confidence in order to find out the representative sample of the population, based on the 2007 year Middle East tourists arrivals to Thailand from the 14 countries mentioned before, since the tourist statistics for the year 2008, has not been published by the Tourism Authority of Thailand (TAT) and were not available during the survey period.

$$n \quad = \quad N / (1+Ne^2)$$

n: Sample size

N: Size of target population which was the number of Middle East Tourists from the 14 countries who traveled to Thailand

e: the level of precision (the confidence level at 95%), 0.05 population variable

Calculating the sample size of Middle East Tourists from the 14 countries who traveled to Thailand:

$$n \quad = \quad \frac{330,879}{(1+330,879\,(0.05)^2)}$$

$$n \quad = \quad 399.51$$

The convenience sampling method was 400.

2.2 Research Instruments

The questionnaire (Appendix B) was adapted from previous literature review which related to motivations, behaviors, needs and satisfactions. The questionnaire instrument consisted of five sections:

Section 1: Personal demographic characteristics

Section 2: Travel Information

Section 3: Motivations factors and needs.

Section 4: Tourists Behaviors

Section 5: Tourists Satisfactions

The questionnaire was structured for the purpose to investigate tourist motivations, behaviors, needs and satisfactions in Thailand. It combined closed – end multiple choice and Liked-type scale questions.

In the first section, basic details about tourist's demographic characteristics were created by the research. This section composed of eight questions: gender, age, marital status, nationality, religion, the highest education level, occupation and annual household income.

The second section was composed of three questions, related to trip behaviors such as: the way as tourists organized the trip to Thailand, if it is a tourist revisit to Thailand, and the length of their staying.

The third section is composed of thirty three questions, and it was designed to determine the motivations for travelling to Thailand. They were separated in four sections as: activities, cultural exploration, natural exploration and other indicators. A five point Likert-type scale was used as the response format for motivation variables they were: (1) very unimportant, (2) unimportant, (3) neutral, (4) important, and (5) very important. Additionally, ten more questions were designed to determine the needs when tourists travel to Thailand.

The fourth section included nine questions, related to the tourists' behaviors such as: the length of planning the trip, the travel arrangement of the trip, the main purpose for traveling, who is the person travelling with, the number of people he/she was traveling with, types of accommodation, source of information, favorite destinations in Thailand, and the expenditures during their trip.

The fifth section is composed of nineteen questions and was structured to measure the levels of tourists' satisfaction in Thailand. This part was based on a five point scale ranging from: (1) very dissatisfied, (2) dissatisfied, (3) neither satisfies nor dissatisfied, (4) satisfied, and (5) very

satisfied. Additionally, intentions of return and a recommendation for travelling to Thailand were provided, with an open question of comments.

2.3 Data Collection

2.3.1 Primary Data

The research methodology was done by survey method using questionnaires. The researcher distributed 400 questionnaires to target sample in Phuket International Airport, Suvarnabhumi Airport in Bangkok and Dubai International Airport in UAE. The data was collected from December 2008 – February 2009. The questionnaires were written in English.

Also the researcher used some screening questions first before gives to the tourists the questionnaires to fill in it. The questions were:

1. In departure section of Phuket and Bangkok Airport: Are you from Middle East region, especially from Lebanon, Jordan, United Arab Emirates, Qatar, Bahrain, Kuwait, Turkey, Syria, Iraq, Iran, Saudi Arabia, Yemen, Oman, and Egypt?

2. In departure section of Dubai Airport: Are you a revisit tourist in Thailand?

3. In arrival section in Dubai Airport: Were you a transit tourist in Thailand?

2.3.2 Secondary Data

The researcher collected further information from the following:

- Estimating Market Potential Report (2006)

- Tourism Authority of Thailand International Statistics.

- CIA World Book of Facts (2000 estimates)

- APTA, TAT, PATA, WTO.

- Websites

2.4 Data Analysis

The data was analyzed using SPSS program. The researcher decided to use descriptive statistics such as: frequencies and percentages also used the independent sample t-test, one way ANOVA, and regression analysis. The five sections of the questionnaires were applied with proper statistics to analyze the data.

Descriptive statistics were used in order to identify tourists' motivations, needs, behaviors, and satisfaction levels for traveling to Thailand.

The Independent sample t-test and one way ANOVA was used to analyze the impact of gender (male and female) on motivations, needs, and levels of satisfactions.

Regression analysis was applied to have the relationship between (1) Overall Satisfaction with Demographics, total activities and Satisfaction factors, (2) Recommendation to another people with Demographics, total activities and Satisfaction factors, and finally (3) Recommendation for other people with Demographics, total activities and Overall Satisfaction.

CHAPTER 3

RESULTS

This study aimed to evaluate the market potential of Middle East tourists in Thailand. The objectives of this research were: (1) to analyze the current situation of Middle East tourists in Thailand, (2) to identify the motivations, behaviors, needs and satisfactions of Middle East Tourists in their trip to Thailand, and (3) to propose measures for improving a better marketing that can attract Middle East tourists.

3.1. Demographic Profile of the Respondents

The demographic information of the respondents is shown in table 3.1. There were 335 (83.8%) males and 65 (16.2%) females from the 400 respondents.

In terms of age, the majority with 59.8% were between 21-30, followed by 22.0% who were between 31-40, 13.7% were between 41-50, 3.7% were below 20, and 0.8% was between 51-60, no one was over the 60 years.

In terms of marital status, 59.0% were single, 31.8% were married, 7.2% were divorced and only 2.0% were widowed.

In terms of nationality 24.5% were from UAE, followed by 23.8% from Kuwait, 12.8% from Egypt, 11.2% from Saudi Arabia, 5.8% from Turkey, 5.2% from Lebanon, 4.0% from Bahrain, 3.2% from Syria, 3.0% from Oman, 2.2% from Qatar, 2.0% from Jordan, 1.5% from Iran, and only the 0.8% from Iraq, no one of the respondents were from Yemen.

In terms of religion 87.5% were Muslim (Islam), followed by 8.8% who were Christians, and 3.7% were Baha'i.

In terms of educational background or instructional level 254 (63.5%) held a bachelor degree, followed by 57 (14.2%) respondents held a diploma, 54 (13.5%) held a master degree, 25 (6.2%) respondents held a high school level or less, and only 10 (2.6%) held a doctorate degree.

In terms of their occupation 84 (21.0%) were students, followed by 79 (19.8%) were professional, 70 (17.6%) had the own business, 69 (17.2%) were government employee, 69 (17.2%) were private employee, 24 (6.0%) were house wife, and only 5 (1.2%) were retired.

In terms of household income 29.8% respondents earn between USD 75,000 – 100,000 per year, followed by 21.0% respondents earn between USD 100,001 – 125,000 per year, 20.0% respondents under USD 50,000, 70 (17.5%) between USD 50,001 – 75,000, 8.5% between USD 125,001 – 150,000 and only 3.2% respondents earn over USD 150,000.

Table 3.1 Respondents' Demographic Characteristics Profile

FACTOR	VARIABLE	FREQUENCY	PERCENT
Gender	Male	335	83.8
	Female	65	16.2
Age	< 20	15	3.7
	21 – 30	239	59.8
	31 – 40	88	22.0
	41 – 50	55	13.7
	51 – 60	3	0.8
Marital Status	Single	236	59.0
	Married	127	31.8
	Divorced	29	7.2
	Widowed	8	2.0
Nationality	UAE	98	24.5
	Kuwait	95	23.8
	Egypt	51	12.8
	Saudi Arabia	45	11.2
	Turkey	23	5.8
	Lebanon	21	5.2
	Bahrain	16	4.0
	Syria	13	3.2
	Oman	12	3.0
	Qatar	9	2.2
	Jordan	8	2.0

Table 3.1 (Continued)

FACTOR	VARIABLE	FREQUENCY	PERCENT
Nationality	Iran	6	1.5
	Iraq	3	0.8
Religion	Islam	350	87.5
	Christianity	35	8.8
	Bahá'í	15	3.7
Highest Education Level	High school or less	25	6.2
	Diploma	57	14.2
	Bachelor Degree	254	63.5
	Master Degree	54	13.5
	Doctor Degree	10	2.6
Occupation	Student	84	21.0
	Professional	79	6.0
	Own Business	70	17.2
	Government employee	69	17.2
	Private employee	69	19.8
	House wife	24	1.2
	Retired	5	17.6
Annual household income	Under USD 50,000	80	20.0
	USD 50,001 – 75,000	70	17.5
	USD 75,001 – 100,000	119	29.8
	USD 100,001 – 125,000	84	21.0
	USD 125,001 – 150,000	34	8.5
	Over USD 150,000	13	3.2

3.2. Motivations' Analysis

As shown in the table 3.2, "visiting the Sea-sun-sand destination" (mean = 4.13) was the most important factor among all of them, followed by "reliable weather" (mean = 4.05), "to spend time with friends" and "shopping" (mean = 4.04 each one), "feeling safe and secure to travel" (mean = 3.91), "to escape from daily routine" (mean = 3.84), "just relaxing" (mean = 3.82), "sight seeing"

(mean = 3.77), two factors were equally distributed "going to places I have not visited before" and "cleanliness" (mean = 3.74 each one), also "to get away from pressures and responsibilities" and "to get recharged" (mean = 3.71 each one), another two factors were equally distributed "visiting natural places: mountains, National Parks, etc" and "to meet new people" (mean = 3.67 each one), "doing nothing at all" (mean = 3.66), "nightlife and entertainment" (mean = 3.65), "rediscovering myself" (mean = 3.50), "safari adventures" (mean = 3.46), "for fitness, physical activities and sport activities" (mean = 3.42), "learning about nature" (mean = 3.29), "to learn new culture and traditions" (mean = 3.01), "to live new experiences and different styles" (mean = 2.98), "to enjoy different art and folk performances" (mean = 2.96), "to experience local customs and cultures" (mean = 2.93), "to visit historical places" and "seeing and experiencing a foreign destination" has the same mean amount (mean = 2.89 each one), "festivals, convention, and conferences" (mean = 2.36), "interesting and friendly local people" (mean = 2.22), "to spend time with the family" (mean = 1.98), "local cuisine" (mean = 1.74), and the last three factors are: "to learn Thai language" (mean = 1.54), followed by "religious activities" (mean = 1.51), and finally "to learn Thai cuisine" (mean = 1.50).

As shown in table 3.3, all the activities are separated in 4 groups: "Natural exploration activities" (mean = 3.72) was the most important motivations group, followed by "Other indicators" (mean = 3.58), "Activities" (mean = 3.41), and "Cultural exploration activities" (mean = 2.45).

Table 3.2 Factors that Motivated the Visit to Thailand

#	FACTOR	VERY UNIMPORTANT		UNIMPORTANT		NEUTRAL		IMPORTANT		VERY IMPORTANT		MEAN
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	
1	Visiting Sea-sun-sand destination	67	16.8	5	1.2	14	3.5	38	9.5	276	69.0	4.13
2	Reliable weather	56	14.0	5	1.2	28	7.0	86	21.5	225	56.2	4.05
3	To spend time with my friends	77	19.2	7	1.8	8	2.0	40	10.0	268	67.0	4.04
4	Shopping	27	6.8	38	9.5	45	11.2	74	18.2	216	54.0	4.04
5	Feeling safe and secure to travel	39	9.8	21	5.2	58	14.5	101	25.2	181	45.2	3.91
6	To escape from daily routine	52	13.0	18	4.5	42	10.5	117	29.2	171	42.8	3.84
7	Just relaxing	34	8.5	34	8.5	65	16.2	104	26.0	163	40.8	3.82
8	Sight seeing	30	7.5	40	10.0	63	15.8	128	32.0	139	34.8	3.77
9	Going to places I have not visited before	43	10.8	26	6.5	71	17.8	111	27.8	149	37.2	3.74
10	Cleanliness	42	10.5	26	6.5	76	19.0	106	26.5	150	37.5	3.74
11	To get away from pressures and responsibilities	44	11.0	27	6.8	62	15.5	134	33.5	133	33.2	3.71
12	To get recharged	46	11.5	27	6.8	64	16.0	125	31.2	138	34.5	3.71
13	Visiting natural places (mountains, National Parks, etc)	70	17.5	16	4.0	49	12.2	108	27.0	157	39.2	3.67
14	To meet new people	57	14.2	28	7.0	55	13.8	112	28.0	148	37.0	3.67
15	Doing nothing at all (Leisure time)	46	11.5	34	8.5	70	17.5	108	27.0	142	35.5	3.66
16	Nightlife and entertainment	61	15.2	51	12.8	44	11.0	56	14.0	188	47.0	3.65
17	Rediscovering myself	58	14.5	40	10.0	71	17.8	107	26.8	124	31.0	3.50
18	Safari adventures (Elephant trekking, etc)	89	22.2	17	4.2	49	12.2	110	27.5	135	33.8	3.46

Table 3.2 (Continued)

#	FACTOR	VERY UNIMPORTANT		UNIMPORTANT		NEUTRAL		IMPORTANT		VERY IMPORTANT		MEAN
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	
19	For fitness, physical activities and sport activities	61	15.2	44	11.0	83	20.8	92	23.0	120	30.0	3.42
20	Learning about nature/wildlife	103	25.8	21	5.2	50	12.5	108	27.0	118	29.5	3.29
21	To learn new culture and traditions	70	17.5	68	17.0	107	26.8	97	24.2	58	14.5	3.01
22	To live new experiences and different styles	70	17.5	81	20.2	102	25.5	83	20.8	64	16.0	2.98
23	To enjoy different art and folk performances	71	17.8	75	18.8	110	27.5	86	21.5	58	14.5	2.96
24	To experience local customs and cultures	69	17.2	84	21.0	108	27.0	84	21.0	55	13.8	2.93
25	To visit historical places	101	25.2	62	15.5	85	21.2	83	20.8	69	17.2	2.89
26	Seeing and experiencing a foreign destination	76	19.0	89	22.2	93	23.2	89	22.2	53	13.2	2.89
27	Festivals/Convention/Conferences	203	50.8	42	10.5	44	11.0	30	7.5	81	20.2	2.36
28	Interesting and friendly local people	217	54.2	40	10.0	45	11.2	36	9.0	62	15.5	2.22
29	To spend time with my family	290	72.5	9	2.2	3	0.8	14	3.5	84	21.0	1.98
30	Local cuisine	290	72.5	23	5.8	25	6.2	25	6.2	37	9.2	1.74
31	To learn Thai language	301	75.2	35	8.8	24	6.0	27	6.8	13	3.2	1.54
32	Religious activities	315	78.8	34	8.5	9	2.2	16	4.0	26	6.5	1.51
33	To learn Thai cuisine	319	79.8	23	5.8	18	4.5	18	4.5	22	5.5	1.50

Remarks: **1) Freq:** Frequency

   2) %: Percentage

Table 3.3 Factors that Motivated the Visit to Thailand (by Groups)

#	FACTOR	VERY UNIMPORTANT		UNIMPORTANT		NEUTRAL		IMPORTANT		VERY IMPORTANT		MEAN
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	
	ACTIVITIES	82	20.5	39.2	9.8	54.14	13.52	82.67	20.6	142	35.51	3.41
1	Shopping	27	6.8	38	9.5	45	11.2	74	18.2	216	54.0	4.04
2	Just relaxing	34	8.5	34	8.5	65	16.2	104	26.0	163	40.8	3.82
3	Sight seeing	30	7.5	40	10.0	63	15.8	128	32.0	139	34.8	3.77
4	Doing nothing at all (Leisure time)	46	11.5	34	8.5	70	17.5	108	27.0	142	35.5	3.67
5	Nightlife and entertainment	61	15.2	51	12.8	44	11.0	56	14.0	188	47.0	3.65
6	For fitness, physical activities and sport activities	61	15.2	44	11.0	83	20.8	92	23.0	120	30.0	3.42
7	Religious activities	315	78.8	34	8.5	9	2.2	16	4.0	26	6.5	1.51
	CULTURAL EXPLORATION	162.45	38.88	56.54	12.12	69.18	15.17	59.81	12.93	52	11.78	2.45
1	To learn new culture and traditions	70	17.5	68	17.0	107	26.8	97	24.2	58	14.5	3.01
2	To live new experiences and different styles	70	17.5	81	20.2	102	25.5	83	20.8	64	16.0	2.98
3	To enjoy different art and folk performances	71	17.8	75	18.8	110	27.5	86	21.5	58	14.5	2.96
4	To experience local customs and cultures	69	17.2	84	21.0	108	27.0	84	21.0	55	13.8	2.93
5	To visit historical places	101	25.2	62	15.5	85	21.2	83	20.8	69	17.2	2.89
6	Seeing and experiencing a foreign destination	76	19.0	89	22.2	93	23.2	89	22.2	53	13.2	2.89
7	Festivals/Convention/Conferences	203	50.8	42	10.5	44	11.0	30	7.5	81	20.2	2.36
8	Interesting and friendly local people	217	54.2	40	10.0	45	11.2	36	9.0	62	15.5	2.22
9	Local cuisine	290	72.5	23	5.8	25	6.2	25	6.2	37	9.2	1.74
10	To learn Thai language	301	75.2	35	8.8	24	6.0	27	6.8	13	3.2	1.54

Table 3.3 (Continued)

#	FACTOR	VERY UNIMPORTANT		UNIMPORTANT		NEUTRAL		IMPORTANT		VERY IMPORTANT		MEAN
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	
11	To learn Thai cuisine	319	79.8	23	5.8	18	4.5	18	4.5	22	5.5	1.50
	NATURAL EXPLORATION	77	19.2	12.8	3.16	38	9.48	90	22.5	182.2	45.5	3.72
1	Visiting Sea-sun-sand destination	67	16.8	5	1.2	14	3.5	38	9.5	276	69.0	4.13
2	Reliable weather	56	14.0	5	1.2	28	7.0	86	21.5	225	56.2	4.05
3	Visiting natural places (mountains, National Parks, etc)	70	17.5	16	4.0	49	12.2	108	27.0	157	39.2	3.67
4	Safari adventures (Elephant trekking, etc)	89	22.2	17	4.2	49	12.2	110	27.5	135	33.8	3.46
5	Learning about nature/wildlife	103	25.8	21	5.2	50	12.5	108	27.0	118	29.5	3.29
	OTHERS INDICATORS	74.8	18.7	22.9	5.73	51	12.7	96.7	24.1	154.6	38.6	3.58
1	To spend time with my friends	77	19.2	7	1.8	8	2.0	40	10.0	268	67.0	4.04
2	Feeling safe and secure to travel	39	9.8	21	5.2	58	14.5	101	25.2	181	45.2	3.91
3	To escape from daily routine	52	13.0	18	4.5	42	10.5	117	29.2	171	42.8	3.84
4	Going to places I have not visited before	43	10.8	26	6.5	71	17.8	111	27.8	149	37.2	3.74
6	Cleanliness	42	10.5	26	6.5	76	19.0	106	26.5	150	37.5	3.74
6	To get recharged	46	11.5	27	6.8	64	16.0	125	31.2	138	34.5	3.71
7	To get away from pressures and responsibilities	44	11.0	27	6.8	62	15.5	134	33.5	133	33.2	3.71
8	To meet new people	57	14.2	28	7.0	55	13.8	112	28.0	148	37.0	3.67
9	Rediscovering myself	58	14.5	40	10.0	71	17.8	107	26.8	124	31.0	3.50
10	To spend time with my family	290	72.5	9	2.2	3	0.8	14	3.5	84	21.0	1.98

Remarks: **1) Freq:** Frequency **2) %:** Percentage

t-test for Differences in Motivations between Genders

Based on the independent sample t-test, the results in table 3.4 shows that there were significant differences between male and female responses for the following 17 factors: "Nightlife and entertainment", "For fitness, physical activities and sport activities", "Just relaxing", "Doing nothing at all", "To visit historical places", "To learn new culture and traditions", "To enjoy different art and folk performance", "To experience local customs and cultures", "To live new experiences and different styles", "Seeing and experiencing a foreign destination", "To learn Thai cuisine", "Local cuisine", "Interesting and friendly local people", "To spend time with my family", "To spend time with my friends", "To meet new people", and "Rediscovering myself".

