# CHAPTER II

# REVIEW OF RELATED LITERATURE AND RESEARCH

The theoretical framework of the study focuses on the international tourists' satisfaction towards environment management in Sukhothai Historical Park is delineated as the following particular fine points.

1. Background of Sukhothai Historical Park
2. Tourism Industry Structures
3. Definitions of the Tourist
4. Tourists' Characteristics
5. The Concept of Satisfaction
6. Relationship between Tourism and Environment
7. Tourism Trend in Thailand
8. Tourism Management
9. Related Researches and Documents

## Background of Sukhothai Historical Park

Many ancient sites were found in Thailand, however, only ten of them were proclaimed historical parks. Each of them is significant for its history and archaeological traces. They are Phra Nakhorn Si Ayuthata Historical Park, Sukhothai Historical Park, Si Satchanalai Historical Park, Kamphaeng Phet Historical Park, Panom Rung Historical Park, Pimai Historical Park, Si Thep Historical Park, Muang Sing Historical Park, Phra Nakorn Kiri Historical Park and Phu Phra Bat Historical Park.

The former greatness of Sukhothai has been preserved. Ruins of the royal palaces, Buddhist temples, the city gates, walls, moats, dams, ditches, ponds, canals and the water dyke control system which was the magical and spiritual centre of the kingdom are now preserved and restored by the Fine Arts department with the cooperation of UNESCO, not only with a view of fostering Thailand's national identity but

of safeguarding a fine example of mankind's cultural heritage cited from (http://www.thainewmillennium.com).

### General Physical Features and Administration of historical park

The ancient city of Sukhothai Historical Park is laid out on a rectangular 1,600 meters wide and 1,800 meters in length. There are gates on each side of the inner layer wall, and ancient sites are scattered both inside and outside the walls.

The park is open to the public everyday from 8.30 - 16.30 hrs. There is a Tourist Service Center near Wat Phra Phai Luang. The center provides information and facilities for visitors to the Shukhothai Historical Park, as well as display models of historical buildings and structures in the old city of Sukhothai. Sukhothai Historical Park comprises attraction, facilities, infrastructure, activities, and general service, for example, historical site, national museum, car parks, shop, toilet, tourist information centre, and toilets.

The historical park has 125 ancient sites, each reflecting magnificent art and architecture. There are major of tourist sites in Sukhothai Historical Park as following:

Inside the Citywalls:

The Royal Palace and Wat Mahathat

The walls of The Old City

Wat Si Sawai

Wat Traphang Ngoen

Wat Chana Songkhram

Wat Sa Si

San Ta Pha Daeng or Deity Shrine

King Ramkhamhaeng Monument

Wat Mai

The Ramkhamhaeng National Museum

Wat Traphang Thong

Outside the Citywalls : North

Wat Phra Phai Luang

Ruin of Old Celadon Factory

Wat Sangkhawat

Wat Hin Tang

Wat Khung Wai

Wat Si Chum

Outside the Citywalls : West

Wat Saphan Hin

Wat Mangkon

Wat Pa Ma Muang

Wat Aranyik

Wat Chang Rop

Wat Chedi Ngam

Wat Tham Hip

Phra Ruang Dam

Wat Phra Yun

Wat Tuk

Ho Thewalai Kasetra Phiman

Outside the Citywalls : South

Wat Ton Chan

Wat Chetuphon

Wat Si Phichit Kirati Kanlayaram

Wat Wihan Thong

Wat Asokaram

Wat Mumlangka

Outside the Citywalls : East

Wat Chang Lom

Wat Chedi Sung

Wat Thraphang Thong Lang

Wat Hot Phayom, and Wat Ko Mai Daeng

## Tourism Industry Structures

Many authors give various definition of tourism. The first meaning of tourism was the practice and theory of being a tourist as reported in the Shorter Oxford English Dictionary (1973) in Leiper (1995). Moreover, there are many concepts in tourism and related types of tourism. These definitions provide the general approach to tourism. The board concepts are defined as the following.

Mill and Morrison (1992) defined tourism as 'the term given to the activity that occurs as tourist travel'.

Middleton (1994) said about tourism that it is deemed to include activity concerned with the temporary short-term movement of people to destinations outside the places where they normally live or work, and their activities during the stay at there destinations.

From the definitions, it can be identified that tourism consists of a number of different sectors including the travel, hospitality and visitor services sector. Within each of these sectors there are a number of individual enterprises that provide a range of services to people who are traveling away from their home environment. Moreover, this travel could be for a variety of reasons including for pleasure, to visit friends and relatives, to work on a short-term basis or any of a number of specific reasons. Furthermore, tourists use a range of attraction, infrastructure, facilities and services from the destinations.

Moreover, Stear and Stankey (1989) have discussed the concept of tourism industry that the tourism industry is the collection of all collaborating firms and organisations which perform specific activities directed at satisfying the particular needs of tourists. Certainly, this industry embraces different types of organisations, it can be divided into sectors, a systematic way of clarifying the composition (Leiper, 1990). Industries relating to tourists comprise different sorts of organisations, so a commonly applied theory describes them in terms of industrial sectors. According to basic function, tourism industry can be classified into seven sectors that are following (Stear and Stankey, 1989):

1. The accommodation sector: to provide shelter and sometimes food and beverages.

2. The attractions sector: to satisfy the leisure, pleasure and recreational needs of tourists in destinations and along travel routes.

