

Development of Presentation Tourist Information to Promote Quality Tourism of Pattaya City

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Abstract

This study aims (1) to find a source of information that influences foreign tourists visiting Pattaya, (2) to examine the impact of news on the behavior of foreign tourists visiting Pattaya, and (3) as implications for policymakers and destination businesses. The sample was 400 inbound tourists to answer questionnaires based on convenience sampling. Descriptive and content analyses are the main analysis methods. The result offers policymakers to design and improve advertising and public relations and create a positive Pattaya image for foreign tourists. This study finds that most tourists are aware of the negative information of Pattaya City at a moderate level. Negative information with the highest mean is plunder news and city of sex show news. Most foreigners trust the negative information of Pattaya City at a moderate level. Negative information with the highest mean is city of sex show news, motorcycle accident news, and car accident news. Most foreigners are afraid of the negative information of Pattaya City at a moderate level.

Keywords: Quality tourism; Presentation; Tourist Information; Pattaya

Introduction

Thailand is one of the significant tourist income countries; It can be seen from the increasing tourism income every year. Most recently, in 2016, total revenue from tourism was as high as 2.51 trillion baht, accounting for 17% of Gross Domestic Product. The expansion of the tourism business has resulted in various businesses and services expansion, such as hotels and guest houses, accommodation, food and beverage, car rental, souvenir business, local products—tourist attractions in Thailand that are popular with foreigners. According to the Google Adword search statistics between June 2016 and June 2017, the top 10 nationalist attractions are Koh Lan (Pattaya), followed by Chiang Mai, Koh Chang, and Khao Yai, respectively Pattaya City is ranked eighth. The tourism situation in 2016 found that more than 13.6 million tourists have stayed in Pattaya, more than 200 billion baht in revenue. After the first quarter of 2017, more than 8 million tourists increased by 5% or approximately 1.1 billion baht. (Office of the Permanent Secretary for Tourism and Sports, 2019). News media is a crucial factor influencing tourist behaviors. There are many problems for foreign tourists visiting Pattaya, such as news of controversy and being ill swiped the property, enforce the purchase, fraud, motorcycle accident, boat accident, prostitution of children, being a city of sex. Examining the role of information influencing tourists' perceptions is the main focus of

this study. The finding would help the city planners and tourism stakeholders collectively improve city image and advertise accordingly.

Research Objectives

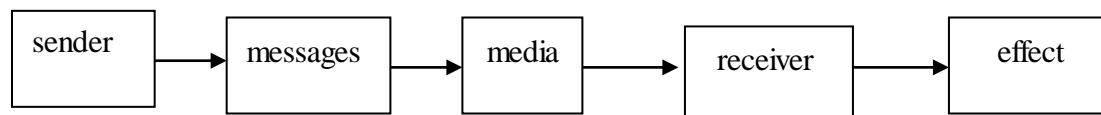
1. To find a source of information that influences foreign tourists visiting Pattaya
2. To study the impact of news on the media exposure behavior of foreign tourists visiting Pattaya
3. To use the study results to plan advertising and public relations and create a positive image of Pattaya to foreign tourists.

Literature Review

1. Concept and theories of communication.

Lasswell's communication process, who (sender), say what (message), which message (media), to whom (receiver), with what effect (effect) (Parama, 1996: 28-29)

Fig. 1. Lasswell communication process model



2. Types and characteristics of media

Mass media can be divided into several types as follows (Parama, 1996: 134-135)

2.1 mass media

Mass media is a medium that reaches a large number of people promptly

2.2 personal media

Personal media is an exchange media by one to one

2.3 Special media is media produced by a specific group

3. Concept and theories of media behavior

In the communication process, the messages must attract the attention of the tourists. News that reaches the audience's attention tends to make communication more effective. (Scharmm, 1973: 200).

3.1 The exposure supports existing attitudes, ideas, and understandings and provides relevant knowledge and guidelines to influence tourists positively.