Male respondents perceived "nightlife and entertainment", "fitness, physical and sport activities", "just relaxing", "doing nothing at all", "interesting and friendly local people", "to spend time with friends", "to meet new people", and "re-discovering myself" more important than female respondents. In contrast female respondents perceived: "total visit historical places", "to learn new culture and traditions", "to enjoy different art and folk performance", "to experience local customs and cultures", "to live new experiences and different styles", "seeing and experiencing a foreign destination", "to learn Thai cuisine", "local cuisine", and "to spend time with my family", more important than male respondents.

If the factors are associate by groups, male respondents perceived "Natural exploration activities" more important than female, in contrast female respondents perceived "Cultural exploration activities" more important than males.

In addition, there was no significant difference in 16 factors as: "Religious activities", "Shopping", "Sight seeing", "To learn Thai language", "Festivals/convention/conferences", "Visiting Sea-sun-sand destination", "Visiting natural places", "Learning about nature", "Safari adventure", "Reliable weather", "To escape from daily routine", "To get recharged", "To get away from pressures and responsibilities", "Going to places I have not visited before", "Cleanliness", and "Feeling safe and secure to travel".

Table 3.4 t-test for Differences in Motivations between Genders

Factor	Mean		t-test	
	Male	Female	t-stat.	p-value
ACTIVITIES	3.47	3.04	2.197	0.188
Religious activities	1.51	1.51	0.018	0.986
Nightlife and entertainment	3.81	2.80	5.022	0.000*
For fitness, physical activities and sport activities	3.49	3.03	2.419	0.016*
Shopping	4.07	3.83	1.274	0.206
Sight seeing	3.82	3.48	1.779	0.079
Just relaxing	3.90	3.38	2.560	0.012*
Doing nothing at all (Leisure time)	3.74	3.26	2.311	0.023*
CULTURAL EXPLORATION	2.39	2.78	-2.268	0.054*
To visit historical places	2.77	3.51	-3.844	0.000*
To learn new culture and traditions	2.92	3.51	-3.393	0.001*
To enjoy different art and folk performances	2.86	3.51	-3.749	0.000*
To experience local customs and cultures	2.82	3.48	-3.803	0.000*
To live new experiences and different styles	2.87	3.52	-3.704	0.000*
Seeing and experiencing a foreign destination	2.79	3.35	-3.180	0.002*
To learn Thai language	1.52	1.65	-0.758	0.451
To learn Thai cuisine	1.43	1.88	-2.226	0.029*
Local cuisine	1.68	2.06	-2.116	0.035*
Festivals/Convention/Conferences	2.35	2.43	-1.753	0.084
Interesting and friendly local people	2.32	1.69	3.577	0.001*
NATURAL EXPLORATION	3.756	3.53	1.04	0.308
Visiting Sea-sun-sand destination	4.16	3.97	0.832	0.408
Visiting natural places (mountains, National Parks, etc)	3.70	3.48	1.021	0.310
Learning about nature/wildlife	3.34	3.05	1.387	0.166
Safari adventures (Elephant trekking, etc)	3.50	3.25	1.119	0.266
Reliable weather	4.08	3.89	0.857	0.394

Table 3.4 (Continued)

Factor	Mean		t-test	
	Male	Female	t-stat.	p-value
OTHER INDICATORS	3.62	3.40	1.08	0.273
To spend time with my family	1.77	3.06	-4.948	0.000*
To spend time with my friends	4.21	3.17	4.122	0.000*
To escape from daily routine	3.86	3.75	0.515	0.608
To meet new people	3.81	2.91	4.063	0.000*
To get recharged	3.75	3.49	1.301	0.197
To get away from pressures and responsibilities	3.77	3.43	1.670	0.099
Going to places I have not visited before	3.75	3.69	0.298	0.766
Rediscovering myself	3.58	3.06	2.488	0.015*
Cleanliness	3.76	3.66	0.474	0.637
Feeling safe and secure to travel	3.94	3.77	0.830	0.409

Note: * indicates statistically significant differences between groups at $p \leq 0.05$

Differences in Motivations between Age Groups

According to table 3.5, the results of the significance in ANOVA were 21 out of the 33 motivations; factors have significance between the different age groups. These are: "Religious activities", "Nightlife and entertainment", "For fitness, physical activities and sport activities", "Just relaxing", "Doing nothing at all", "Festivals/convention/conferences", "Visiting Sea-sun-sand destination", "Visiting natural places", "Learning about nature/wildlife", "Safari adventures", "Reliable weather", "To spend time with my family", "To spend time with my friends", "To escape from daily routine", "To meet new people", "To get recharged", "To get away from pressures and responsibilities", "Going to places I have not visited before", "Rediscovering myself", "Cleanliness", and "Feeling safe and secure to travel".

If the factors are associating in groups, as shown in table 3.5 "Natural exploration activities" and "Other indicators" have significance.

Even if the group of people between 51 – 60 years has the highest mean in most of the motivations factors, they were excluded from the above analysis because they are just the only 0.8% from the 100% respondents.

As shown in the table 3.5 the first two age groups that have the majority percentage for each motivation factor are:

(1) Religious activities, people between 41 – 50 years (mean = 2.25), and < 20 years (mean = 1.73).

(2) Nightlife and entertainment, people between 21 – 30 years (mean = 4.00), and between 31 – 40 years (mean = 3.57).

(3) For fitness, physical and sport activities, people between 21 – 30 years and 31 – 40 years (mean = 3.72 and 3.23 respectively).

(4) Shopping, people less than 20 years (mean = 4.20) and between 31 – 40 years (mean = 4.12).

(5) Sightseeing, people between 21 – 30 years (mean = 3.86) and less than 20 years (mean = 3.80).

(6) Just relaxing, people between 21 – 30 years (mean = 3.95) and between 31 – 40 years (mean = 3.84).

(7) Doing nothing at all, young people, 20 years and between 21 – 30 years (mean = 3.93 and 3.80 respectively).

(8) To visit historical places, people less than 20 years (mean = 3.47) followed by people between 41 – 50 years (mean = 3.04).

(9) To learn new culture and traditions, people less than 20 years (mean = 3.27) followed by people between 41 – 50 years (mean = 3.11).

(10) To enjoy different art and folk performances, people less than 20 years (mean = 3.27) followed by people between 41 – 50 years (mean = 3.09).

(11) To experience local customs and cultures, people less than 20 years (mean = 3.27) followed by people between 41 – 50 years (mean = 3.07).

(12) To live new experiences and different styles, people less than 20 years (mean = 3.27) followed by people between 31 – 40 years (mean = 3.18).

(13) Seeing and experiencing a foreign destination, people less than 20 years (mean = 3.13) followed by people between 31 – 40 years (mean = 3.00).

(14) To learn Thai language, people between 41 – 50 years (mean = 1.75) and between 31 – 40 years (mean = 1.66).

(15) To learn Thai cuisine, people between 31 – 40 years (mean = 1.66) and between 41 – 50 years (mean = 1.51).

(16) Local cuisine, people between 31 – 40 years (mean = 1.82) and between 21 – 30 years (mean = 1.75).

(17) Festivals/convention/conferences, people between 41 – 50 years (mean = 2.80) and between 31 – 40 years (mean = 2.57).

(18) Interesting and friendly local people, people between 31 – 40 years (mean = 2.47) and between 41 – 50 years (mean = 2.27).

(19) Visiting Sea-sun-sand destination, people between 21 – 30 years (mean = 4.42), followed by two groups equally distributed < 20 years, and between 31 – 40 years (mean = 3.80 each one).

(20) Visiting natural places, people between 21 – 30 years (mean = 3.79) and < 20 years (mean = 3.73).

(21) Learning about nature, people between 21 – 30 years (mean = 3.46), followed by people between 31 – 40 years (mean = 3.30).

(22) Safari adventures, people between 21 – 30 years (mean = 3.64), followed by people between 31 – 40 years (mean = 3.50).

(23) Reliable weather, people between 21 – 30 years (mean = 4.23), followed by people between 31 – 40 years (mean = 4.01).

(24) To spend time with my family, people less than 20 years (mean = 4.60), and between 31 – 40 years (mean = 2.02).

(25) To spend time with my friends, people between 21 – 30 years (mean = 4.34) and between 31 – 40 years (mean = 3.91).

(26) To escape from daily routine, people between 31 – 40 years (mean = 4.00) followed by people between 21 – 30 years (mean = 3.95).

(27) To meet new people, people between 21 – 30 years (mean = 3.85) and between 31 – 40 years (mean = 3.68).

(28) To get recharged, people between 21 – 30 years (mean = 3.86) and between 31 – 40 years (mean = 3.70).

(29) To get away from pressures and responsibilities, people between 31 – 40 years (mean = 3.84) and between 21 – 30 years (mean = 3.79).

(30) Going to places I have not visited before, people less than 20 years (mean = 4.47) and between 21 – 30 years (mean = 3.80).

(31) Rediscovering myself, people less than 20 years (mean = 4.00), and between 31 – 40 years (mean = 3.67).

(32) Cleanliness, people less than 20 years (mean = 4.33) followed by people between 21 – 30 years (mean = 3.80).

(33) Feeling safe and secure to travel, people less than 20 years (mean = 4.60) and between 31 – 40 years (mean = 4.01).

Table 3.5 Differences in Motivations between Age Groups

Factor	< 20	21 -30	31 – 40	41 – 50	51 – 60	> 61	Overall Mean	ANOVA t-stat.	p-value
ACTIVITIES	3.09	3.52	3.39	3.04	3.19	-	3.41	6.191	0.104
Religious activities	**1.73**	1.29	1.59	**2.25**	1.67	-	1.51	8.826	0.000*
Nightlife and entertainment	1.67	**4.00**	**3.57**	2.89	2.00	-	3.65	15.662	0.000*
For fitness, physical activities and sport activities	2.73	**3.72**	**3.23**	2.60	2.67	-	3.42	9.749	0.000*
Shopping	**4.20**	4.05	**4.12**	3.78	4.00	-	4.04	0.714	0.583
Sight seeing	**3.80**	**3.86**	3.75	3.36	4.00	-	3.76	1.834	0.122
Just relaxing	3.60	**3.95**	**3.84**	3.29	4.00	-	3.82	3.105	0.016*
Doing nothing at all (Leisure time)	**3.93**	**3.80**	3.60	3.09	4.00	-	3.66	3.448	0.009*
CULTURAL EXPLORATION	2.45	2.39	2.58	2.57	2.27	-	2.45	1.101	0.476
To visit historical places	**3.47**	2.79	2.98	**3.04**	3.00	-	2.89	1.123	0.345
To learn new culture and traditions	**3.27**	2.97	3.01	**3.11**	3.00	-	3.01	0.266	0.900
To enjoy different art and folk performances	**3.27**	2.90	2.99	**3.09**	3.00	-	2.96	0.467	0.760
To experience local customs and cultures	**3.27**	2.84	3.02	**3.07**	3.00	-	2.93	0.825	0.510
To live new experiences and different styles	**3.27**	2.88	**3.18**	2.96	3.00	-	2.98	1.009	0.402
Seeing and experiencing a foreign destination	**3.13**	2.82	**3.00**	2.93	3.00	-	2.88	1.485	0.747
To learn Thai language	1.47	1.46	**1.66**	**1.75**	1.00	-	1.54	1.300	0.270
To learn Thai cuisine	1.33	1.46	**1.66**	**1.51**	1.00	-	1.50	0.739	0.566
Local cuisine	1.27	**1.75**	**1.82**	1.73	1.00	-	1.74	0.772	0.544
Festivals/Convention/Conferences	1.73	2.22	**2.57**	**2.80**	2.67	-	2.36	2.470	0.044*

Table 3.5 (Continued)

Factor	< 20	21 -30	31 – 40	41 – 50	51 – 60	> 61	Overall Mean	t-stat.	p-value
Interesting and friendly local people	1.53	2.16	**2.47**	**2.27**	1.33	-	2.22	1.664	0.158
NATURAL EXPLORATION	3.31	3.91	3.66	3.14	2.93	-	3.72	4.267	0.005*
Visiting Sea-sun-sand destination	**3.80**	**4.42**	**3.80**	3.53	3.33	-	4.13	6.162	0.000*
Visiting natural places (mountains, National Parks, etc)	**3.73**	**3.79**	3.70	3.07	2.67	-	3.66	3.162	0.014*
Learning about nature/wildlife	2.60	**3.46**	**3.30**	2.73	3.33	-	3.29	3.320	0.011*
Safari adventures (Elephant trekking, etc)	3.20	**3.64**	**3.50**	2.76	2.67	-	3.46	4.071	0.003*
Reliable weather	3.20	**4.23**	**4.01**	3.62	2.67	-	4.05	4.624	0.001*
OTHER INDICATORS	3.66	3.67	3.64	3.13	3.4	-	3.58	5.620	0.013*
To spend time with my family	**4.60**	1.78	**2.02**	1.98	4.00	-	1.98	12.608	0.000*
To spend time with my friends	1.47	**4.34**	**3.91**	3.71	2.33	-	4.04	15.815	0.000*
To escape from daily routine	3.47	**3.95**	**4.00**	3.27	3.00	-	3.84	3.729	0.005*
To meet new people	3.07	**3.85**	**3.68**	3.02	3.33	-	3.66	4.878	0.001*
To get recharged	3.07	**3.86**	**3.70**	3.18	4.00	-	3.70	4.075	0.003*
To get away from pressures and responsibilities	3.53	**3.79**	**3.84**	3.24	3.67	-	3.71	2.387	0.051*
Going to places I have not visited before	**4.47**	**3.80**	3.76	3.25	3.67	-	3.74	3.263	0.012*
Rediscovering myself	**4.00**	3.56	**3.67**	2.85	3.00	-	3.50	4.072	0.003*
Cleanliness	**4.33**	**3.80**	3.76	3.29	3.33	-	3.74	2.661	0.032*
Feeling safe and secure to travel	**4.60**	3.93	**4.01**	3.49	3.67	-	3.91	2.718	0.029*

Note: * indicates statistically significant differences between groups at p≤0.05.

Motivations by Nationality

As shown in table 3.6 the results of the significance in ANOVA were that only 5 of the 33 motivations factors have no significance. These are: "Sight seeing" (Sig = 0.798), followed by "Shopping" (Sig = 0.303), "Feeling safe and secure" (Sig = 0.233), "Cleanliness" (Sig = 0.197), and "Just relaxing" (Sig = 0.115).

As shown in the table 3.6 we will take the first three countries that have the majority percentage for each motivation factor.

(1) Visiting Sea-sun-sand destination, Egypt (mean = 4.75), followed by two countries as Syria and Bahrain (mean = 4.38 each one), and Kuwait (mean = 4.37).

(2) Reliable weather, Iran (mean = 4.83), followed by Syria (mean = 4.46) and Turkey (mean = 4.39).

(3) To spend time with my friends, Iran and Iraq are first with (mean = 5.00), followed by Bahrain (mean = 4.5) and Turkey (mean = 4.48).

(4) Shopping, Iran (mean = 4.50), Bahrain (mean = 4.44), and UAE (mean = 4.23).

(5) Feeling safe and secure to travel, Iraq (mean = 5.00), Iran (mean = 4.33), Jordan (mean = 4.25).

(6) To escape from daily routine, Iraq (mean = 5.00), Iran (mean = 4.83), and Egypt (mean = 4.12).

(7) Just relaxing, Iran (mean = 5.00), followed by Bahrain (mean 4.06) and Kuwait (mean = 4.04).

(8) Sightseeing, Qatar (mean = 4.33), followed by Syria (mean = 3.92) and Kuwait (mean = 3.84).

(9) Going to places I have not visited before, Iraq (mean = 5.00), Iran (mean = 4.83) and Jordan (mean = 4.38).

(10) Cleanliness, Iraq (mean = 4.67), followed by Jordan (mean = 4.38), and Turkey (mean = 4.00).

(11) To get away from pressures and responsibilities, both countries Iran and Iraq has were equally distributed (mean = 4.67 each one), followed by Jordan (mean = 4.38) and Kuwait (mean = 3.99).

(12) To get recharged, Iraq (mean = 5.00), Iran (mean =4.67) and Jordan (mean = 4.00).

(13) Visiting natural places such as mountains, National Parks, etc, Turkey (mean = 4.35), Kuwait (mean = 4.09) and equally distributed Syria and Iran (mean = 4.00 each one).

(14) To meet new people, Iraq and Iran were equally distributed (mean = 4.67 each one), followed by Kuwait (mean = 4.11) and Egypt (mean = 3.90).

(15) Doing nothing at all, Iran (mean = 4.50), Bahrain (mean = 4.12), Turkey (mean = 3.96).

(16) Nightlife and entertainment, Iraq (mean = 5.00), Bahrain (mean = 4.66), and Iran (mean = 4.50).

(17) Rediscovering myself, Iraq (mean = 5.00), Iran (mean = 4.50), and Jordan (mean = 4.12).

(18) Safari adventures, Iran (mean = 4.83), Turkey (mean = 4.26), and Syria (mean = 4.08).

(19) For fitness, physical activities and sport activities, Bahrain (mean = 3.94), UAE (mean = 3.63), and Turkey (mean = 3.61).

(20) Learning about nature/wildlife, Iran (mean = 4.50), Turkey (mean = 4.35), and Syria (mean = 4.23).

(21) To learn new culture and traditions, Turkey (mean = 3.65), followed by Lebanon (mean = 3.62) and Oman (mean = 3.58).

(22) To live new experiences and different styles, Iran (mean = 4.17), Turkey (mean = 3.74), and Syria (mean = 3.69).

(23) To enjoy different art and folk performances, Turkey (mean =3.74), Oman (mean = 3.58) and Egypt (mean = 3.49).

(24) To experience local customs and cultures, Turkey (mean = 3.57), followed by Lebanon (mean = 3.52) and Oman (mean = 3.50).

(25) To visit historical places, Oman (mean = 3.83), Turkey (mean = 3.70), and Jordan (mean = 3.62).

(26) Seeing and experiencing a foreign destination, Turkey (mean = 3.57), Syria (mean = 3.54) and Lebanon (mean = 3.33).

(27) Festivals/Convention/Conferences, Qatar (mean = 3.33), Iran (mean = 3.17), and Egypt (mean = 3.10).

(28) Interesting and friendly local people, Kuwait (mean = 2.88), Jordan (mean = 3.62), and Iraq (mean = 2.33).

(29) To spend time with my family, Jordan (mean = 3.75), Syria (mean = 3.38), and Qatar (mean = 3.22).

(30) Local cuisine, Jordan (mean = 2.38), two factors were equally distributed Lebanon and Iraq (mean = 2.33 each one), and Egypt (mean = 2.14)

(31) To learn Thai language, Jordan (mean = 2.38), Lebanon (mean = 2.10) and Saudi Arabia (mean = 1.84).

(32) Religious activities, Syria (mean = 2.31) followed by Jordan (mean = 2.25), and Saudi Arabia (mean = 2.18)

(33) To learn Thai cuisine, Lebanon (mean = 2.14), Jordan (mean = 2.12), and Egypt (mean = 1.98).

Table 3.6 Motivations by Nationality

Factor	Lebanon	Jordan	UAE	Qatar	Bahrain	Kuwait	Turkey	Syria	Iraq	Iran	Saudi Arabia	Yemen	Oman	Egypt	Overall Mean	ANOVA	
																t-stat.	p-value
ACTIVITIES	3.16	3.14	3.46	2.97	3.79	3.59	3.46	2.76	3.24	3.76	3.22	-	3.07	3.45	3.41	2.706	0.180
Religious activities	1.62	**2.25**	1.30	1.22	1.38	1.34	1.35	**2.31**	1.00	1.17	**2.18**	-	1.08	1.63	1.51	3.115	0.000*
Nightlife and entertainment	3.10	2.25	3.73	2.22	**4.56**	4.19	3.83	1.85	**5.00**	**4.50**	3.16	-	2.33	3.82	3.65	7.077	0.000*
For fitness, physical activities and sport activities	3.10	2.62	**3.63**	2.78	**3.94**	3.77	**3.61**	1.77	3.33	2.83	2.96	-	3.17	3.41	3.42	3.630	0.000*
Shopping	3.76	3.88	**4.23**	4.00	**4.44**	4.06	3.74	3.23	3.33	**4.50**	3.87	-	4.08	4.08	4.04	1.170	0.303
Sight seeing	3.71	3.75	3.77	**4.33**	4.06	**3.84**	3.83	**3.92**	3.33	3.83	3.42	-	3.50	3.76	3.77	0.651	0.798
Just relaxing	3.52	3.62	3.89	3.78	**4.06**	4.04	3.91	3.31	3.33	**5.00**	3.40	-	3.83	3.71	3.82	1.517	0.115
Doing nothing at all (Leisure time)	3.33	3.62	3.62	2.44	**4.12**	3.86	**3.96**	2.92	3.33	**4.50**	3.56	-	3.50	3.71	3.67	1.784	0.049*
CULTURAL EXPLORATION	2.57	2.48	1.72	1.89	1.85	2.27	2.49	2.40	1.42	2.24	2.36	-	2.22	2.55	2.18	3.576	0.000*
To visit historical places	3.43	**3.62**	2.28	2.44	2.56	2.94	**3.70**	3.38	1.67	1.83	3.00	-	**3.83**	3.24	2.89	4.361	0.000*
To learn new culture and traditions	**3.62**	3.50	2.42	2.56	2.56	3.03	**3.65**	3.54	1.67	1.67	3.27	-	**3.58**	3.47	3.01	5.342	0.000*
To enjoy different art and folk performances	3.33	3.25	2.37	2.56	2.75	2.93	**3.74**	3.46	1.67	2.00	3.18	-	**3.58**	**3.49**	2.96	4.900	0.000*
To experience local customs and cultures	**3.52**	3.12	2.31	2.44	2.88	2.83	**3.57**	3.38	1.33	3.00	3.22	-	**3.50**	3.43	2.93	5.019	0.000*
To live new experiences and different styles	3.52	3.00	2.35	2.33	2.69	2.98	**3.74**	**3.69**	1.00	**4.17**	3.09	-	3.42	3.39	2.98	5.513	0.000*
Seeing and experiencing a foreign destination	**3.33**	2.38	2.38	2.67	2.38	2.94	**3.57**	**3.54**	1.00	2.67	3.11	-	2.67	3.37	2.89	4.150	0.000*
To learn Thai language	**2.10**	**2.38**	1.19	1.11	1.25	1.63	1.61	1.54	1.00	1.67	**1.84**	-	1.17	1.65	1.54	2.631	0.002*
To learn Thai cuisine	**2.14**	**2.12**	1.09	1.00	1.06	1.59	1.22	1.85	1.00	1.17	1.67	-	1.42	**1.98**	1.50	3.687	0.000*
Local cuisine	**2.33**	**2.38**	1.34	1.22	1.31	1.95	1.35	1.85	**2.33**	1.50	1.84	-	1.42	**2.14**	1.74	2.448	0.004*

Table 3.6 (Continued)

Factor	Lebanon	Jordan	UAE	Qatar	Bahrain	Kuwait	Turkey	Syria	Iraq	Iran	Saudi Arabia	Yemen	Oman	Egypt	Overall Mean	ANOVA t-stat.	ANOVA p-value
Festivals/Convention/Conferences	2.52	2.38	1.80	**3.33**	1.81	2.25	2.83	1.77	2.33	**3.17**	2.78	-	2.17	**3.10**	2.36	3.254	0.000*
Interesting and friendly local people	2.00	**2.62**	1.83	1.67	1.69	**2.88**	2.04	1.92	**2.33**	3.50	2.22	-	1.25	2.22	2.22	3.381	0.000*
NATURAL EXPLORATION	3.28	3.28	3.82	1.84	3.64	4.00	4.26	4.23	2.73	4.47	3.22	-	2.82	3.85	3.72	4.187	0.000*
Visiting Sea-sun-sand destination	3.62	3.38	4.33	1.89	**4.38**	**4.37**	3.96	4.38	5.00	4.17	3.49	-	2.92	**4.75**	4.13	5.142	0.000*
Visiting natural places	3.05	3.25	3.72	1.78	3.38	**4.09**	**4.35**	4.00	2.33	4.00	3.27	-	2.83	3.69	3.67	3.998	0.000*
Learning about nature/wildlife	2.90	3.38	3.27	1.67	3.31	3.42	**4.35**	4.23	1.67	**4.50**	2.78	-	2.50	3.41	3.29	3.775	0.000*
Safari adventures (Elephant trekking, etc)	3.05	3.12	3.58	1.67	3.25	3.84	**4.26**	4.08	1.67	**4.83**	3.02	-	2.25	3.24	3.46	4.683	0.000*
Reliable weather	3.76	3.25	4.21	2.22	3.88	4.29	**4.39**	4.46	3.00	**4.83**	3.53	-	3.58	4.16	4.05	3.340	0.000*
OTHER INDICATORS	3.55	3.94	3.55	2.81	3.48	3.74	3.79	3.08	4.50	4.18	3.23	-	3.48	3.73	3.58	2.620	0.047*
To spend time with my family	2.19	**3.75**	1.71	**3.22**	1.00	1.92	1.96	**3.38**	1.00	1.00	2.22	-	3.00	1.73	1.98	3.757	0.000*
To spend time with my friends	4.00	3.00	4.09	1.89	**4.50**	4.33	**4.48**	2.77	**5.00**	**5.00**	3.80	-	3.08	4.20	4.04	4.450	0.000*
To escape from daily routine	3.95	3.62	3.78	2.56	3.81	4.06	4.04	3.54	**5.00**	4.83	3.36	-	3.42	**4.12**	3.84	2.295	0.008*
To meet new people	3.67	3.50	3.50	2.33	3.75	**4.11**	3.91	2.69	**4.67**	**4.67**	3.13	-	3.33	**3.90**	3.67	3.518	0.000*
To get recharged	3.86	**4.00**	3.73	2.11	3.69	3.85	3.91	3.23	**5.00**	4.67	3.20	-	3.50	3.88	3.71	2.758	0.001*
To get away from pressures and responsibilities	3.71	**4.38**	3.74	2.78	3.75	**3.99**	3.91	3.23	**4.67**	**4.67**	3.24	-	3.17	3.59	3.71	2.345	0.007*
Going to places I have not visited before	3.90	**4.38**	3.76	3.33	3.56	3.80	3.70	3.15	**5.00**	4.83	3.20	-	3.92	3.98	3.74	1.951	0.028*
Rediscovering myself	2.90	**4.12**	3.61	2.67	3.69	3.47	3.87	2.46	**5.00**	4.50	3.16	-	3.67	3.71	3.50	2.529	0.003*
Cleanliness	3.48	**4.38**	3.72	3.78	3.44	3.85	**4.00**	2.92	**4.67**	3.33	3.49	-	3.67	3.98	3.74	1.334	0.197
Feeling safe and secure to travel	3.81	**4.25**	3.89	3.44	3.62	4.02	4.09	3.38	**5.00**	**4.33**	3.51	-	4.00	4.18	3.91	1.271	0.233

Note: * indicates statistically significant differences between groups at p≤0.05.

3.3 Needs' Analysis

As shown in the table 3.7 "weather/climate" (mean = 4.62) was the most important factor among all of them, followed by "attractions/events/festivals" (mean = 4.59), "Standards of hygiene and cleanliness of destination" (mean = 4.58), "Safety and security" (mean = 4.50), "Price/affordability" (mean = 4.40), "Accommodation/lodging" (mean = 4.34), "Range of activities" (mean = 4.30), "Accessibility" (mean 4.27), "Uniqueness of a destination" (mean = 4.25), and "Means of transportation" (mean = 4.24).

Table 3.7 Needs' Analysis

#	Factor	VERY UNIMPORTANT		UNIMPORTANT		NEUTRAL		IMPORTANT		VERY IMPORTANT		MEAN
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	
1	Weather/climate	1	0.3	14	3.3	173	43.3	211	52.8	1	0.3	4.62
2	Attractions/events/ festivals	4	1.0	3	0.8	17	4.3	105	26.1	271	67.8	4.59
3	Standards of hygiene and cleanliness of destination	1	0.3	2	0.5	15	3.8	126	31.4	256	64.0	4.58
4	Safety and secure	1	0.3	4	1.0	18	4.5	148	37.0	229	57.2	4.50
5	Price/affordability	3	0.8	10	2.5	19	4.8	162	40.4	206	51.5	4.40
6	Accommodation/ lodging	2	0.5	7	1.7	22	5.4	193	48.4	176	44.0	4.34
7	Range of activities	5	1.3	9	2.3	32	8.0	181	45.1	173	43.3	4.30
8	Accessibility	2	0.5	6	1.5	31	7.8	190	47.4	171	42.8	4.27
9	Uniqueness of a destination	8	2.0	8	2.0	32	8.0	180	45.0	172	43.0	4.25
10	Modes of transportation	8	2.0	14	3.5	37	9.3	156	39.0	185	46.2	4.24

Remarks: **1)** Freq: Frequency

2) %: Percentage.

Needs by Gender

As shown in table 3.8 the results of the mean comparison show that:

- Male has the higher means in "Weather/climate" (mean = 4.64) and "Range of activities" (mean = 4.31).

- And Female have the higher means in "Attractions/events/festivals" (mean = 4.63), "Accommodation/lodging" (mean = 4.45), "Uniqueness of a destination" (mean = 4.32), "Accessibility" (mean = 4.31), "Modes of transportation" (mean = 4.24), "Price/affordability" (mean = 4.54), "Safety and secure" (mean = 4.60) and "Standards of hygiene and cleanliness of destination" (mean = 4.68).

Moreover, none of the differences were statistically significant.

Table 3.8 Needs by Gender

#	FACTOR	MEAN		t-test	
		Male	Female	t–value	p-value
1	Attractions/events/festivals	4.58	4.63	-0.511	0.610
2	Accommodation/lodging	4.31	4.45	-1.388	-0.166
3	Weather/climate	4.64	4.51	0.364	0.716
4	Uniqueness of a destination	4.24	4.32	-0.764	0.445
5	Range of activities	4.31	4.29	0.155	0.877
6	Accessibility	4.26	4.31	-0.413	0.680
7	Modes of transportation	4.24	4.25	-0.060	0.952
8	Price/affordability	4.37	4.54	-1.670	0.096
9	Safety and secure	4.48	4.60	-1.343	0.180
10	Standards of hygiene and cleanliness of destination	4.57	4.68	-1.472	0.144

Needs by Age

Table 3.9 shows that in the Overall Mean part: "Weather/climate" is the first need factor according by the age (mean = 4.62), followed by "Attractions/events/festivals" (mean = 4.59), and "Standards of hygiene and cleanliness of destination" (mean = 4.58). Range of activities is the only need factor that has significant difference (p-value = 0.023).

Also table 3.9 shows which are the principal needs factor according to the age.

(1) Weather/climate, people between 51 – 60 (mean = 5.00), followed by people between 21 – 30 years (mean = 4.69), and less than 20 years (mean = 4.53)

(2) Attractions/events/festivals, people between 51 – 60 years (mean = 5.00), followed by 21 – 30 years (mean = 4.63), and 41 – 50 years (mean = 4.56).

(3) Standards of hygiene and cleanliness of destination, people between 51 – 60 years (mean = 5.00), followed by people between 21 – 30 years (mean 4.64), and 41 – 50 years (mean = 4.53).

(4) Safety and security, people between 51 – 60 years (mean = 5.00), followed by people between 41 – 50 years (mean = 4.56), and people between 21 – 30 years (mean = 4.49).

(5) Price/affordability, people between 51 – 60 years (mean = 4.67), followed by people between 41 – 50 years (mean = 4.56), and between 31 – 40 years (mean = 4.45).

(6) Accommodations/lodging, people between 51 – 60 years (mean = 4.67), followed by people < 20 years (mean = 4.53), and between 41 – 50 years (mean = 4.45).

(7) Range of activities, people between 51 – 60 years (mean = 5.00), followed by people < 20 years (mean = 4.67), and between 41 – 50 years (mean = 4.40).

(8) Accessibility, people between 51 – 60 years (mean = 5.00), followed by people < 20 years (mean = 4.47), and people between 31 – 40 years (mean = 4.34).

(9) Uniqueness of a destination, people between 51 – 60 years (mean = 5.00), followed by two groups of age equally distributed, between 41 – 50 years and < 20 years (mean = 4.40 each one).

(10) Means of transportation, people between 51 – 60 years (mean = 5.00), followed by people <20 years (mean = 4.47), and people between 41 – 50 years (mean = 4.36).

Table 3.9 Needs by Age

#	Factor	< 20	21 -30	31 – 40	41 – 50	51 – 60	> 61	Overall Mean	ANOVA t-stat.	p-value
1	Weather/climate	4.53	4.69	4.48	4.49	5.00	-	4.62	0.169	0.954
2	Attractions/events/festivals	4.53	4.63	4.50	4.56	5.00	-	4.59	0.831	0.506
3	Standards of hygiene and cleanliness of destination	4.47	4.64	4.47	4.53	5.00	-	4.58	2.00	0.094
4	Safety and secure	4.47	4.49	4.47	4.56	5.00	-	4.50	0.636	0.637
5	Price/affordability	4.13	4.35	4.45	4.56	4.67	-	4.40	1.604	0.173
6	Accommodation/lodging	4.53	4.26	4.42	4.45	4.67	-	4.34	1.877	0.114
7	Range of activities	4.67	4.23	4.38	4.40	5.00	-	4.30	2.866	0.023*
8	Accessibility	4.47	4.21	4.34	4.33	5.00	-	4.27	1.437	0.221
9	Uniqueness of a destination	4.40	4.21	4.22	4.40	5.00	-	4.25	1.331	0.258
10	Modes of transportation	4.47	4.15	4.35	4.36	5.00	-	4.24	2.017	0.091

Note: * indicates statistically significant differences between groups at p≤0.05.

Remarks: **1) <:** Less

2) >: More

Needs by Nationality

Based on ANOVA, the results in table 3.10 show that there were significant differences between the nationalities in two needs factors as: "Price affordability" (p-value = 0.036) and "Accommodation/lodging" (p-value = 0.011)

As shown in the table 3.10 we will take the first three countries that have the highest means percentage for each need factor.

(1) Weather/climate, Iraq (mean = 5.00), followed by UAE (mean = 4.91), and Qatar (mean = 4.78).

(2) Attractions/events/ festivals, Bahrain (mean = 4.75), followed by three countries equally distributed as follows: Lebanon, UAE, and Saudi Arabia (mean = 4.71 each one).

(3) Standards of hygiene and cleanliness of destination, Qatar (mean = 5.00), followed by two countries equally distributed Lebanon and Oman (mean = 4.71 each one).

(4) Safety and security, Qatar (mean = 4.78), followed by two countries equally distributed Lebanon and Iraq (mean = 4.67 each one).

(5) Price/affordability, Iran (mean = 4.83), followed by Syria (mean = 4.69) and Saudi Arabia (mean = 4.58).

(6) Accommodation/lodging, Iraq (mean = 5.00), Bahrain and Syria distributed with the same amount (mean = 4.69 each one).

(7) Range of activities, Syria (mean = 4.69), Iran (mean = 4.67), and Lebanon (mean = 4.62).

(8) Accessibility, Iran (mean = 4.67), followed by Syria (mean = 4.54) and Saudi Arabia (mean = 4.51).

(9) Uniqueness of a destination, Iran (mean = 4.67), Syria (mean = 4.62), and Lebanon (mean = 4.52).

(10) Modes of transportation, Iran (mean = 4.83), Oman (mean = 4.67), and Bahrain (mean = 4.56).

Table 3.10 Needs by Nationality

#	Factor	Lebanon	Jordan	UAE	Qatar	Bahrain	Kuwait	Turkey	Syria	Iraq	Iran	Saudi Arabia	Yemen	Oman	Egypt	Overall Mean	t-stat.	p-value
1	Weather/climate	4.52	4.12	**4.91**	**4.78**	4.56	4.60	4.39	4.69	5.00	**4.33**	4.38	-	4.58	4.49	4.62	0.198	0.999
2	Attractions/events/festivals	4.71	4.25	**4.71**	4.67	**4.75**	4.51	4.43	4.62	4.33	4.67	**4.71**	-	4.67	4.39	4.59	1.266	0.237
3	Standards of hygiene and cleanliness of destination	**4.71**	4.25	4.55	**5.00**	4.56	4.53	4.48	4.62	4.67	4.67	4.58	-	**4.67**	4.71	4.58	0.969	0.478
4	Safety and secure	**4.67**	4.25	4.51	**4.78**	4.44	4.44	4.22	4.62	**4.67**	4.50	4.53	-	4.58	4.57	4.50	0.893	0.554
5	Price/affordability	4.57	4.25	4.43	4.11	4.50	4.32	3.87	**4.69**	4.33	**4.83**	4.58	-	4.42	4.39	4.40	1.873	0.036*
6	Accommodation/lodging	4.48	4.25	4.38	4.22	**4.69**	4.39	4.17	**4.69**	5.00	4.33	4.33	-	4.17	4.00	4.34	2.194	0.011*
7	Range of activities	**4.62**	4.12	4.23	4.33	4.44	4.34	4.00	**4.69**	4.33	**4.67**	4.29	-	4.25	4.25	4.30	1.340	0.193
8	Accessibility	4.29	4.00	4.13	4.22	4.50	4.26	4.00	**4.54**	4.33	**4.67**	**4.51**	-	4.17	4.33	4.27	1.283	0.226
9	Uniqueness of a destination	**4.52**	4.12	4.17	4.33	4.44	4.18	4.13	**4.62**	4.33	**4.67**	4.24	-	4.17	4.29	4.25	0.781	0.671
10	Modes of transportation	4.19	4.12	4.22	3.89	**4.56**	4.13	3.91	4.46	4.33	**4.83**	4.49	-	**4.67**	4.18	4.24	1.507	0.119

Note: * indicates statistically significant differences between groups at p≤0.05.