3.2 In a research study on audiences based on demographic characteristics theory. The researchers also focused on differences in exposure behavior between females and males. There are some differences between females and males in their exposure to the media.

3.3 Older adults, age and media exposure behavior, tend to use the mass media to seek heavy information more than entertainment. Older people read to editors, news, politics, editorials. Older people watch news-related television programs.

3.4 Several studies show that education relates to information exposure behavior; for example, the more educated use social media and print media, while people with low education tend to use radio, television, and film media.

4. Concept and theories of tourism

Tourism Marketing Mix

Destinations have used marketing mix, such as the 4Ps, to influence tourists to make decisions favorable to the destination (Pimonsompong Chalongsri, 2002: 15-17):

4.1. The product domain consists of presentation, service elements, and brandings such as tour guide service itineraries, hotels, plane tickets, buses, and attractions.

4.2 Price consists of objectives, setting prices, pricing policies, and strategies, including products and services, tour guide service, airfare, accommodation, entrance fees to places or shows.

4.3 Place outlines the distribution channels, including travel companies and dealers of hotels, shows, other attractions.

4.4 Promotion consists of advertising, public relations and publicity, and sales promotion, including trade alliances, price reduction, installment payment giveaways, or gifts.

Conceptual Framework

This study is quantitative research. The researcher defines the research a conceptual framework based on the concept/theory of communication and media behavior, the details are as follows.

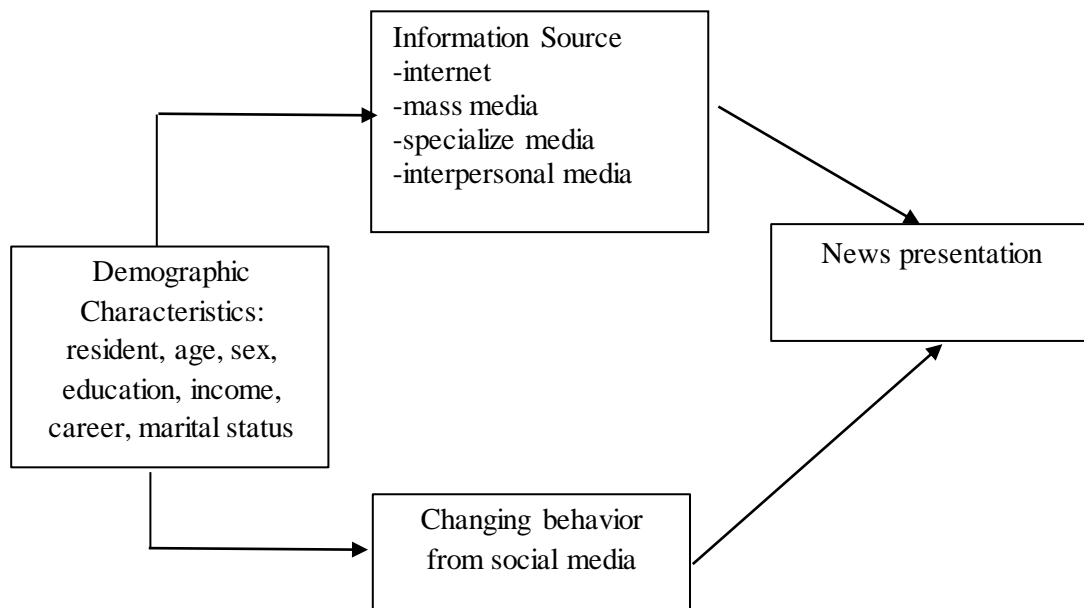


Fig.2. Conceptual Framework

Research Methodology

1. Population and Samples

Population: Foreign tourists traveling to Pattaya from January 2018 to May 2018

Sample: 400 Foreign tourists traveling to Pattaya

2. Research Instrument

Structured Questionnaire

Part 1. Personal characteristics and the nature of travel.