3.4 Travel Behaviors' Analysis

As shown in the table 3.11, the highest percentage of the respondents prefer to make the trip plan 2 – 4 weeks in advance (45.5%); also the trip is a self arrangement (60.2%). The main purpose of the trip is holiday/vacation/leisure (65.5%), followed by business (10.5%). Most of the respondents travel with friends (66.0%), and the size of the Middle East tourist group are between 3 – 4 people (52.2%). They like to stay in standards hotels (71.0%). The main sources of information about Thailand as a tourist destination are friends/relatives (43.2%), followed by Travel agents/Tour operators (36.0%).

Table 3.11 Travel Behaviors' Analysis

FACTOR	VALID	FREQUENCY	PERCENT
When did you plan on making this trip firstly?	2-4 weeks	182	45.5
	5-7 weeks	118	29.5
	7-9 weeks	22	5.5
	More	28	7.0
	No plan	50	12.5
	Total	400	100.0
How would you describe your travel arrangement for this trip?	Self arrangement	241	60.2
	Organized group tour	157	39.3
	Others	2	0.5
	Total	400	100.0
What was the main purpose of this trip?	Holiday/vacation/leisure	262	65.5
	Business	42	10.5
	Visiting friends & relatives	28	7.0
	Study trip/education	22	5.5
	Official assignment	20	5.0
	Health check/surgery	14	3.5
	Honeymoon	12	3.0
	Total	400	100.0

Table 3.11 (Continued)

FACTOR	VALID	FREQUENCY	PERCENT
Who did you travel with?	With friends	264	66.0
	With relatives	65	16.2
	Alone	28	7.0
	With spouse only	24	6.0
	With spouse and children	19	4.8
	Total	400	100.0
How many people did travel to Thailand with you (Including yourself)?	1-2 people	112	28.0
	3-4 people	209	52.2
	5-6 people	57	14.2
	More	22	5.6
	Total	400	100.0
Where did you stay in Thailand?	Standards hotels	284	71.0
	Luxury hotels / Resorts	66	16.5
	Friend's home	26	6.5
	Guesthouse	15	3.8
	Time share / vacation hotel	5	1.2
	Own apartment / suite	3	0.8
	Other = Hospital	1	0.2
	Time share/vacation hotel	0	0
	Total	400	100.0
Which ways of communication influenced you to visit Thailand?	Friends/Relatives	173	43.2
	Travel agents/Tour operators	144	36.0
	Internet	45	11.3
	Other = Job/work	13	3.2
	Newspapers/Magazines	11	2.8
	Other = University	10	2.5
	TV and Radio	2	.5
	Tour guides	2	.5
	Total	400	100.0

Places Visited by Middle East Tourists in Thailand

As shown in table 3.12, from the 400 respondents, 399 people have visited Bangkok (99.8%), followed by Phuket (65.8%), Pattaya (30.2%), Ko Samui (29.2%), Ko Phan Ngan (26.5%), Ko Phi Phi (22.2%), Krabi (8.8%), Chiang Mai (6.2%), Kanchanaburi (3.2%), and Ayutthaya (1.5%).

Table 3.12 Frequency of the Places that Middle East Tourist Visited During their Holidays

Places visited	Frequency	%
Bangkok	399	99.8
Phuket	263	65.8
Pattaya	121	30.2
Ko Samui	117	29.2
Ko Phan Ngan	106	26.5
Ko Phi Phi	89	22.2
Krabi	35	8.8
Chiang Mai	25	6.2
Kanchanaburi	13	3.2
Ayutthaya	6	1.5

Amount of USD Spent in Thailand

As shown in table 3.13, (15.0%) from the 400 respondents spend USD 3,000 in the fully trip followed by (13.5%) USD 1,000, (11.5%) spend USD 2,000 (9.8%) spend USD 4,000, (6.2%) spend USD 5,000, (5.2%) spend USD 6,000, and (4.2%) spend USD 7,000. The mean or the average from all the expenses is USD 3,235.85 (112,169.21 Baht)

Table 3.13 Amount of USD Spent in Thailand

#	USD	Frequency	Percent	#	USD	Frequency	Percent
1	3000	60	15.0	24	1200	3	.8
2	1000	54	13.5	25	700	3	.8
3	2000	46	11.5	26	400	3	.8
4	4000	39	9.9	27	12000	2	.5
5	5000	25	6.3	28	900	2	.5
6	6000	21	5.3	29	850	2	.5
7	7000	17	4.2	30	350	2	.5
8	1500	14	3.5	31	280	2	.5
9	3500	11	2.8	32	250	2	.5
10	800	9	2.2	33	9500	1	.2
11	500	8	2.0	34	8500	1	.2
12	2500	8	2.0	35	4300	1	.2
13	6500	7	1.8	36	3300	1	.2
14	200	7	1.8	37	2900	1	.2
15	10000	6	1.5	38	1800	1	.2
16	8000	6	1.5	39	1300	1	.2
17	4500	6	1.5	40	950	1	.2
18	300	6	1.5	41	600	1	.2
19	9000	4	1.0	42	550	1	.2
20	7500	4	1.0	43	180	1	.2
21	2800	4	1.0	Total		400	100.0
22	5500	3	.8	Average: USD 3,235.85			
23	1400	3	.8				

Behaviors According to the Travel Information

Table 3.14 shows that from the 400 respondents, 277 people (69.2%) travel as an individual trip, followed by (30.8%) package tour. Also 221 people (55.2%) have visited Thailand before. The average of the nights stayed in Thailand is 12.9 nights and the average daily spending for each Middle East tourist is USD 250.84. USD 3235.85 / 12.9 nights = **USD 250.84** (8,695.25 Baht).

Table 3.14 Behaviors According to the Travel Information

FACTOR	VALID	FREQUENCY	%
How did you organize your trip to Thailand?	Individual	277	69.2
	Package Tour	123	30.8
	Total	400	100.0
Have you visited Thailand before?	Yes	221	55.2
How long did you stay in Thailand? By nights	1	2	.5
	2	7	1.8
	3	9	2.2
	4	14	3.5
	5	27	6.8
	6	3	.8
	7	15	3.8
	8	6	1.5
	9	8	2.0
	10	36	9.0
	11	17	4.2
	12	41	10.2
	13	3	.8
	14	35	8.8
	15	54	13.5
	16	23	5.8
	17	16	4.0
	18	19	4.8
	19	17	4.2
	20	22	5.5
	21	1	.2
	22	6	1.5
	23	1	.2
	24	3	.8
	25	6	1.5
	28	1	.2

Table 3.14 (Continued)

FACTOR	VALID	FREQUENCY	%
	29	2	.5
	30	1	.2
	31	2	.5
	32	2	.5
	33	1	.2
	Total	400	100.0
	Average stay in Thailand		12.9 nights

Previous Visits to Thailand

As shown in table 3.15 from the 400 respondents, 221 tourists (55.2%) were repeated visitors to Thailand and the average of the times that they came before was 8.5 times.

Table 3.15 Previous Visits to Thailand

VALID	FREQUENCY	%
1	55	13.8
2	18	4.5
3	22	5.6
4	8	2.0
5	15	3.8
6	6	1.5
7	7	1.8
8	8	2.0
9	7	1.8
10	17	4.2
11	14	3.5
12	9	2.2
13	6	1.5
15	7	1.8

Table 3.15 (Continued)

VALID	FREQUENCY	%
16	2	.5
17	2	.5
18	1	.2
20	4	1.0
21	4	1.0
22	1	.2
23	2	.5
25	1	.2
26	1	.2
31	2	.5
33	1	.2
35	1	.2
Total	221	55.2
Average : 8.5 times		

3.5 Post-Trip Behaviors' Analysis

Table 3.16, the mean for the three post-trip behaviors factors are: "Overall satisfaction for travelling in Thailand" (mean = 4.54), "Are you going to visit Thailand again" (mean = 1.22), and "How would you recommend to other people to visit Thailand?" (mean = 1.77).

Also the highest from the 400 respondents, 277 (69.2%) were very satisfied in Travelling to Thailand, followed by 82 (20.5%) satisfied, 353 respondents (88.2%) want to visit again Thailand, and 236 (59.0%) "Recommend" to other people to visit Thailand.

Table 3.16 Post-Trip Behaviors

FACTOR	VALID	FREQUENCY	%	MEAN
Overall satisfaction for travelling in Thailand?	Very dissatisfied	7	1.8	4.54
	Dissatisfied	6	1.5	
	Neither Satisfied nor dissatisfied	28	7.0	
	Satisfied	82	20.5	
	Very satisfied	277	69.2	
	Total	400	100.0	
Are you going to visit Thailand again?	Yes	353	88.2	1.22
	No	7	1.8	
	Maybe	40	10.0	
	Total	400	100.0	
How you recommend to other people to visit Thailand?	Strongly recommend	130	32.5	1.77
	Recommend	236	59.0	
	No opinion	32	8.0	
	Not recommend	1	.2	
	Strongly not recommend	1	.2	
	Total	400	100.0	

3.6 Satisfaction Analysis

As shown in table 3.17 "Overall satisfaction with travelling in Thailand" has the majority over all the means (mean = 4.54), followed by the top ten satisfaction attributes such as: "Overall value of money" (mean = 4.50), "Quality standards of accommodation/lodging" (mean = 4.50), "Price of accommodation/lodging" (mean = 4.33), "Quality standards of service and product" (mean = 4.31), "Quality standards of food and beverage" (mean = 4.29), "Price of food and beverage" (mean = 4.28), "Price of tours" (mean = 4.22), "Price of sightseeing" (mean = 4.22), "Variety of natural attractions" (mean = 4.21), "Wide choice of accommodation" (mean = 4.17).

Table 3.17 Satisfaction Analysis

#	FACTOR	VERY SATISFIED		SATISFIED		NEUTRAL		DISSATIDFIED		VERY DISSATIDFIED		Mean
		Freq	%	Freq	%	Freq	24	Freq	%	Freq	%	
1	Overall satisfaction with travelling in Thailand	277	69.2	82	20.5	28	7.0	6	1.5	7	1.8	4.54
2	Overall value of money	262	65.5	96	24.0	28	28	6	1.5	8	2.0	4.50
3	Quality standards of accommodation/lodging	233	58.5	139	34.8	24	27	3	0.8	1	0.2	4.50
4	Price of accommodation/lodging	193	48.2	157	39.2	42	41	6	1.5	2	.5	4.33
5	Quality standards of service and product	176	44.0	181	45.2	34	42	8	2.0	1	.2	4.32
6	Quality standards of food and beverage	172	43.0	189	47.2	27	34	7	1.8	5	1.2	4.29
7	Price of food and beverage	172	43.0	179	44.8	41	58	7	1.8	1	.2	4.28
8	Price of tours	177	44.2	153	38.2	58	59	5	1.2	7	1.8	4.22
9	Price of sightseeing	183	45.8	140	35.0	59	51	16	4.0	2	.5	4.22
10	Variety of natural attractions	175	43.8	154	38.5	55	69	13	3.2	3	.8	4.21
11	Wide choice of accommodation	168	42.0	159	39.8	51	61	16	4.0	6	1.5	4.17
12	Wide selection of restaurants and cuisine	160	40.0	162	40.5	61	55	12	3.0	5	1.2	4.15
13	Cleanliness of destination and Standards of hygiene	181	45.2	125	31.2	61	28	13	3.2	20	5.0	4.09
14	Variety of historic/cultural sites	149	37.2	155	38.8	69	76	20	5.0	7	1.8	4.05
15	Friendliness of people	140	35.0	169	42.2	62	76	16	4.0	13	3.2	4.02
16	Peaceful and restful atmosphere	127	31.8	166	41.5	76	77	20	5.0	11	2.8	3.95
17	Easy to access destination	131	32.8	158	39.5	77	60	17	4.2	17	4.2	3.92
18	Safety/Security	113	28.2	157	39.2	76	62	29	7.2	25	6.2	3.76
19	Easy to communicate in your language	58	14.5	104	26.0	60	61	45	11.2	133	33.2	2.77

t-test for Differences in Satisfactions between Genders

As shown in table 3.18, from the 18 satisfaction factors only 4 factors have a significant difference between male and female, "Quality standards of food and beverage" (p-value = 0.021), "Wide selection of restaurants and cuisine" (p-value = 0.007), "Variety of natural attractions" (p-value = 0.004), "Variety of historic/cultural sites" (p-value = 0.001).

Also the results of the mean show that:

- Male felt more satisfied with the "Price of food and beverage" (mean = 4.29).

- In contrast with the female, from the 18 satisfaction results, female felt more satisfied in "Quality standards of accommodation/lodging" (mean = 4.63), "Quality standards of food and beverage" (mean = 4.49), "Quality standards of service and product" (mean = 4.40), "Price of accommodation/lodging" (mean = 4.38), "Price of tours" (mean = 4.28), "Price of sightseeing" (mean = 4.25), "Wide choice of accommodation" (mean = 4.28), "Wide selection of restaurants and cuisine" (mean = 4.42), "Variety of natural attractions" (mean = 4.49), "Variety of historic/cultural places" (mean = 4.42), "Safety/security" (mean = 3.83), "Friendliness of people" (mean = 4.03), "Peaceful and restful atmosphere (mean = 4.05), "Easy to access destination" (mean = 4.06), "Easy to communicate in your language" (mean = 2.88), "Cleanliness of destination and standards of hygiene" (mean = 4.28), and "Overall value of money" (mean = 4.55).

- The "Overall satisfaction for travelling in Thailand" results show that female felt more overall satisfied in relation with the male, even thought the difference is not significant, male (mean = 4.53) and female (mean = 4.58). These two means show that from both genders felt very satisfied with their trip to Thailand.

Table 3.18 t-test for Differences Satisfactions between Genders

Factor	Mean		t-test	
	Male	Female	t-stat.	p-value
Quality standards of accommodation/lodging	4.47	4.63	-1.729	0.085
Quality standards of food and beverage	4.25	4.49	-2.319	0.021*
Quality standards of service and product	4.29	4.40	-1.115	0.265
Price of accommodation/lodging	4.30	4.38	-1.670	0.096
Price of food and beverage	4.29	4.28	0.105	0.917
Price of tours	4.21	4.28	-0.579	0.563
Price of sightseeing	4.21	4.25	-0.313	0.754
Wide choice of accommodation	4.15	4.28	-1.067	0.287
Wide selection of restaurants and cuisine	4.10	4.42	-2.695	0.007*
Variety of natural attractions	4.16	4.49	-2.914	0.004*
Variety of historic/cultural sites	3.98	4.42	-3.458	0.001*
Safety/Security	3.75	3.83	-0.553	0.581
Friendliness of people	4.01	4.03	-0.119	0.905
Peaceful and restful atmosphere	3.93	4.05	-0.912	0.362
Easy to access destination	3.90	4.06	-1.185	0.237
Easy to communicate in your language	2.75	2.88	-0.615	0.539
Cleanliness of destination and Standards of hygiene	4.05	4.28	-1.559	0.120
Overall value of money	4.48	4.55	-0.610	0.542
Overall satisfaction for travelling in Thailand	4.53	4.58	-0.473	0.637

Note: * indicates statistically significant differences between groups at $p \leq 0.05$.

Differences in Satisfaction between Age Groups

Table 3.19 shows that from the 18 satisfaction results just 3 of them have statistically significant differences between age groups: "Variety of natural attractions" (p-value = 0.027), "Variety of historical/cultural sites" (p-value = 0.052), and "Friendliness of people" (p-value = 0.034).

Also, table 3.19 shows that the most principal satisfaction factors are according by age group.

(1) "Overall satisfaction for travelling in Thailand", the most satisfied travelling to Thailand were people < 20 years (mean = 4.67, followed by 2 groups equally distributed people between 21 – 30 years and 41 – 50 years (mean = 4.56 each one), between 31 – 40 years (mean = 4.45), and finally people between 51 – 60 years (mean = 4.33).

(2) "Overall value of money", people < 20 years (mean = 4.67), followed by people between 41 – 50 years (mean = 4.62), and between 21 – 30 years (mean = 4.50).

(3) "Quality standards of accommodation/lodging", people less than 20 years (mean = 4.53), followed by people between 21 – 30 years (mean = 4.52), and between 41 – 50 years (mean = 4.47).

(4) "Price of accommodation/lodging", people < 20 years (mean = 4.53), between 41 – 50 years (mean = 4.44), and between 21 – 30 years (mean = 4.32)

(5) "Quality standards of service and products", people less than 20 years (mean = 4.47), followed by two groups equally distributed between 21 – 30 years and 41 – 50 years (mean = 4.31 each one).

(6) "Quality standards of food and beverages", people less than 20 years (mean = 4.40), followed by two groups equally distributed between 21 – 30 years and 41 – 50 years (mean = 4.29 each one).

(7) "Price of food and beverages", people less than 20 years (mean = 4.53), followed by people between 41 – 50 years (mean = 4.38), and between 21 – 30 years (mean = 4.26).

(8) "Price of tours", people less than 20 years (mean = 4.67), followed by people between 41 – 50 years (mean = 4.31), and between 21 – 30 years (mean = 4.23).

(9) "Price of sightseeing", people less than 20 years (mean = 4.60), followed by people between 41 – 50 years (mean = 4.29), and between 21 – 30 years (mean = 4.20).

(10) "Variety of natural attractions" people less than 20 years (mean = 4.67), followed by people between 21 – 30 years (mean = 4.27), and between 41 – 50 years (mean = 4.20).

(11) "Wide choice of accommodation", people less than 20 years (mean = 4.67), followed by people between 21 – 30 years (mean = 4.18), and between 41 – 50 years (mean = 4.11).

(12) "Wide selection of restaurants and cuisine", people less than 20 years (mean = 4.60), followed by people between 21 – 30 years (mean = 4.18), and between 31 – 40 years (mean = 4.11).

(13) "Cleanliness of destination and standards of hygiene", people less than 20 years (mean = 4.27), followed by people between 41 – 50 years (mean = 4.24), and between 21 – 30 years (mean = 4.09),

(14) "Variety of historic/cultural sites", people less than 20 years (mean = 4.60), followed by people between 21 – 30 years (mean = 4.09), and between 41 – 50 years (mean = 4.02).

(15) "Friendliness of people", people less than 20 years (mean = 4.40), between 41 – 50 years (mean = 4.27), and between 21 – 30 years (mean = 4.01).

(16) "Peaceful and restful atmosphere", people less than 20 years (mean = 4.33), followed by people between 41 – 50 years (mean = 4.13), and between 21 – 30 years (mean = 3.95).

(17) "Easy to access destination", people less than 20 years (mean = 4.27), followed by people between 41 – 50 years (mean = 4.13), and between 21 – 30 years (mean = 3.91).

(18) "Safety/security", people less than 20 years (mean = 4.33), followed by people between 41 – 50 years (mean = 4.00), and between 21 – 30 years (mean = 3.73).

(19) "Easy to communicate in your language", people between 41 – 50 years (mean = 2.85), followed by people between 21 – 30 years (mean = 2.77), and between 31 – 40 years (mean = 2.76).

Table 3.19 Differences in Satisfaction between Age Groups

#	Factor	< 20	21 -30	31 – 40	41 – 50	51 – 60	> 61	Overall Mean	ANOVA t-stat.	ANOVA p-value
1	Overall satisfaction for travelling in Thailand	**4.67**	**4.56**	**4.45**	**4.56**	**4.33**	-	**4.54**	**0.412**	**0.800**
2	Overall value of money	**4.67**	**4.50**	4.39	**4.62**	4.33	-	4.50	0.828	0.508
3	Quality standards of accommodation/lodging	**4.53**	**4.52**	4.45	**4.47**	4.33	-	4.50	0.250	0.910
4	Price of accommodation/lodging	**4.53**	4.32	4.27	**4.44**	4.33	-	4.33	0.668	0.615
5	Quality standards of service and product	**4.47**	4.31	4.26	**4.31**	4.33	-	4.31	0.269	0.898
6	Quality standards of food and beverage	**4.40**	**4.29**	4.26	**4.29**	4.33	-	4.29	0.108	0.980
7	Price of food and beverage	**4.53**	4.26	4.23	**4.38**	4.67	-	4.28	1.046	0.383
8	Price of tours	**4.67**	4.23	4.06	**4.31**	4.67	-	4.22	2.156	0.073
9	Price of sightseeing	**4.60**	4.20	4.15	**4.29**	4.33	-	4.22	0.999	0.408
10	Variety of natural attractions	**4.67**	**4.27**	4.00	**4.20**	4.00	-	4.21	2.771	0.027*
11	Wide choice of accommodation	**4.67**	**4.18**	**4.15**	3.98	4.33	-	4.17	1.795	0.129
12	Wide selection of restaurants and cuisine	**4.60**	**4.18**	4.03	**4.11**	4.00	-	4.15	1.491	0.204
13	Cleanliness of destination and Standards of hygiene	**4.27**	**4.09**	3.95	**4.24**	4.00	-	4.09	0.692	0.598
14	Variety of historic/cultural sites	**4.60**	**4.09**	3.85	**4.02**	4.00	-	4.05	2.376	0.052*
15	Friendliness of people	**4.40**	**4.01**	3.84	**4.27**	3.33	-	4.02	2.634	0.034*
16	Peaceful and restful atmosphere	**4.33**	**3.95**	3.75	**4.13**	3.67	-	3.95	2.035	0.089
17	Easy to access destination	**4.27**	**3.91**	3.76	**4.13**	4.00	-	3.92	1.507	0.199
18	Safety/Security	**4.33**	**3.73**	3.58	**4.00**	4.00	-	3.76	2.256	0.063
19	Easy to communicate in your language	2.53	**2.77**	**2.76**	**2.85**	2.67	-	2.77	0.141	0.967
19	Easy to communicate in your language	2.53	**2.77**	**2.76**	**2.85**	2.67	-	2.77	0.141	0.967

Note: * indicates statistically significant differences between groups at p≤0.05.

Differences in Satisfaction between Nationalities

Based on ANOVA, the results in table 3.20 shows that 8 from the 18 satisfaction result have statistically significant differences between nationalities. "Quality standards of accommodation/lodging" (p-value = 0.001), "Price of accommodation/lodging" (p-value = 0.010), "Price of food and beverages" (p-value = 0.000), "Price of tours" (p-value = 0.005), "Variety of natural attractions" (p-value = 0.037), "Wide selection of restaurants and cuisine" (p-value = 0.028), "Peaceful and restful atmosphere" (p-value = 0.048), and "Easy to communicate in your language" (p-value = 0.002).

As shown in table 3.20 the first three countries felt more satisfied with each factor were:

(1) "Overall satisfaction for travelling in Thailand", Oman (mean = 4.83), Bahrain (mean = 4.81), Saudi Arabia (mean = 4.64), Egypt (mean = 4.57), Qatar (mean = 4.56), Kuwait (mean = 4.54), and UAE (mean = 4.52).

(2) "Overall value of money", Bahrain (mean = 4.81), Oman (mean = 4.75), and Saudi Arabia (mean = 4.58), UAE (mean = 4.52).

(3) "Quality standards of accommodation/lodging", Qatar (mean = 4.89), Bahrain (mean = 4.69), Saudi Arabia (mean = 4.64), and UAE (mean = 4.63).

(4) "Price of accommodation/lodging", Qatar (mean = 4.78), Bahrain (mean = 4.56), and UAE (mean = 4.41).

(5) "Quality standards of service and product", Qatar (mean = 4.78), Bahrain (mean = 4.52), and Saudi Arabia (mean = 4.42).

(6) "Quality standards of food and beverage", Bahrain (mean = 4.63), Qatar (mean = 4.44), and Lebanon (mean = 4.43).

(7) "Price of food and beverages", UAE (mean = 4.46), Kuwait and Saudi Arabia (mean = 4.40 each one)

(8) "Price of tours", Oman (mean = 4.50), UAE (mean = 4.44), and Bahrain (mean = 4.38).

(9) "Price of sightseeing", Qatar (mean = 4.56), UAE (mean = 4.35), and Bahrain (mean = 4.31).

(10) "Variety of natural attractions", Qatar (mean = 4.78), Oman (mean = 4.67), and Lebanon (mean = 4.43).

(11) "Wide choice of accommodation", Qatar (mean = 4.67), Oman (mean = 4.42), and UAE (mean = 4.33).

(12) "Wide selection of restaurants and cuisine", Qatar (mean = 4.56), Oman (mean = 4.50), and Bahrain (mean = 4.44).

(13) "Cleanliness of destination and standards of hygiene", Bahrain (mean = 4.63), Qatar (mean = 4.56), and Oman (mean = 4.50).

(14) "Variety of historic/cultural sites", Qatar (mean = 4.44), Lebanon (mean = 4.29), and Oman (mean = 4.17).

(15) "Friendliness of people", Bahrain (mean = 4.31), Jordan (mean = 4.25), and Kuwait (mean = 4.21).

(16) "Peaceful and restful atmosphere", Qatar (mean = 4.44), Jordan (mean = 4.38), and Bahrain (mean = 4.19).

(17) "Easy to access destination", Jordan (mean = 4.25), Qatar (mean = 4.22), and Kuwait (mean = 4.15).

(18) "Safety/security", Qatar (mean = 4.44), Oman (mean = 4.17), and Jordan (mean = 3.88).

(19) "Easy to communicate in your language", Qatar (mean = 3.67), Jordan (mean = 3.50), and Lebanon (mean = 3.43).

Note: Respondents from Iran and Iraq were less than the 2% of the 400 respondents that's why they were excluded from the above analysis.

Table 3.20 Differences in Satisfaction between Nationalities

#	Factor	Lebanon	Jordan	UAE	Qatar	Bahrain	Kuwait	Turkey	Syria	Iraq	Iran	Saudi Arabia	Yemen	Oman	Egypt	Overall Mean	ANOVA t-stat.	ANOVA p-value
1	Overall satisfaction for travelling in Thailand	4.38	4.50	**4.52**	**4.56**	**4.81**	4.54	4.17	4.46	5.00	4.50	**4.64**	-	**4.83**	**4.57**	4.54	0.859	0.589
2	Overall value of money	4.43	4.50	**4.52**	4.33	**4.81**	4.46	4.04	4.46	5.00	4.67	**4.58**	-	**4.75**	4.49	4.50	1.021	0.429
3	Quality standards of accommodation/lodging	4.29	4.50	**4.63**	**4.89**	**4.69**	4.51	3.96	4.46	4.33	4.67	**4.64**	-	4.58	4.29	4.50	2.938	0.001*
4	Price of accommodation/lodging	4.38	4.13	**4.41**	**4.78**	**4.56**	4.37	3.87	4.31	4.67	4.50	4.40	-	3.67	4.25	4.33	2.218	0.010*
5	Quality standards of service and product	4.24	4.25	4.35	**4.78**	**4.50**	4.27	3.83	4.38	4.67	4.50	**4.42**	-	4.33	4.24	4.32	1.563	0.100
6	Quality standards of food and beverage	**4.43**	4.00	4.35	**4.44**	**4.63**	4.18	3.91	4.31	4.67	4.67	4.42	-	4.33	4.22	4.29	1.444	0.143
7	Price of food and beverage	4.29	4.12	**4.46**	4.11	**4.25**	**4.40**	3.74	4.15	3.33	4.67	**4.40**	-	3.92	4.08	4.28	3.229	0.000*
8	Price of tours	3.90	4.25	**4.44**	4.33	**4.38**	4.20	3.65	3.85	4.33	4.50	4.36	-	**4.50**	4.02	4.22	2.424	0.005*
9	Price of sightseeing	4.10	4.25	**4.35**	**4.56**	**4.31**	4.25	3.70	3.69	4.00	4.50	4.36	-	4.08	4.10	4.22	1.726	0.059
10	Variety of natural attractions	**4.43**	4.13	4.10	**4.78**	4.31	4.32	3.70	4.23	4.67	4.00	4.18	-	**4.67**	4.18	4.21	1.867	0.037*
11	Wide choice of accommodation	4.00	4.25	**4.33**	**4.67**	4.31	4.14	3.87	3.85	4.00	4.33	4.04	-	**4.42**	4.10	4.17	1.137	0.328
12	Wide selection of restaurants and cuisine	4.14	4.13	4.20	**4.56**	**4.44**	4.19	3.52	4.31	4.67	4.33	4.13	-	**4.50**	3.94	4.15	1.946	0.028*
13	Cleanliness of destination and Standards of hygiene	3.95	4.38	3.99	**4.56**	**4.63**	3.85	3.91	4.31	4.33	4.33	4.36	-	**4.50**	4.10	4.09	1.502	0.120
14	Variety of historic/cultural sites	**4.29**	4.13	3.96	**4.44**	4.06	4.12	3.70	4.31	4.67	3.83	4.02	-	**4.17**	3.98	4.05	0.869	0.579

Table 3.20 (Continued)

#	Factor	Lebanon	Jordan	UAE	Qatar	Bahrain	Kuwait	Turkey	Syria	Iraq	Iran	Saudi Arabia	Yemen	Oman	Egypt	Overall Mean	ANOVA t-stat.	ANOVA p-value
15	Friendliness of people	3.95	**4.25**	4.04	4.00	**4.31**	**4.21**	3.65	4.00	4.00	3.83	4.13	-	3.83	3.65	4.02	1.480	0.129
16	Peaceful and restful atmosphere	3.67	**4.38**	3.99	**4.44**	**4.19**	4.14	3.65	3.92	4.00	3.67	3.89	-	4.08	3.57	3.95	1.791	0.048*
17	Easy to access destination	3.76	**4.25**	3.92	**4.22**	3.94	**4.15**	3.78	4.00	3.00	3.67	4.02	-	3.83	3.53	3.92	1.496	0.123
18	Safety/Security	3.81	**3.88**	3.85	**4.44**	3.56	3.82	3.22	3.77	4.00	3.00	3.82	-	**4.17**	3.55	3.76	1.389	0.168
19	Easy to communicate in your language	**3.43**	**3.50**	2.73	**3.67**	1.81	2.85	2.61	3.31	3.00	2.67	2.93	-	1.33	2.59	2.77	2.672	0.002*

Note: * indicates statistically significant differences between groups at p≤0.05.

Regression of Overall Satisfactions (Dependent Variable) and Demographics, Total Activities, and Satisfaction Factors (Independent Variables)

A regression analysis was used to assess the relationship between one dependent variable and several independent variables. Table 3.21 gave the results of the analysis to explain overall satisfaction. The "Highest education level", "Easy to access destination", "Cleanliness of destination and standards of hygiene", and "Overall value of money" were the strongest indicators of tourist's overall satisfaction when travelling to Thailand. "Overall value of money" and "Easy to access destination" had the greatest impact on overall satisfaction, followed by "Highest education level" and "Cleanliness of destination and standards of hygiene". It can be suggested that the overall satisfaction of their trip will be increased when tourists are satisfied with the three factors and when they have highest education level.

Also show factors as "Age", "Quality standards of service and products", and "Friendliness of people", have statistically significant impact with p-value between 0.05 and 0.1.

The adjusted R Square (0.777) estimates of the "goodness of fit" of the line. They represent the 77.7% variation of the data explained by the fitted line.

Table 3.21 Regression between Overall Satisfactions (Dependent Variable) and Demographics, Total Activities, and Satisfaction Factors (Independent Variables)

VARIABLE	Coefficients B	t-stat.	p-value
Age	-.043	-1.543	.124[*]
Highest Education Level	.081	2.784	.006[**]
Quality standards of service and product	.070	1.777	.076[*]
Friendliness of people	-.055	-1.743	.082[*]
Easy to access destination	.093	3.017	.003[**]
Cleanliness of destination and Standards of hygiene	.058	2.401	.017[**]
Overall value of money	.767	25.477	.000[**]

1. Dependent Variable: Overall satisfaction for travelling in Thailand

2. ** indicates statistically significant differences between groups at $p \leq 0.05$.

3. * indicates statistically significant at p-value between $0.05 \leq p \leq 0.1$

4. Adjusted R. Square: 0.777

5. Statistically insignificant independent variables are not shown

Regression of Recommendation to Another People (Dependent Variable) and Demographics, Total Activities, and Satisfaction Factors (Independent Variables)

The results in table 3.22 show that in the relation with the demographic factors, older people, with less educational level, and less annual household income recommend Thailand as a tourist destination more than younger people with highest education level and more annual household income.

"Quality standards of accommodation/lodging", "Quality standards of service and product", "Variety of natural attractions" and "Overall value of money" were the strongest indicators of recommendation to other people. "Quality standards of accommodation/lodging" and "Overall value of money" had the greatest impact on recommendation to another people, followed by "Variety of natural attractions" and "Quality standards of service and product". Also, show factors as "Total cultural activities", "Total natural activities", "Price of food and beverage", "Friendliness of people" and "Cleanliness of destination and standards of hygiene", have statistically significant impact with p-value between 0.05 and 0.1.

The adjusted R Square (0.328) estimates of the "goodness of fit" of the line. They represent the 32.8% variation of the data explained by the fitted line.

Table 3.22 Regression between Recommendation to Another People (Dependent Variable) and Demographics, Total activities, and Satisfaction Factors (Independent Variables)

VARIABLE	Coefficients B	t-stat.	p-value
(Constant)	4.847	15.239	.000**

Table 3.22 (Continued)

VARIABLE	Coefficients B	t-stat.	p-value
Gender	-.145	-1.806	.072[*]
Age	.090	2.505	.013[**]
Highest Education Level	-.105	-2.796	.005[**]
Annual household income	-.055	-2.478	.014[**]
Total Cultural Activities	-.050	-1.676	.095[*]
Total Natural Activities	.041	1.636	.103[*]
Quality standards of accommodation/lodging	-.137	-2.831	.005[**]
Quality standards of service and product	-.096	-1.896	.059[**]
Price of food and beverage	-.080	-1.770	.078[*]
Variety of natural attractions	-.085	-2.023	.044[**]
Friendliness of people	-.073	-1.786	.075[*]
Cleanliness of destination and Standards of hygiene	-.057	-1.827	.069[*]
Overall value of money	-.087	-2.238	.026[**]

1. Dependent Variable: How would you recommend to other people to visit Thailand?

2. [**] indicates statistically significant differences between groups at $p \leq 0.05$.

3. [*] indicates statistically significant at p-value between $0.05 \leq p \leq 0.1$

4. Adjusted R. Square: 0.328

5. Statistically insignificant independent variables are not shown

Regression of Recommendation to another People (Dependent Variable) and Demographics, Total Activities, and Overall Satisfaction (Independent Variables)

The results in table 3.23 show that "Gender", "Age", "Highest education level", "Annual household income" and "Overall satisfaction for travelling in Thailand" were the strongest indicators of recommendation to other people. "Overall satisfaction for travelling in Thailand" and "Annual household income" had the greatest impact on recommendation to other people, followed by

"Highest educational level", "Gender", and "Age". Also "Total natural activities" has statistically significant impact with p-value between 0.05 and 0.1. The adjusted R Square (0.223) estimates of the "goodness of fit" of the line. They represent the 22.3% variation of the data explained by the fitted line.

Table 3.23 Regression of Recommendation to Another People (Dependent Variable) and Demographics, Total Activities, and Overall Satisfaction (Independent Variables)

VARIABLE	Coefficients	t-stat.	p-value
	B		
(Constant)	3.621	12.676	.000**
Gender	-.237	-2.864	.004**
Age	.110	2.930	.004**
Highest Education Level	-.120	-3.036	.003**
Annual household income	-.101	-4.659	.000**
Total natural activities	.049	1.863	.063*
Overall satisfaction for travelling in Thailand	-.262	-7.851	.000**

1. Dependent Variable: How would you recommend to other people to visit Thailand?

2. ** indicates statistically significant differences between groups at p≤0.05.

3. * indicates statistically significant at p-value between 0.05 ≤p≤ 0.1

4. Adjusted R. Square: 0.223

5. Statistically insignificant independent variables are not shown

CHAPTER 4

SUMMARY

Tourism sector has been recognized as one of the major sources of foreign revenue for Thailand. The revenue was projected to reach THB 700 billion in 2008 (TAT, 2008), and it has become one of Thailand's biggest sources of income. The government recently is recognizing the necessity to establish different plans to develop the tourism and to recognize the different necessities and factors that tourists have. Thailand offers something for every type of traveler with a great variety of attractions, one of these main target tourist groups instead of Europeans and Americans are Middle East Tourists. Middle East Tourists in Thailand have the highest average expenditure, and the number of visitors from the Arab world would continue to rise in line with Thailand's increasing reputation as a quality tourist center. Unfortunately, current tourism literature has reported upon tourist motivation and satisfaction just for Saudi Arabia tourists or other nationalities or studies focused in other countries.

Therefore, the aim of this study was to evaluate the market potential of Middle East Tourists in Thailand. The objectives of this research were: (1) to analyze the current situation of Middle East tourists in Thailand, (2) to identify the motivations, behaviors, needs and satisfactions of Middle East Tourists in their visit to Thailand, (3) to propose measures for improving a better marketing that can attract Middle East tourists. The outcome of this study will have significant implications to hotels, restaurants, travel agencies and airlines in Thailand, who want to attract the Middle East sector, and offer a better service and product. Also Thailand will be in a stronger position to develop appropriate travel products according to Middle East Tourists requirements.

The target population of this study was Middle East Tourists belonging to 14 countries such as: Lebanon, Jordan, United Arab Emirates, Qatar, Bahrain, Kuwait, Turkey, Syria, Iraq, Iran, Saudi Arabia, Yemen, Oman, and Egypt who visited Thailand. The Yamane formula was applied for this study, the sample size was 400. The study questionnaire was developed in one language: English.

The data from this study was analyzed using SPSS program. Descriptive statistics were used in order to identify tourists' motivations, needs, behaviors and satisfaction levels for

traveling to Thailand. The independent sample t-test and one way ANOVA was used to analyze the impact of gender (male and female) on motivations, needs, and levels of satisfaction. Regression analysis was applied to have the relationship between (1) Overall Satisfaction with Demographics, total activities and Satisfaction factors, (2) Recommendation to another people with Demographics, total activities and Satisfaction factors, and finally (3) Recommendation to another people with Demographics, total activities and Overall Satisfaction.