Part 2. Questionnaire items about receiving damaging information about Pattaya, Check Lists, Likert Scale 5 levels.

3. Collection of Data

Convenience-based Sampling from 400 foreign tourists visiting Pattaya.

4. Data Analysis

4.1 Analyze general population data. The statistics used were frequency, percentage, and Average.

4.2 The statistics used were average about measuring the frequency of perceiving negative information about Pattaya, belief in negative information, fear of negative information, and Influencing tourism decisions and planning.

Research Results

The inbound tourists who participated are primarily female, single, under the age of 30 years, the highest level of education is Bachelor, professional employees, earn less than 20,000 US dollars. The inbound tourists mainly came from England, Russia, USA., China and India, respectively. The Average for staying in Thailand is 12 days, travel by themselves, alone, the main reason to come to Thailand is nature and climate.

Table 1. Number and percentage of respondents Classified by address

Country	Number	Percentage
England	47	11.76
Russia	39	9.69
USA	28	6.92
China	27	6.57
India	19	4.84

The table shows that foreign tourists visiting Thailand Most places are in England 11.76%, Followed by Russia 9.69 percent, America 6.92 percent, China 6.57 percent, and India 4.84 percent.

Objective 1. The results showed the source of information that influences foreign tourists visiting Pattaya

Table 2. The mean and standard deviation of the participants' opinions regarding influential media before visiting Thailand.

Influential media before deciding to visit Thailand	\bar{x}	S.D.	level	Ranking
1.YouTube	3.22	1.36	most	3

2. Social Media	3.44	1.35	most	2
3. Tourism organization	3.00	1.31	very	5
4. Travel website	3.13	1.32	most	4
5. Blogs	2.97	1.26	very	6
6. Traveling Guide Book	2.95	1.33	very	7
7. Magazine	2.63	1.26	very	9
8. Movie	2.85	1.26	very	8
9. Friends	3.83	1.16	most	1

The table found that Average about the influential media before deciding to visit Thailand; the number 1 is friend followed by social media, youtube, and website about travel.

Objective 2. The results showed that the impact of news on the news exposure behavior of foreign tourists visiting Pattaya

Table 3. Average of receiving the negative information of Pattaya city for foreign tourist

Perceive the negative news	\bar{x}	S.D.	level	Ranking
1. Insecurity in life and property news	2.80	1.16	moderate	1
1.1 Plunder news				
1.2 Brawl, Assault news	2.73	1.16	moderate	2
1.3 Prescription and plunder news	2.57	1.16	moderate	7
1.4 Disease epidemic news	2.64	1.17	moderate	4
2. Tourist fraud news	2.69	1.13	moderate	3
2.1 Food price fraud news				
2.2 Equipment rental price fraud news	2.61	1.13	moderate	6
2.3 Fare fraud news	2.54	1.15	moderate	9
2.4 Other Services price fraud news	2.54	1.17	moderate	9
3. Accident news	2.55	1.16	moderate	8
3.1 Boat accident news				
3.2 Car Accident news	2.57	1.15	moderate	7
3.3 Player Accident news (scooter, jetski)	2.52	1.11	moderate	
3.4 Motorbike Accident news	2.63	1.16	moderate	5
4. News of the city of sex	2.80	1.19	moderate	1
4.1 city of sex show news				
4.2 Child prostitution news	2.52	1.16	moderate	10

4.3 Gay bar, Boy prostitution news	2.57	1.14	moderate	7
4.4 Imprisonment news	2.47	1.14	moderate	11

The table shows that most of the respondents perceived the negative information of Pattaya city at a moderate level. By perceiving the negative information with the highest Average, news about being a sex show city and plunder news followed by the brawl, assault news, and food price fraud news.