4.1 Conclusions

4.1.1 Demographic Characteristics

The tourists consisted of 335 (83.8%) males and 65 (16.2%) females for this study. 59.8% were between 21-30 years old, followed by 22.0% who were between 31-40, 13.7% were between 41-50, 3.7% were below 20, and 0.8% was between 51-60, no one was over the 60 years. 59.0% were single, 31.8% were married, 7.2% were divorced and only the 2.0 were widowed. 24.5% were from UAE, followed by 23.8% from Kuwait, 12.8% from Egypt, 11.2% from Saudi Arabia, 5.8% from Turkey, 5.2% from Lebanon, 4.0% from Bahrain, 3.2% from Syria, 3.0% from Oman, 2.2% from Qatar, 2.0% from Jordan, 1.5% from Iran, and only the 0.8% from Iraq, no one of the respondents were from Yemen. 87.5% were Muslim (Islam), followed by 8.8% who were Christians, and 3.7% were Baha'i. The educational background or level was 63.5% held a bachelor degree, 14.2% held a diploma, 13.5% held a master degree, 6.2% held a high school level or less, and 2.6% held a doctor degree. In terms of occupation 21.0% were students, 19.8% were professional, 17.6% had the own business, 17.2% were government employee, another 17.2% were private employee, 6.0% were house wife, 1.2% were retired. 29.8% of the respondents earn between USD 75,000 – 100,000 per year, followed by 21.0% earn between USD 100,001 – 125,000 per year, 20.0% under USD 50,000, 17.5% between USD 50,001 – 75,000, 8.5% between USD 125,001 – 150,000 and only 3.2% respondents earn over USD 150,000.

According to the related literature review table 1.4 shows that male were more than female, and table 1.8 shows that the highest numbers of tourists were between 25 – 34 years old. Also

most of the tourists in table 1.9 shows that were professional. These information in relation with the data obtained in this study means that the profile of Middle East Tourists is still the same

4.1.2 Motivations

From the thirty three Motivation's factors, the most important five were: "Visiting Sea-Sun-Sand destination", "Reliable weather", "To spend time with friends", "Shopping" and "Feeling safe and secure to travel".

There were many differences between Male and Female that push them away from their home. For Male respondents perceived "shopping", "visiting sea-sun-sand destination", reliable weather", "feeling safe and secure", "nightlife and entertainment", "fitness, physical and sport activities", "just relaxing", "doing nothing at all", "interesting and friendly local people", "to spend time with friends", "to meet new people", and "rediscovering myself" more important than female respondents. In contrast, female respondents perceived: "total visit historical places", "to learn new culture and traditions", "to enjoy different art and folk performance", "to experience local customs and cultures", "to live new experiences and different styles", "seeing and experiencing a foreign destination", "to learn Thai cuisine", "local cuisine", and "to spend time with my family", more important than male respondents. If the factors are associated by groups, male respondents perceived "Natural exploration activities" more important than female, in contrast female respondents perceived "Cultural exploration activities" more important than males.

Tourists who were between 21 – 30 years perceived "visiting sea-sun-sand destination" and "reliable weather" more important than tourists who were over 41 years. Additionally people who were less than 20 years and between 31 – 40 years perceived "shopping" and "feeling safe and secure to travel" more important than tourists over 41 years. Finally, tourists between 21 – 30 years perceived "to spend time with friends" more important than tourists, who were less than 20 years.

According to nationalities from the first five motivations factors, tourists from Bahrain, Syria and Kuwait perceived "visiting sea-sun-sand destination" more important than tourists from Qatar and Oman. Tourists from Iran, Syria and Turkey perceived "reliable weather" more

important than people from Qatar and Jordan. Tourists from Iran, Iraq, Bahrain and Turkey perceived "to spend time with friends" more important than people from Qatar and Syria. Tourists from Iran, Bahrain and UAE perceived "shopping" more important than tourists from Syria and Iraq, finally tourists from Iraq, Jordan and Egypt perceived "Feeling safe and secure to travel" more important than tourists from Syria and Qatar.

With all these information, the results reveals that males, between 21 – 30 years, from Bahrain, Syria and Kuwait perceived "visiting sea-sun-sand destination" more important than female over 41 years from Qatar and/or Oman. Males between 21 – 30 years, from Iran, Syria and Turkey perceived "reliable weather" more important than female over 41 years from Qatar and Jordan. Males less than 20 years and between 31 – 40 years, from Iran, Bahrain and UAE perceived "shopping" more important than females over 41 years from Syria and Iraq. Males less than 20 years and between 31 – 40 years, from Iraq, Jordan and Egypt perceived "feeling safe and secure to travel" more important than female over 41 years from Syria and Qatar. Finally, males between 21 – 30 years from Iran, Iraq, Bahrain and Turkey perceived "to spend time with friends" more important than female less than 20 years from Qatar and Syria.

4.1.3 Needs

Thailand is a well known country for the good weather, and the most principal need factor for the Middle East tourists is "Weather/climate" followed by "Attractions/events/festivals", "Standards of hygiene and cleanliness of destination", "Safety and secure" and "Price/affordability". So, what Middle East Tourists are looking when they come to Thailand is to have a good weather, with different tourist attractions to visit and this attractions are accompanied with some shows and festivals the tourists will enjoy more, everything must be in a good hygiene conditions, they must feel safe and secure and have accessible prices.

Males perceived "Weather/climate" more important than female, in contrast females perceived "Attractions/events/festivals", "Price/affordability", "Safety and security" and "Standards of hygiene and cleanliness of destination" more important than males. These mean that females have more requirements and pay more attention to details at the time to travel than males.

Young tourists such as less than 20 years to 30 years preferred "weather/climate" more than tourists between 31 – 50 years. Also, tourists between 21 – 30 years need "attractions/events/festivals" and "standards of hygiene and cleanliness of destination" more than people between 31 – 50 years. In contrast, older people such as the ones 41 – 50 need "safety and security" more than young people less than 20 years to 40 years. Finally tourists between 31 – 50 years need "price/affordability" more than tourists between less than 20 years to 30 years. These means that young people prefer more entertainment needs such as: attractions/events/festivals, weather/climate but also think about standards of hygiene, in contrast with older tourists who at the time that travel they are looking for safety/security and price/affordability.

According by nationalities tourists from Jordan are less interested in the five needs factors mentioned before. Tourists from Iraq, UAE, Qatar and Syria prefer "weather/climate" more than tourists from Jordan and Iran. Tourists from Lebanon, UAE, Bahrain, and Saudi Arabia prefer "attraction/events/festivals" more than tourists from Jordan and Iraq. Also tourists from Qatar, Lebanon, and Egypt prefer "standards of hygiene and cleanliness of destination" more than tourists from Jordan and Kuwait. Tourists from Lebanon, Qatar, Syria and Iraq prefer "safety and secure" more than tourists from Jordan and Turkey. Finally tourists from Lebanon, Syria, Iran and Saudi Arabia are more interested in "price/affordability" than tourists from Qatar and Turkey. With all these details show that tourists from Lebanon required more needs than any other nationality, in contrast with tourists from Jordan that pay attention the less.

4.1.4 Behavior and Post-Trip Behavior

The main purpose for traveling to Thailand was "Holiday/vacation/leisure" followed by "business" and "visiting friends & relatives". TAT (2008) statistics show that the main purposes for Middle East Tourists who traveled to Thailand were holidays, business and other. So, there is not difference between the data from TAT and the data from this study.

Middle East Tourists prefer to plan the trip to Thailand 2 – 4 weeks before the trip. The highest percentage of the tourists arranged the trip by themselves, which comparing with table 1.6 the travel arrangement still being the same as data from TAT (2008). Most of the respondents

prefer to travel with friends and the size of the Middle East Tourist Group is 3 – 4 people. The two main types of accommodation were standard hotel and luxury hotels. The most popular source of information was friends/relatives, travel agents/tour operators and internet. The five favorite destinations in Thailand were Bangkok, Phuket, Pattaya, Ko Samui and Ko Phan Ngan.

The average total expenditure for their trip was USD 3,235.85 person/holiday, and the average length of stay was 12.9 nights. So, the average daily spending for each Middle East Tourist is USD 250.84. In the literature review, the researcher mentioned "According to statistics recently released by the TAT visitors from Middle East have the longest average lengths of stay and a very high average expenditure" and it also mentions that "Middle East Tourists are one of the highest spending traveler in the world, spending as much as USD 500 more than an average European traveler. Table 1.14 shows that the average expenditure by each European traveler is USD 109.78 per day, and this study shows that the average expenditure by each Middle East tourist is USD 250.84 per day, it means that Middle East travelers expend 128.49% more than any European traveler, and according the length of stay table 1.14 shows that European traveler still has the longest average lengths of stay (14.86 days) in relation with Middle East tourists (12.9 nights).

Most of the respondents were repeated visitors and the average of the times that they came before was 8.5 times. Also this information has relation with the data show in table 1.5 in which said that most of the Middle East Tourists in 2007 were repeat visitors.

According with the Post-trip behavior, most of the tourists are very satisfied in traveling to Thailand and also the highest percentage of them wants to visit again Thailand. Finally the respondents recommend to other people to visit Thailand.

4.1.5 Satisfaction

The attribute with the highest satisfaction for Middle East Tourists was "Overall value of money". The other main satisfactions attributes were "Quality standards of accommodation/lodging", "Price of accommodation/lodging", "Quality standards of service and product" and "Quality standards of food and beverages".

When the level of satisfaction attributes toward tourists' gender was compared, Female tourists were more satisfied with "Overall value of money", "Quality standards of accommodation/lodging", "Price of accommodation/lodging", "Quality standards of service and product" and "Quality standards of food and beverage". In contrast males were more satisfied in just one of the 18 satisfaction attributes "Price of food and beverage". Females felt more satisfied with their trip to Thailand instead of male, even though in the "Overall satisfaction for traveling in Thailand" factor there is not too much difference between their mean.

Looking at ages, tourists who were less than 20 and between 20 – 30 years and between 41 – 50 years were more satisfied with "overall value of money" and "Quality standards of accommodation/lodging" than tourists between 31 – 40 years. Also tourists who were less than 20 years and between 41 – 50 years were more satisfied with "Price of accommodation/lodging" than tourists who were between 21 – 40 years. People less than 20 years are more satisfied with "Quality standards of service and product" than people between 31 – 40 years. And finally tourists between less than 20 years to 30 and between 41 – 50 years are more satisfied with the "Quality standards of food and beverage" than people between 31 – 40 years. These information shows that young people and older people are more satisfied with most of the satisfaction attributes instead with tourist that the average age is between 31 – 40 years. In conclusion, respondents between less than 20 years to 30 years and between 41 – 50 years had a higher percentage with the "Overall satisfaction for traveling to Thailand" factor than respondents between 31 – 40 years.

There are significant differences between nationalities. Respondents from UAE, Bahrain, Saudi Arabia and Oman were more satisfied with the "Overall value of money" than people from Qatar and Turkey. Tourists from UAE, Qatar, Bahrain and Saudi Arabia were more satisfied with "Quality standards of accommodation/lodging" than tourists from Lebanon, Turkey and Egypt. Also tourists from UAE, Qatar, Bahrain and Iraq were more satisfied with "Price of accommodation/lodging" than tourists from Turkey and Oman. People from Qatar, Bahrain, Iran and Iraq were more satisfied with "Quality standards of service and product" than people from Lebanon, Turkey and Egypt. People from Lebanon, Qatar, Bahrain, Iraq and Iran were more satisfied with "Quality standards of food and beverage" than tourists from Kuwait and Turkey. People from Turkey were the less satisfied with the "Overall satisfaction for traveling to Thailand" and with all the

satisfaction attributes, in contrast with people from Bahrain, UAE, Qatar and Iraq were satisfied the most.

The Relationship between Overall Satisfactions and Demographics, Total Activities and Satisfaction Factors

The "easiness to access destination", "cleanliness of destination and standards of hygiene" and "overall value of money" were perceived as strong indicators of Tourists' Overall Satisfaction. It can be suggested that the overall satisfaction of their visits would be increasing when tourists were satisfied with these three factors.

The Relationship between Recommendation to Another People and Demographics, Total Activities and Satisfaction Factors

The "Quality standards of accommodation/lodging", "Quality standards of service and product", "Variety of natural attractions" and "Overall value of money" " were the strongest indicators of recommendation to another people. This suggested that the probability to recommend to other people will be increased when tourist are satisfied with these four attributes.

The Relationship between Recommendation to Another People and Demographics, Total Activities and Overall Satisfaction

The "Overall satisfaction for traveling in Thailand" was the strongest indicator of recommendation for other people. This suggested that if people are more satisfied with the overall satisfaction for their trip to Thailand, they will recommend Thailand as a tourist destination to more people.

4.2 Discussion

In this part, the researcher analyzes and evaluates (1) the current situation of the Middle East tourists in Thailand, and (2) the motivations, behavior and needs of the Middle East Tourists in Thailand, all this compared with the Related Literature and Related Studies of Middle East tourists' Motivation, Behavior and Needs.

To Analyze the Current Situation of Middle East Tourists in Thailand

Thailand emerges as one of the most popular destinations for Middle East travellers. Excellent healthcare facilities, attractive tourist destinations and bargain shopping have made Thailand a destination of choice amongst Middle East travellers.

The Middle East is one major quality market which has had continuous growth of inbound tourist arrivals. From TAT (2008), the Middle East market, with 11.84% growth rate was ranked third among the regions which experienced the highest growth in number of visitors, following Oceania (16.59%), and South Asia (13.27%). As showed in table 1.13 in the Middle East section, tourists from UAE experienced the highest growth with 12.78%, followed by people from Kuwait with 9.78% and from Egypt with 6.25%.

Middle East market has an economic strength, resulting from the export of fuel and the expansion of aviation routes; this is why they have the possibilities to be the highest spenders in Thailand. According to TAT (2008), visitors from the Middle East have the highest average expenditure. Middle East is considered as a quality market whose expense is more than an average of 4,276.14 Baht per day (USD 123.87). Being Saudi Arabia tourists the highest spenders followed by tourists from Kuwait and UAE respectively.   Even thought, this thesis found that the average daily spending for each Middle East tourist from the 400 respondents is USD 250.84 (8,659.25 Baht), which also shows a high amount expend. TAT (2008) statistics show that Arabs prefer to expend more money in shopping (1,271.10 Baht/day), following by accommodation (1,098.28 Baht/day) and Food and Beverage (754.26 Baht/day)

Also they have the longest average length of stay. According to TAT (2008) Middle East was the third region with the longest average length of stay, with 9.48 days, following Europe (14.86 days) and America (13.76 days). However, this thesis found that the average of the nights stayed in Thailand by Middle East tourists is 12.9 nights, nevertheless if 12.9 nights is the average will mean that Middle East will be the second region with the average length of stay.

Currently, there are 85 direct scheduled flights per week between Thailand and seven Middle East countries operated by nine airlines, including Thai Airways International, Emirates, Qatar Airways, Gulf Air, Egypt Air, Kuwait Airways, Royal Jordanian Airlines, Turkish Airlines and Etihad.

Citizens of Bahrain, Kuwait, Oman, Qatar and UAE can get 30-day visa-free facility at Bangkok airport and major international checkpoints. In a new development, citizens of Saudi Arabia can also now get a 15-day visa on arrival.

Islam cares for the dignity and honor of the woman, because a woman is vulnerable to being targeted by vile men, Islam closes the doors to such situations by insisting that a woman should not travel long distances or stay away from home by herself unless she has taken adequate measures to ensure her protection. This is the main rule that Islam as the main religion in Middle East teaches to their followers, and also can be the cause of why there is a big difference between male and female arrivals from Middle East to Thailand. TAT (2008) shows that from the 453,891 Middle East tourists' arrivals, 328,093 were male and 125,798 were female. Similarly, the result of this thesis shows that from the 400 respondents 83.8% were males and 16.2% females.

The most satisfied tourists are more determined to revisit and recommend the destination, and as it mentioned before the Middle East tourists' market is still favored Thailand as a tourist destination, and the number of visitor from the Arab world would continue to rise in line with Thailand's increasing reputation as a quality tourist center. TAT (2008) shows that from the arrivals of 2007, 53% are revisit. Also this thesis found that 55.2% of the respondents were revisit, the 88.2% want to visit again Thailand in the future and 59% recommend Thailand as a tourist's destination.

According to the demographic characteristics of the Middle East tourist's respondents in this thesis, 59.8% were between 21-30 years old, followed by 22.0% who were between 31-40, 13.7% were between 41-50, 3.7% were below 20, and 0.8% was between 51-60, no

one was over the 60 years. 59.0% were single, 31.8% were married, 7.2% were divorced and only the 2.0 were widowed. 24.5% were from UAE, followed by 23.8% from Kuwait, 12.8% from Egypt, 11.2% from Saudi Arabia, 5.8% from Turkey, 5.2% from Lebanon, 4.0% from Bahrain, 3.2% from Syria, 3.0% from Oman, 2.2% from Qatar, 2.0% from Jordan, 1.5% from Iran, and only the 0.8% from Iraq, no one of the respondents was from Yemen. 87.5% were Muslim (Islam), followed by 8.8% who were Christians, and 3.7% were Baha'i. The educational background or level was (63.5%) held a bachelor degree, (14.2%) held a diploma, (13.5%) held a master degree, (6.2%) held a high school level or less, and (2.6%) held a doctor degree. In terms of occupation 21.0% were students, 19.8% were professional, 17.6% had the own business, 17.2% were government employee, another 17.2% were private employee, 6.0% were house wives, 1.2% were retired. 29.8% of the respondents earn between USD 75,000 – 100,000 per year, followed by 21.0% earn between USD 100,001 – 125,000 per year, 20.0% under USD 50,000, 17.5% between USD 50,001 – 75,000, 8.5% between USD 125,001 – 150,000 and only 3.2% respondents earn over USD 150,000.

According to the related literature review table 1.8 shows that the highest numbers of tourists were between 25 – 34 years old. Also most of the tourists in table 1.9 shows that were professional. These information in relation with the data obtained in this study means that the profile of the Middle East Tourists still being the same.

From the thirty three Motivation's factors, the most important five were: "Visiting Sea-Sun-Sand destination", "Reliable weather", "To spend time with friends", "Shopping" and "Feeling safe and secure to travel".

The most principal needs or requirements that Middle East tourists in their trip to Thailand have are "Weather/climate" followed by "Attractions/events/festivals", "Standards of hygiene and cleanliness of destination", "Safety and security" and "Price/affordability". Thailand can best be described as tropical and humid for the majority of the country during most of the year, so this fulfills the main requirement or need "Weather/climate" that Middle East tourists have. Thailand is a place that has something for everyone, the variety of attractions, events and festivals, such as Phuket Vegetarian Festival, Songkran Festival, Loy Krathong day, beaches' parties, concerts, made Thailand an interesting country. Travelling in Thailand is so easy and convenient, is a safe country with a lot of tourists' information places and the prices in the products are very accessible.

The main purpose for traveling to Thailand was "Holiday/vacation/leisure" followed by "business" and "visiting friends & relatives". TAT (2008) statistics show that the main purposes for Middle East Tourists who traveled to Thailand were holidays, business and other. So, there is not difference between the data from TAT and the data from this study.

Middle East Tourists prefer to plan the trip to Thailand from 2 – 4 weeks before the trip. The highest percentage of the tourists arranged the trip by themselves, comparing this information with the data from TAT (2008) the data still being the same. Most of the respondents prefer to travel with friends and the size of the Middle East Tourist Group is 3 – 4 people. The two main types of accommodation were standard hotel and luxury hotels. The most popular source of information was friends/relatives, travel agents/tour operators and internet. The five favorite destinations in Thailand were Bangkok, Phuket, Pattaya, Ko Samui and Ko Phan Ngan.

The highest satisfaction attribute for Middle East Tourists was "Overall value of money". The other main satisfactions attributes were "Quality standards of accommodation/lodging", "Price of accommodation/lodging", "Quality standards of service and product" and "Quality standards of food and beverages". A myriad of accommodations is available throughout Thailand, ranging from 5-star luxury hotels to simple tents and bungalows. Thailand's premier hotels and resorts are ranked among the finest in the world with their superb architecture, wonderful ambience and unrivalled level of service. The price and type of lodging facilities on offer is associated with location and are very convenient. Regardless, all types of accommodations in Thailand are known for being clean, efficient, and friendly, with world-class service and unbeatable hospitality that comes naturally for all Thais, being an integral component of the culture.

To Identify the Motivations, Behaviors, Needs and Satisfactions of Middle East Tourists in Thailand

Kozak (2000) refers that destination choice process might therefore be related to tourists' assessments of destinations attributes and their perceived utility values. Among these elements are climate, ecology, culture, natural attractions, architecture, hotels, transportation, catering, entertainment, and cost and so on. Thailand is making a lot effort to be prepared for any tourist need

and requirement, also the good weather, its amazing natural places, luxury and ecological hotels, variety of entertainment places make Thailand as a potential tourist destination. According with the results of this thesis the main tourists' motivation to visit Thailand are "visiting sea-sun-sand destination" (natural attraction), "reliable weather" (climate), "to spend time with friends", "shopping" (good prices), and "feeling safe and secure to travel".

Maslow's hierarchy of needs (1970) said "Leisure – travel" is not related to basic physiological requirements, however to have new friends and prestige could be reason to travelling. This thesis found that another high motivation factor is "to meet new people". It could be because a lot of people from different parts of the world come to Thailand and it is a good place to meet new people.

The results of this study confirms previous research, especially Bogari and Crowther (2003) who said that he found that the most important push and pull factors as perceived by Saudi tourists are ``cultural value'' and ``religious'' in their study about "Tourism motivation in developing countries and Islamic culture" done in Saudi Arabia. In this thesis, it is shown that tourists from Saudi Arabia has one of the highest average in "religious activities" as a motivation factor to come to Thailand, also they have one of the highest average in "total cultural exploration". The reason for this could be because Saudi Arabian culture mainly revolves around the religion of Islam. Islam's two holiest sites, Mecca and Medina, are located in the country and Saudi government does not recognize any religions other than Islam. Even if Thailand is not a Muslim country (94.7% are Buddhists) Muslims are the second largest religious group in Thailand at 4.6%.

There are many potential motivators that could relate to either or both of these. Beach & Ragheb (1983) developed a model called Leisure Motivation Scale, which sought to clarify motivators into four types, based on the work of Maslow. These four types were as follows:

- The intellectual components, which assess the extent to which individuals are motivated to engage in leisure activities which involve mental activities such as learning, exploring, discovery, thought or imagery. For example people that come specially to learn Thai cuisine. In this case Middle East tourists are very motivated "to learn new culture and traditions" in contrast with "to learn Thai language or Thai cuisine" which don't motivated in a significance percentage. Even though they also choose Thailand for exploring, and discover the country

- The social component, which assesses the extent to which individuals engage in leisure activities for social reasons. This component includes two basic: Needs, the need for friendship and inter-personal relationships, and the second is the need for the esteem of others. Similarly, Middle East tourists think that "to meet new people" and most important "to spend time with friends" are very strong factors which motivate the visit to Thailand.

- The competence-mastery components, which assess the extent to which individuals engage in leisure activities in order to achieve, master, challenge and compete. The activities are usually physical in nature. The Phuket King's Cup Regatta, which is a famous international yachting event celebrated in December is a special occasion to do leisure activities and in the same way to compete in the sport event that is sailing. Even though Middle East tourist don't feel the need to engage in leisure activities such as competences or challenges, and "fitness, physical activities, and sport activities" factor is part of the motivations factors but not one of the most important.

- The stimulus-avoidance component, which assesses the desire to escape and get away from over stimulating life situations. It is a need for some individuals to avoid social contacts, to seek solitude and calm conditions. A lot of travel agencies are looking to this activities very rental, that's why for example "Yoga Vacation, Holiday, Getaway or Retreat" offers the opportunity for a healthy fun adventure to fascinating and exotic places. In addition to an Asana Practice, utilizing various styles of Hatha Yoga to strengthen, cleanse and purify the body. Similarly results shows this thesis in which Middle East consider "to escape from the daily routine" and "Just relaxing" two of the most important motivation factors, in contrast with "rediscovering myself" which doesn't have a high percentage, this could be because the highest percentage of Middle East tourists travel with friends in a group of 2 – 4 people, so it's difficult for them to be complete alone.

Also, Kozak (2000) refers that Consumer behavior emphasizes that needs and motivations are interrelated, people may intend to take a trip to fulfill their physiological (food, climate and health) and psychological (adventure and relaxation) needs. Similarly, in this thesis the main needs

factors that Middle East Tourists are looking for in their trip are "weather/climate", "attractions/events/festivals", "standards of hygiene and cleanliness of destination", "safety and security" and "price/affordability".

Groetzbach (1981, 1988) analyzed the differences between the travel behavioral patterns of Muslims and Arabs as compared to that of Europeans. He claimed that "everywhere the Oriental style of tourism was markedly less active and more socially gregarious than the European style" (Ritter 1989:9-10). Barham (1989) too, noted the lack of activity preferred by the Arabs in general. In Jordan, like in most Arab societies, the main motive for excursions is recreation which usually means absolute relaxation called "raha". This thesis also shows that people from Jordan see "Just relaxation" as one of the main motivations factors to come to Thailand.

Phenphun (2003) made a study about Tourists' satisfaction with the quality of service in accommodation in Thailand; the results showed that international tourists were very satisfied toward quality of service in Thailand. Also, this thesis shows that the second main satisfaction attribute was "Quality standards of accommodation/lodging"

4.3 Recommendations

To Propose Measures for Improving a better Marketing that can Attract More Middle East Tourists

Based on the results and discussion, the researcher has proposed certain actions for improving a better marketing that can attract more Middle East tourists according the lowest and the principal motivation factors, their principal needs and the lowest satisfaction attributes.

4.3.1. Motivations

According to table 3.3., Middle East tourists are not motivated for Cultural Exploration, in contrast with natural exploration and other activities.

Table 4.1 shows some measures to attract more tourists according their most principal motivations factors.

Table 4.1 Measures to Attract More Middle East Tourist's According with their Principal Motivation Factors.

FACTOR	MEASURE	HOW TO DO IT?
Visiting the sea-sun-sand destination	1. Promote and preserve the sea-sun-sand must be carefully have attention of TAT	1. The publicity must be given in travel magazines and international [television] channels to attract the attention of different types of travellers. 2. Infrastructure facilities have to be strengthened, so tourists won't have any problem in their stay. 3. Preserve the beaches under the Seven Greens concept developed by TAT, (green heart, green logistic, green destination, green communities, green activities, green services, and green plus) this initiative is to protect and preserve the environment and restore environmental quality by raising environmental awareness and by promoting increased Corporate Social Responsibility (CSR) involves the active participation and support of all tourism stakeholders. If the beaches are preserve tourists will prefer to come to Thailand beaches instead of any other country. 4. Promotions such as "Thailand Double Happiness" and "Thailand Plus and More" must be well know around all tourists specially because who own these promotions is Thai Airways which is one of the airlines who has the direct flights from most of the Middle East countries to Thailand.
		1. Create a Thailand weather web page which will supply detailed weather forecasts for all travel and business destinations in Thailand. Beyond that it will also offers different applications based on historic/statistical data to

Table 4.1 (Continued)

FACTOR	MEASURE	HOW TO DO IT?
Reliable Weather	1. For the tourism and travel industry reliable weather information provided to the customer online or in any other format is an indispensable selling tool.	support customers' decisions on choosing a destination ideally promoting last minute deals as well as long planned trips. Or promote and rebuilt the Thai Meteorological Department web page which doesn't have all the necessary parameters that tourists need. 2. The weather is unpredictable and WeatherBill is first service to provide affordable and easy-to-use weather coverage to protect revenue and control costs for the millions of businesses impacted by the weather and to grow sales with customized weather refund promotions, most of the hotels and travel agencies in Thailand must provide this service to the tourists, who will feel more safe and secure to choose Thailand as a tourist destination.
To spend time with friends	1. One of the best things to travel is to do with friends and participate in different activities together	1. Create programs with social activities that need people such as: fishing, hiking, diving, trekking or ay other in which they will spend quality time with friends. This will encourage more people to spend quality time with friends in the great outdoors of Thailand through different sport experiences.
Shopping	1. Thailand is one of the most popular shopping destinations in the world. The Tourism Authority of Thailand organizes the Grand Sale. The participating shops and shopping complexes offer special discounts and also a diverse range of products to its customers.	1. Promote the "Amazing Thailand Grand Sale" which takes place for two months June and July in Bangkok, Chiang Mai. Pattaya, Hat Yai, Phuket and also Nakhon Ratchasima. 2. Recreate old campaigns "Bangkok Count Down" done 4 years ago (2005) which aim to promote Thailand as a regional shopping destination, and position Bangkok as Asia's shopping paradise to attract foreign tourists away from more established regional rivals such as Hong Kong and Singapore.

Table 4.1 (Continued)

FACTOR	MEASURE	HOW TO DO IT?
Feeling safe and secure to travel	1. Improve better security measures to show the tourists that Thailand is taking care about their safe and secure.	1. Install security measures, Detection Devices, Video surveillance systems, in places such as hotels, restaurants, parks, shopping centers, banks, tourists places, to screen cars entering the premises and to see all the things that are happening outside and can help if anyone need help, also install fire and gas detectors in case of fire. 2. Training courses to improve safety and security operational skills to the security people. 3. All international and national airports must have effective baggage screening equipment. 4. Install new x-ray machines using the latest Computerized Tomography X-Ray (CTX) technology in all international airports. This measure will enable authorities to expeditiously and accurately detect explosive materials hidden inside the baggage 5. The Royal Thai Police Headquarter is developing an on-going plan to promote safety for tourists by requiring more police to stand by and take care of tourists. This will ensure that well-trained police on duty will be able to support the travel industry. 6. Introduce hotline for tourists to call for information nationwide. 7. Continuously promote public awareness on the quality of Thai food products and other agricultural goods that food production is controlled by the "From Farm to Table System" (Do it right at the first time), "GAP System" (Good Agricultural Practice) or the "HACCP System" (Identifies, evaluates, and controls the hazard in the food). All this includes pre-checking the food quality on SPS before issuing the export manifest.

To improve the weaknesses in motivations' factors to visit Thailand the researcher included some measures for those cultural activities that don't attract any interest to the Middle East tourists. Also the researcher excluded five of those activities instead that they have a high overall mean in relation with the other motivation factors. (See table 4.2)

Table 4.2 Measures to Attract More Middle East Tourist's in Relation with their Lowest Motivations Factors

FACTOR	PROPOSED ACTIVITY	HOW TO DO IT?
To experience local customs and cultures & Interesting and friendly local people	1. Find communities where people are socially connected with one another and do meaningful work. 2. Find a contemporary community that celebrates the respective celebrations in the "proper" way, i.e., non-commercially and deeply spiritually.	1. Arrange either short or long term stays with a Thai family in a traditional village of farmers and artisans near Chiang Mai, with the Hill Tribe Communities such as: Akha, Karen, Lahu, Lisu and Mien. The home stay allows the foreign visitor to experience the "real" Thailand in a "proper way" not usually seen by tourists. Tourists will learn what life with a Thai family is like, experience authentic Thai culture, customs, including great food, and make new friends. 2. Promoting the local tours, increasing the eco-tourism in which local people can retain more control over the types of tours and travelers visiting their area, as well as bringing the benefits of tourism closer to home; almost literally, with "home-stays" a feature of many community-based tour projects around the world. For tourists it's a chance to get an insight into a different culture, getting an experience as 'authentic' as possible, while also enjoying more typical holiday activities like hiking or lazing around on a beautiful beach away from the crowds.

Table 4.2 (Continued)

FACTOR	PROPOSED ACTIVITY	HOW TO DO IT?
To learn Thai language	1. Find attractive tour package which included Thai language lessons.	1. Travel agencies must provide information about the best possible environment for learn and practicing language skills.
To learn Thai cuisine	1. As some of the hotels or travel agencies are doing a "Thai lesson cuisine" this must be an option that most or all the hotels must have.	1. Ban Laem Sai Beach Resort & Spa located in Koh Samui is providing Thai cuisine lessons and can get a certificate for their attendance. 2. B.T. Travel Agency Centre located in Bangkok is providing Thai cuisine lessons for Muslim people, and adapting the Thai food in the Muslim way such as: Kaeng Matsaman Kai - spicy Muslim-style curry with chicken.
The fact of Local cuisine	1. Adapting some dishes in the Muslim way	1. As it mentioned before what B.T Travel Centre is doing, also the restaurants may adapted their menu for example pork is not included in the dishes.
Festivals/Convention/ Conferences	1. Promote nice facilities and be more active in attracting & hosting international conferences	1. Try to have most of the international conferences or conventions, as in 2008, The International Arab Conference for E-Tourism and E-Marketing was in Bangkok, in which most of the Iranian respondents in this survey attended. 2. More international meetings must be promoted. Primary targets will be the meeting and incentive tour markets with a focus on Asian meeting planners and incentive planners. 3. Thailand must developed meeting, seminar and exhibition facilities by constructing international places where the meetings can be organized, and TAT will proceed to publicize the readiness of the services and the service and the service hours of such conference centre.

4.3.2 Needs

Table 4.3 shows some measures for the most principal needs that Middle East tourists have according their country of residence.

Table 4.3 Measures to Attract More Middle East Tourist's According to each Nationality and their Principal Needs

COUNTRY	NEED	MEASURE
UAE Kuwait Syria Iraq	1. Weather/ climate	1. A group of local hoteliers and businesses in Phuket, Thailand have "canceled" Low Season – April 15 through November 1 – and are renaming the period more appropriately to Summer Season. This group is taking a proactive approach to promote Phuket and to support tourism in Thailand. How to do it? - Changing all websites references in Summer Season. - Standardize seasonal languages for websites. - Send emails to all the tourism and hotels sector, telling that Low Season is cancelled - Educated the front desk and concierges personnel to use the words Summer Season instead of Low Season
Lebanon Jordan Bahrain Saudi Arabia Oman	2. Attractions/ events/ Festivals	1. Thailand as "The Tourist Capital of Asia" is the new plan that TAT launched in which they are promoting cultural events and festivals, and launching large-scale campaigns. Thailand with help of this plan must: - Develop new products from existing ones, emphasizing the improvement of the style and appearance of the product and value-added for greater attractiveness, instead of opening new tourist destinations. 2. Promote tours such as: bicycle tours in Sukhothai and walking tours in Ayutthaya (already exist) which are very interesting destinations for tourists who want to do something different, and for revisit tourists who even if they came to those places before, they want to see and have new experiences there.

Table 4.3 (Continued)

COUNTRY	NEED	MEASURE
		3. Try to have most of the international conferences, conventions, or events as in 2008, The International Arab Conference for E-Tourism and E-Marketing was in Bangkok, in which most of the Iranian respondents in this survey attended. 4. Television spots and advertising pattern of the attractions, events and festivals in Thailand must be made for the target group in their native languages in this case in Arabic and Persian to the Middle East market. In cooperation with tour operator companies, promotional ads will be produced for large-circulation and high-frequency magazines, particularly Magazine for women
Lebanon Jordan Qatar Turkey Oman Egypt	1. Standards of hygiene and cleanliness of destination	1. In 2006 Thailand launched a cleanup campaign to upgrade hygiene in its public toilets to meet world standards; this campaign must be done every year so that Thailand will have a good reputation in the hygiene offered in public toilets which is very important for every tourist. 2. Most of the Middle East tourists come to Thailand for medical care services, so clinics must continually update their certification from international accreditation agencies, and with this the customer will feel as a safe customer. 3. Monitor the cleanliness and hygiene in all food and beverage areas to ensure that they conform to the requisite of Standards of hygiene. 4. Conduct periodic checks of all chemical delivery and storage areas to ensure standards of hygiene are maintenance. 5. Assists in maintaining standards of hygiene and cleanliness in all kitchens and related areas. All this strategies must be shown to the tourists by: Advertising and Promoting, Inquiries and Fulfillments in Website(s).
Jordan	Safety and security	1. Install security measures, Detection Devices, Video surveillance systems, in places such as hotels, restaurants, parks, shopping centers, banks, tourists places, to screen cars entering the premises and to see all the things that are happening outside and can help if anyone need help, also install fire and gas detectors in case of fire.

Table 4.3 (Continued)

COUNTRY	NEED	MEASURE
		2. Training courses to improve safety and security operational skills to the security people.
		3. All international and national airports must have effective baggage screening equipment.
		4. Install new x-ray machines using the latest Computerized Tomography X-Ray (CTX) technology in all international airports. This measure will enable authorities to expeditiously and accurately detect explosive materials hidden inside the baggage
		5. The Royal Thai Police Headquarter is developing an on-going plan to promote safety for tourists by requiring more police to stand by and take care of tourists. This will ensure that well-trained police on duty will be able to support the travel industry.
		6. Introduce hotlines for tourists to call for information nationwide.
		7. Continuously promote public awareness on the quality of Thai food products and other agricultural goods that food production is controlled by the "From Farm to Table System" (Do it right at the first time), "GAP System" (Good Agricultural Practice) or the "HACCP System" (Identifies, evaluates, and controls the hazard in the food). All this includes pre-checking the food quality on SPS before issuing the export manifest.
Jordan Syria Iran	1. Price/ affordability	1. Promotions showing the regular prices and the discounts offered by the tour travel agencies, restaurants, or hotels, on TV (national channels), magazines, banners, brochures, etc.
		2. To help define the price policy in hotels, restaurants, so tourists will feel satisfied with the prices which will be similarity in every place and won't find any speculation in the prices.

Note: Countries such as Syria, Lebanon, Jordan, and Oman are mentioned more than 1 time because they had the same highest mean on those needs factors.

4.3.3 Satisfaction

Table 4.4 shows some measures for the less satisfaction factors for Middle East tourists, how to develop them, so in the future the tourists can be satisfied with these attributes.