Objective 2. The results showed that the impact of news on the media exposure behavior of foreign tourists visiting Pattaya

Table 4. Average of the trust about negative information of Pattaya

The trust in negative information	\bar{x}	S.D.	level	Ranking
1. Insecurity in life and property news	2.60	1.14	moderate	7
1.1 Plunder news				
1.2 Brawl, Assault news	2.65	1.12	moderate	4
1.3 Prescription and plunder news	2.49	1.04	moderate	
1.4 Disease epidemic news	2.57	1.11	moderate	10
2. Tourist fraud news	2.58	1.14	moderate	9
2.1 Food price fraud news				
2.2 Equipment rental price fraud news	2.55	1.09	moderate	12
2.3 Fare fraud news	2.59	1.13	moderate	8
2.4 Other Services price fraud news	2.54	1.13	moderate	13
3. Accident news	2.62	1.17	moderate	5
3.1 Boat accident news				
3.2 Car Accident news	2.67	1.20	moderate	3
3.3 Player Accident news (scooter, jetski)	2.65	1.19	moderate	4
3.4 Motorbike Accident news	2.70	1.19	moderate	2
4. News of the city of sex	2.78	1.21	moderate	1
4.1 city of sex show news				
4.2 Child prostitution news	2.61	1.10	moderate	6
4.3 Gay bar, Boy prostitution news	2.56	1.12	moderate	11
4.4 Imprisonment news	2.51	1.13	moderate	14

The table shows that most of the respondents trust the negative information of Pattaya city at a moderate level: with the highest Average being news about being a sex show city, followed by motorbike accident news, car accident news, and player accident news (scooter, jetski).

Objective 2. The results showed that the impact of news on the behavior of foreign tourists visiting Pattaya

Table 5. Average anxiety from negative information in Pattaya

Anxiety from negative information	\bar{x}	S.D.	level	Ranking
1. Insecurity in life and property news	2.62	1.15	moderate	3
1.1 Plunder news				
1.2 Brawl, Assault news	2.54	1.11	moderate	6
1.3 Prescription and plunder news	2.50	1.14	moderate	8
1.4 Disease epidemic news	2.52	1.17	moderate	7
2. Tourist fraud news	2.48	1.13	moderate	9
2.1 Food price fraud news				
2.2 Equipment rental price fraud news	2.44	1.16	moderate	11
2.3 Fare fraud news	2.44	1.16	moderate	11
2.4 Other Services price fraud news	2.38	1.10	moderate	12
3. Accident news	2.55	1.14	moderate	5
3.1 Boat accident news				
3.2 Car Accident news	2.55	1.16	moderate	5
3.3 Player Accident news (scooter, jetski)	2.55	1.16	moderate	5
3.4 Motorbike Accident news	2.67	1.22	moderate	2
4. News of the city of sex	2.70	1.20	moderate	1
4.1 city of sex show news				
4.2 Child prostitution news	2.61	1.15	moderate	4
4.3 Gay bar, Boy prostitution news	2.52	1.15	moderate	7
4.4 Imprisonment news	2.47	1.16	moderate	10

The table shows that most of the respondents were anxious about the negative information of Pattaya city at a moderate level: with the highest Average being news about being a sex show city, then motorbike accident news, plunder news, and child prostitution news.

Discussion

Data from the research found that Most tourists come alone and travel alone, indicating that foreign tourists must be very confident in the safety of their trips to Thailand. Therefore, the Tourist Police must ensure that foreign tourists feel safe when traveling to Thailand. When tourists are impressed, they will tell their friends. Research on media usage among foreign tourists confirms this, and the information that foreign tourists trust the most about Thailand before traveling is friends. In addition, tourism public relations agencies must emphasize the importance of Internet media because it is the media that tourists use the most, especially [www. booking.com](http://www.booking.com), followed by www.tripadvisor.com and www.viator.com, to plan for practical and cost-effective use of public relations media.

A message is a plan to counter negative news on the issues tourists are most aware of, a sex-show city robbery news. The news tourists trust the most is a sex show city, motorcycle accident news, and car accidents. The news that worries the tourists the most is a sex show city followed by motorcycle accidents and news robbery news. The news that most affects the decision is a sex show city, robbery news, and car accident news.