Table 4.4 Measures to Attract More Middle East Tourist's According to their Lowest Satisfaction Factors

FACTOR	HOW TO DO IT?
Wide choice of accommodation	1. Campaigns such as the TAT launched: Thailand Super Deal promotion and created a new logo and marketing tag: "Amazing Thailand, Amazing Values." The campaign can be seen on www.thailandsuperdeal.com, where potential visitors can find links to accommodation deals and other incentives. Twenty-four hotels and 11 tour operators have launched a "One Price All Destinations" campaign that offers room rates discounted to 2,000 baht (about $57) per person per night. This discounted rate also includes breakfast, dinner and airport transfers. Hotels participating in the campaign are located throughout the country. The deals are being offered through February 28, 2009 for travel through June 30, 2009 and can be viewed at www.tourismthailand.org. TAT must still promote the different accommodation options that tourists may have in their trip to Thailand, and incentives to the hotels to created their web page, or promote their products and services in magazines, radio, TV.
Wide selection of restaurants and cuisine	1. Provided Halal food in some restaurants. 2. Incentive the opening of Arabic restaurants in the most popular tourists' destinations such as Bangkok, Phuket, Pattaya and Ko Samui. 3. Promote to Arabs to consume Thai food adapting this in the Muslim way such as: Kaeng Matsaman Kai - spicy Muslim-style curry with chicken. Instead of pork. 4. Front desk clerk, concierges and travel agencies must provide the information about restaurants or give to them guides such as: Fun Mag or Thailand's best restaurants.
Cleanliness of destination and Standards of hygiene	1. In 2006 Thailand launched a cleanup campaign to upgrade hygiene in its public toilets to meet world standards; this campaign must be done every year so Thailand will have a good reputation in the hygiene in public toilets which is very important for every tourist. 2. Most of the Middle East tourists come to Thailand for medical care services, so clinics

Table 4.4 (Continued)

FACTOR	HOW TO DO IT?
	must continually updated certification from international accreditation agencies, and with this the customer will feel a safe customer. 3. Monitors the cleanliness and hygiene in all food and beverage areas to ensure that they conform to the requisite of Standards of hygiene. 4. Conducts periodic checks of all chemical delivery and storage areas to ensure standards of hygiene are maintained. 5. Assists in maintaining standards of hygiene and cleanliness in all kitchens and related areas. All this strategies must be show to the tourists by: Advertising and Promotion, Inquiries and Fulfillment and Website.
Variety of historic/cultural sites	1. The TAT has segmented and regrouped its core national tourism products into a seven-point package that will be marketed worldwide under the banner of "Seven Amazing Wonders" of Thailand, and one of this seven-point package is "Land of Heritage and History" — covering the World Heritage sites and historical places, temples, and Thai museums. It should be promoted by websites, blogs, discussion forums, travel clubs, mobile phone messages, brochures, TV announcements, etc. 2. Promote cultural routes in rural areas; involve local stakeholders in the implementation of this strategy, in which tourists will see the local identity and cultural heritage of Thailand, also this strategy promotion can incorporate a design in order to be easily recognized by the tourists.
Friendliness of people	1. Promoting the local tours, increasing the eco-tourism in which local people can retain more control over the types of tours and travelers visiting their area, as well as bringing the benefits of tourism closer to home; almost literally, with "home-stays" a feature of many community-based tour projects around the world. For tourists it's a chance to get an insight into a different culture, getting as 'authentic' an experience as possible, while also enjoying more typical holiday activities like hiking or lazing around on a beautiful beach away from the crowds.
Peaceful and restful atmosphere	1. TAT and the Thai Hotels Association must promote the hotels that Inspired the calm and peaceful atmosphere that Thailand has, such as: Baan Krating Pai, Mae Hong Son, The Quarter, Pai Hot Springs, all of them located in the North of Thailand. Another place to promote is a tour to take a weekend boat tour in Bangkok in which the visitors can

Table 4.4 (Continued)

FACTOR	HOW TO DO IT?
	enjoy a shady and restful atmosphere as well as experience the natural surroundings and Thai ways of life along the canals that still retain the traditional charm.
Easy to access destination	1. It is easy to access to Thailand, most visitors arrive through Bangkok's Suvarnabhumi International Airport which is connected by daily flights to Europe, North America, Austral, and Asia aboard the world's major's airlines. Even thought the avenues, streets or even inside the airports the tourists or some important areas don't have any signal to guide the tourists where to go, that's why TAT must provided a tourist signaling around the most principal places in Thailand to help the tourist to mobilize inside the country.
Safety/Security	1. Install cursory security measures, Detection Devices, Video surveillance systems, in places such as hotels, restaurants, parks, shopping centers, banks, tourists places, to screen cars entering the premises and to see all the things that are happening outside and can help if anyone need help, also install fire and gas detectors in case of fire. 2. Training courses to improve safety and security operational skills to the security people. 3. All international and national airports must have effective baggage screening equipment. 4. Install new x-ray machines using the latest Computerized Tomography X-Ray (CTX) technology in all international airports. This measure will enable authorities to expeditiously and accurately detect explosive materials hidden inside the baggage 5. The Royal Thai Police Headquarter is developing an on-going plan to promote safety for tourists by requiring more police to stand by and take care of tourists. This will ensure that well-trained police on duty will be able to support the travel industry. 6. Introduce hotline no. 1155 for tourists to call for information nationwide. 7. Continuously promote public awareness on the quality of Thai food products and other agricultural goods that food production is controlled by the "From Farm to Table System" (Do it right at the first time), "GAP System" (Good Agricultural Practice) or the "HACCP System" (Identifies, evaluates, and controls the hazard in the food). All this includes pre-checking the food quality on SPS before issuing the export manifest.
Easy to communicate in your language	1. Provide Arabic interpreter in the most important travel agencies and popular tours. 2. Offer the option to translate the tourist web pages and travel agencies in Arabic.

4.4 Limitations and Suggestions for Further Study

There were some limitations with respect to the analysis and data that may affect the accuracy of the results: (1) Due to sample size: The sample size for this study is particularly small for some nationalities and doesn't ensure that there are enough observations from each country for statistical analysis. Also the sample size for females is very small which doesn't show appropriate results (2) The sample was not representative of all Middle East tourists markets (3) This study collected data from December 2008 – February 2009, so the data did not represent a whole year. In order to collect data thoroughly, data collection should have been carried out all through the year.

Future research should add Israeli and Palestine's tourists and analyze the differences between people who live in Middle East but with different religion. Also, should find out the prior expectations of tourists who visit Thailand and include more variables on motivations, need and satisfaction. Study in this area could help Thailand to develop more appropriate travel products and services in relation with their needs and requirements in a manner that maximizes the destination's appeal to Middle East Market.

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APPENDICES

APPENDIX A

Middle East Countries

Country, with flag	Area (km²)	Population	Density (per km²)	Capital	GDP (Total) (2007)	Per capita (2007)	Currency	Government	Official languages
Persian Plateau:									
Iran	1,648,195	71,208,000	42	Tehran	$753 billion	$10,600	Iranian rial	Islamic Republic	Persian
Anatolia:									
Turkey	783,562	70,586,256[17] (2007)	91	Ankara	$888 billion	$12,900	Turkish new lira	Parliamentary Democracy	Turkish
Mesopotamia:									
Iraq	437,072	24,001,816	55	Baghdad	$102.3 billion	$3,600	Iraqi dinar	Parliamentary Democracy (Developing)	Arabic, Kurdish
Arabian Peninsula:									
Kuwait	17,820	3,100,000	119	Kuwait City	$130.1 billion	$39,300	Kuwaiti dinar	Constitutional Hereditary	Arabic
Bahrain	665	656,397	987	Manama	$24.5 billion	$32,100	Bahraini Dinar	Constitutional monarchy	Arabic
Oman	212,460	3,200,000	13	Muscat	$61.6 billion	$24,000	Omani Rial	Absolute monarchy	Arabic
Qatar	11,437	793,341	69	Doha	$57.7 billion	$80,900	Qatari Riyal	Monarchy	Arabic
Saudi Arabia	1,960,582	23,513,330	12	Riyadh	$564.6 billion	$23,200	Riyal	Absolute monarchy	Arabic
United Arab Emirates	82,880	4,496,000	30	Abu Dhabi	$167.3 billion	$37,300	UAE dirham	Federal Constitutional Monarchy	Arabic
Yemen	527,970	18,701,257	35	Sanaá	$52 billion (2007)	$2,300 (2007)	Yemeni rial	Republic	Arabic

Appendix A (Continued)

Country, with flag	Area (km²)	Population	Density (per km²)	Capital	GDP (Total) (2007)	Per capita (2007)	Currency	Government	Official languages
The Levant:									
Israel	20,770	7,029,529	290	Jerusalem[1]	$185.9 billion	$25,800	Israeli new sheqel	Parliamentary democracy	Hebrew, Arabic, English
Jordan	92,300	5,307,470	58	Amman	$28 billion	$4,900	Jordanian dinar	Constitutional monarchy	Arabic
Lebanon	10,452	3,677,780	354	Beirut	$42.3 billion	$11,300	Lebanese pound	Republic	Arabic
Syria	185,180	17,155,814	93	Damascus	$87 billion	$4,500	Syrian pound	Presidential republic	Arabic
North Africa:									
Egypt	1,001,449	77,498,000	74	Cairo	$404 billion	$5,500	Egyptian pound	Semi-presidential republic (democracy)	Arabic
Autonomous region: **Palestine**:									
Gaza Strip	360	1,376,289	3,823	Gaza	$5 billion (includes West Bank) (2006)	$1,100 (includes West Bank) (2006)	Israeli new sheqel	Palestinian National Authority Hamas	Arabic
West Bank	5,860[2]	2,500,000[3]	432[2,3]	Ramallah			Israeli new sheqel	Palestinian National Authority Fatah	Arabic
Source: • The World Factbook, United States Central Intelligence Agency (CIA), 15 July 2008.[3] **Notes:** [1] Under Israeli law. The UN doesn't recognize Jerusalem as Israel's capital. [2] Includes the whole of the West Bank, according to the pre-1967 boundaries. [3] In addition, there are around 400,000 Israeli settlers in the West Bank, of which half are in East-Jerusalem.									

APPENDIX B

Questionnaire for Middle East Tourists who visited Thailand

<table>
<tr><td>Date......./................/2009
Interviewer………… No.
Place…………………..</td></tr>
</table>

QUESTIONNAIRE

"MARKET POTENTIAL OF MIDDLE EAST TOURISTS IN THAILAND"

The aim of this survey is to collect data and information for a thesis of the International Master of Business Administration (MBA) Program at the Faculty of Hospitality and Tourism of Prince of Songkla University, Phuket Campus, Thailand. The information collected with this questionnaire will be used only for academic purposes and kept confidential. Your kind cooperation in this regard is highly appreciated.

Thank you for your kind cooperation.

Mayra Vergara Cobos

Researcher

……………………………………………………………………………………………………

Part 1: Personal demographic characteristics:

1) Gender   1. ☐ Male   2. ☐ Female

2) Age:

1. ☐ < 20   2. ☐ 21 – 30   3. ☐ 31 – 40   4. ☐ 41 – 50   5. ☐ 51 – 60   6. ☐ > 61

3) Marital status: 1. ☐ Single   2. ☐ Married   3. ☐ Divorced   4. ☐ Widowed

4) Nationality: _____

5) Religion: 1. ☐ Islam   2. ☐ Christianity   3. ☐ Bahá'í   4. ☐ Others

6) Highest Education level:

    1. ☐ High School or less   2. ☐ Diploma   3. ☐ Bachelor degree

    4. ☐ Master degree   5. ☐ Doctor degree

7) Occupation *(one answer only)***:**

    1. ☐ Student   2. ☐ House wife   3. ☐ Government Employee

    4. ☐ Private Employee   5. ☐ Professional   6. ☐ Retired

    7. ☐ Own business   8. ☐ Unemployed   9. ☐ Others

8) Annual household income:

1. ☐ Under 50,000 USD   2. ☐ 50,001 – 75,000 USD   3. ☐ 75,001 – 100,000 USD

4. ☐ 100,001 – 125,000 USD   5. ☐ 125,001 – 150,000 USD   6. ☐ Over 150,000 USD

Part 2: Travel Information (Please tick ✓ in each ☐ that corresponds to your answer)

1)How did you organize your trip to Thailand? 1. ☐ Package Tour   2. ☐ Individual

2)Have you visited Thailand before?   1. ☐ Yes   2. ☐ No

    If yes, how many times have you visited it? _____

3)How long did you stay in Thailand?   _____ nights

Part 3: Factors that motivated you to visit Thailand

Below is a list of some motivations factors which could have inspired you to visit Thailand. Please respond to the following scale by ✓ to indicate your motivations to come:

5= Very important   4= Important   3= Neutral   2= Unimportant   1= Very unimportant

	INDICATORS DESCRIPTIONS	OPINION LEVEL				
		Assessment Level				
		5	4	3	2	1
1.	**Activities**					
a.	Religious activities					
b.	Nightlife and entertainment					
c.	For fitness, physical activities and sport activities					
d.	Shopping					
e.	Sight seeing					
f.	Just Relaxing					
g.	Doing nothing at all (Leisure time)					
2.	**Cultural Exploration**					
a.	To visit historical places					
b.	To learn new culture and traditions					
c.	To enjoy different art and folk performances					
d.	To experience local customs and cultures					
e.	To live new experiences and different styles					
f.	Seeing and experiencing a foreign destination					
g.	To learn Thai language					
h.	To learn Thai cuisine					
i.	Local cuisine					
j.	Festivals/Convention/Conferences					
k.	Interesting and friendly local people					
3.	**Natural Exploration**					
a.	Visiting Sea-sun-sand destination					
b.	Visiting natural places (mountains, National Parks, etc)					
c.	Learning about nature/wildlife					
d.	Safari adventures (Elephant trekking, etc)					
e.	Reliable weather					
4.	**Other indicators**					
a.	To spend time with my family					
b.	To spend time with my friends					

	INDICATORS DESCRIPTIONS (CONTINUED)	5	4	3	2	1
c.	To escape from daily routine					
d.	To meet new people					
e.	To get recharged					
f.	To get away from pressures and responsibilities					
g.	Going to places I have not visited before					
h.	Rediscovering myself					
i.	Cleanliness					
j.	Feeling safe and secure to travel					

3.1. How important are the following factors for you?

	INDICATORS DESCRIPTIONS	OPINION LEVEL Assessment Level				
		5	4	3	2	1
1.	Attractions/events/festivals					
2.	Accommodation/lodging					
3.	Weather/climate					
4.	Uniqueness of a destination					
5.	Range of activities					
6.	Accessibility					
7.	Modes of transportation					
8.	Price/affordability					
9.	Safety and security					
10.	Standards of hygiene and cleanliness of destination					

Part 4: Tourists behavior

1) When did you plan on making this trip firstly?

1. ☐ No plan   2. ☐ 2-4 weeks ago   3. ☐ 5-7 weeks ago

4. ☐ 7-9 weeks ago   5. ☐ More

2) How would you describe your travel arrangement for this trip?

1. ☐ Organized group tour   2. ☐ Self arrangement   3. ☐ Others _____

3) What was the main purpose of this trip? *(choose one answer only)*

1. ☐ Holiday/vacation/leisure   2. ☐ Business   3. ☐ Visiting friends & relatives

4. ☐ Honeymoon   5. ☐ Study trip/education   6. ☐ Official assignment

7. ☐ Health Check/surgery   8. ☐ Other (please specify)

4) Who did you travel with?

1. ☐ Alone   2. ☐ With spouse only   3. ☐ With spouse and children

4. ☐ With relatives   5. ☐ With friends   6. ☐ Any other (please specify) _____

5) How many people did travel to Thailand with you (Including yourself)?

1. ☐ 1-2 people   2. ☐ 3-4 people   3. ☐ 5-6 people   4. ☐ More

6) Where did you stay in Thailand?

1. ☐ Luxury Hotels/Resorts   2. ☐ Standards Hotels   3. ☐ Guesthouse

4. ☐ Friend's home   5. ☐ Time share/vacation hotel 6. ☐ Camping ground/tent sites

7. ☐ Own apartment/suite   8. ☐ Others _____

7) Which ways of communication influenced you to visit Thailand?

1. ☐ Travel agents/Tour operators   2. ☐ Newspapers/Magazines   3. ☐ TV and Radio

4. ☐ Friends/Relatives   5. ☐ Internet   6. ☐ Tour guides

7. ☐ Others _____

8) What destinations did you visit during your stay in Thailand?

1. ☐ Chiang Mai   2. ☐ Bangkok   3. ☐ Kanchanaburi

4. ☐ Pattaya   5. ☐ Ko Samui   6. ☐ Phuket

7. ☐ Ko Phi Phi   8. ☐ Ko Pha Ngan   9. ☐ Krabi

10. ☐ Others _____

9) Excluding airfare, how much did you spend during your trip to Thailand? Approx. _____

USD

Part 5: Tourists satisfaction (Please tick ✓ in each ☐ that corresponds to your answer)

Please respond to the following questions by ✓ on the attribute on a scale of 1,2,3,4 and 5 for each aspect:

5= Very satisfied   4= Satisfied   3= Neither Satisfied nor dissatisfied   2= Dissatisfied   1= Very dissatisfied

	INDICATORS DESCRIPTIONS	OPINION LEVEL				
		Assessment Level				
		5	4	3	2	1
1.	Quality standards of accommodation/lodging					
2.	Quality standards of food and beverage					
3.	Quality standards of service and product					
4.	Price of accommodation/lodging					
5.	Price of food and beverage					
6.	Price of tours					
7.	Price of sightseeing					
8.	Wide choice of accommodation					
9.	Wide selection of restaurants and cuisine					
10.	Variety of natural attractions					
11.	Variety of historic/cultural sites					
12.	Safety/Security					
13.	Friendliness of people					
14.	Peaceful and restful atmosphere					
15.	Easy to access destination					
16..	Easy to communicate in your language					
17.	Cleanliness of destination and Standards of hygiene					
18.	Overall value of money					
19.	Overall satisfaction for travelling in Thailand					

Part 6: Intention of return and recommendation

1) Are you going to visit Thailand again?

   1. ☐ Yes   2. ☐ No   3. ☐ Maybe

2) How would you recommend to other people to visit Thailand?

1. ☐ Strongly recommend   2. ☐ Recommend   3. ☐ No opinion

4. ☐ Not recommend   5. ☐ Strongly not recommend

Any other comment:

_____

_____

----------------------------------- Thank you very much for your cooperation-----------------------------

VITAE

Name: Miss. Mayra Alexandra Vergara Cobos

Student ID: 5130120023

Educational Attainment

Degree	Name of Institution	Year of Graduation
Engineering in Tourism and Hospitality Management.	Universidad Internacional SEK Quito – Ecuador	2007

Scholarship Awards during Enrolment

Thailand International Development Cooperation Agency (TICA), 2008-2009

Address

Cdla. Jhon F Kennedy. El Jardin #3 y el Paraiso. Quito – Ecuador

Tel: (593) 2 2352304

E-mail: malila_ec@hotmail.com

List of Publication and Proceeding

Vergara, Mayra., & Assenov, Ilian. (2009). Market Potential of the Middle East Tourists in Thailand. The Eighth Asia Pacific Forum for Graduate Students' Research in Tourism, July 7-9, 2009, Seoul, Korea.

Vergara, Mayra. (2007). Plan for Determining Tourism Zones in the Natural Reserve "El Pahuma". Universidad Internacional SEK. September 11, 2007. Quito, Ecuador.