Conclusion

The messenger is the person who is directly responsible for the tourism of Pattaya, such as tourism in Pattaya Tourism Authority of Thailand.

This study shows that friends, social media, youtube, and travel websites are the most notable ones, in important ranking, to influence foreign tourists to visit Thailand. The most critical negative information the surveyed tourists receive is insecurity in life and property news, brawl and assault news, news of the city of sex, tourist fraud news, and

food price, in ranking order. When asked which area the tourists trust the most in the negative news, the notable ones are the news of city sex, motorbike accident news, car accidents, brawls, and assault news. The tourists worry most about the negative image of Pattaya as a sex city, followed by motorbike accidents and insecurity in life and child prostitution news.

Realizing the most influential channels are friends, social media, youtube, and travel websites, this study suggests that policymakers and strategists should use these channels to alter potential tourists' perceptions. In addition, the government administration and residents, and the police teams, should work together to improve the images of Pattaya. Changing the image of a city is a collective and systematic effort.

Knowledge from research

Fig. 3 depicts the communication process which this study suggests to improve the positive images of Pattaya city.

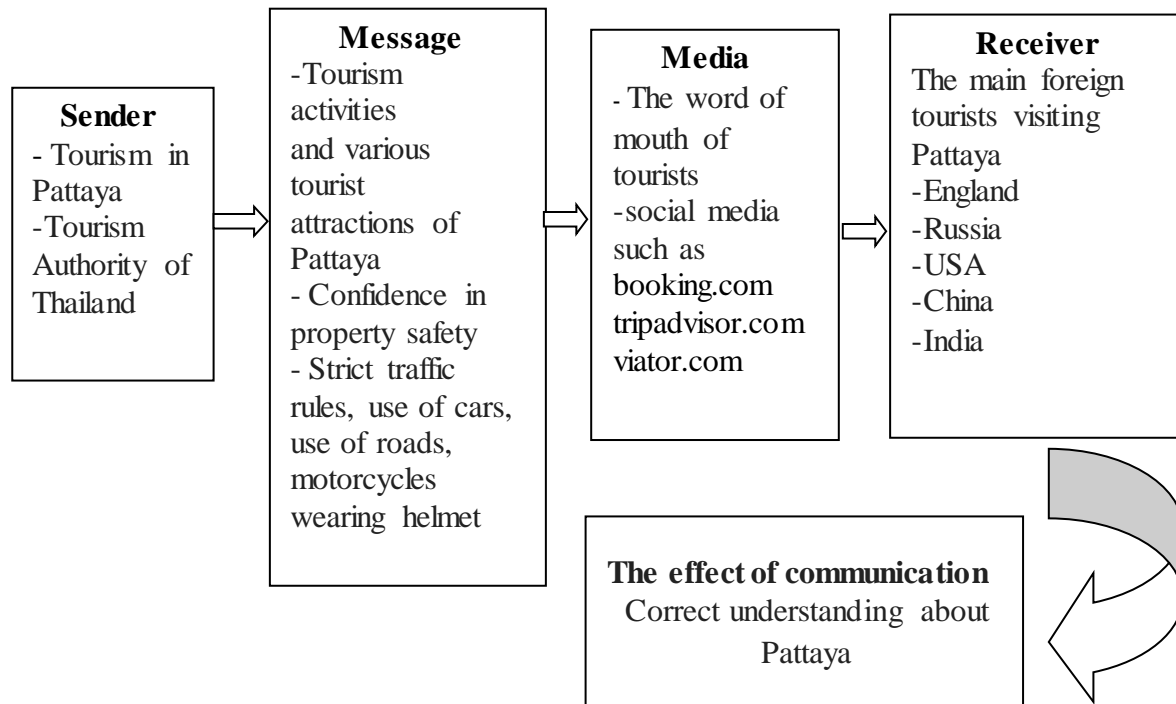


Fig. 3. Communications Framework

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