3. The carrier sector: to provide transportation for tourists to and from, and within destination regions.

4. The tour operator and wholesaler sector: to organise and/or conduct a trip or tour which combines or packages components supplied by other sectors of the industry.

5. The promotion and distribution specialist sector: to perform these specific marketing functions on behalf of firms in other sectors of the industry, in tourism generating regions, along travel routes and in destination regions.

6. The co-ordination sector: to co-ordinate and/or control the activities and operations of any one or more of the other six sectors to achieve efficiency, economies, synergy, regulation and representation in dealing with other industry sectors, government and the public.

7. Miscellaneous touristic- service-and- goods sector: to supply all these services and goods needs in a particular from by tourists or by other tourism industry firms which are not supplied by firms classified elsewhere, such as food and beverage, travel insurance, souvenirs and specialist consultancy services.

In summary, the highly important common factor which links all these sectors is that they consciously and industriously devote some proportion of their total activities to tourist market needs (Leiper, 1990). However, all sectors are important for tourism industry. If one of the sectors is lacking, the tourism industry cannot success to responding tourists' need especially, attraction sectors such as Sukhothai Historical Park.

**Definitions of the Tourist**

Tourism can be associated with the whole system include: tourist who traveling away from their normal residences to visit other regions or other countries, tourist generating regions (TGR), transit routes (TR), tourist destination regions (TDR), and tourism industry which support tourist activities and/or tourist traveling (Leiper, 1995).

A clean and precise definition of the tourist has not yet emerged from the literature on tourism (Pearce, 1982). A common starting point for defining the tourist has often been the dictionary (e.g., see Mathieson and Wall, 1982; Murphy, 1985). Websters International Dictionary defines tour as "a journey from which one returns to the starting point; a circular trip usually for business, pleasure, or education during which various places are visited and for which an itinerary is planned." When tour is added to "ist"

(tourist), the focus shifts to the one who is performing the action or undertaking the journey (Theobold, 1994). Accordingly, the Oxford English Dictionary defines tourist as "one who makes a tour or tours; especially one who does this for recreation; one who travels for pleasure or culture, one who visits a number of places for their objectives of interest, scenery, or the like."

With the growth of tourism research, dictionary definitions have been expanded and have become more complex. Holecek and Herbowicz (1995) attributed the large number of definitions of tourism and the tourist not only to the multifaceted nature of the concepts, but also to measurement issues. They argued that when a theoretical definition conflicts with the realities of quantifying it, an alternative definition is developed to bring the definition and measurement into congruence. However, they noted that most definitions are still based on travel experience outside of one's daily routine whose purpose is for pleasure. Theobold (1994) argued that two broad types of tourism definitions are generally recognized each with its own rationale and intended use. Conceptual definitions are intended to provide theoretical frameworks that identify the essential characteristics of tourism and what distinguishes it from similar, sometimes related, but different activities. Technical definitions provide tourism information for statistical or legislative purposes.

The definition of the tourist most widely recognized and used is from the 1963 United Nations Conference on Travel and Tourism that was adopted by the International Union of Official Travel Organizations in 1968 (Murphy, 1985). Conference participants recommended that the word visitor be adopted, with visitor defined as "any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited." Two types of visitors were identified—tourists (temporary visitors staying at least 24 hours in the destination visited) and excursionists (temporary visitors staying less than 24 hours in the destination visited and not staying overnight). The definition was adapted to domestic travel by substituting region for country. The excursionist was viewed as a special tourist, who visited a destination for a day or spent some time there while passing

through as part of a tour. In both cases, the excursionist was seen as a visitor, spending time and money while utilizing space and facilities in the destination area.

This definition was expanded as a result of an International Conference on Travel and Tourism Statistics held in 1991 to agree on approaches to standardize tourism terminology and industrial classifications as well as indicators of market growth, economic impact and overall industry development (Theobold, 1994). A key recommendation of conference participants was that tourism be defined as "the activities of a person traveling to a place outside his or her usual environment for less than a specified period of time and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited." Tourism was further defined as "the activities of people traveling for leisure, business and other purposes to places outside their usual environment and staying for no more than one consecutive year." These recommendations were accepted by the United Nations in 1993.

While most nations accept the definitions proposed in 1963 and later refined in 1991, definitions are not always used in the actual measurement of tourism. In the U.S., definitions used by the federal government describe tourism data as part of trade statistics Edgell, 1993). For example, tourism is included in the U.S. trade account as "business services". Under "type of business services in international trade," there is a separate category referred to as "travel and transportation" with travel defined as services provided to U.S. citizens traveling abroad (U.S. imports) and international visitors to the U.S. (U.S. exports). Passenger transportation is defined as transportation provided by foreign carriers to U.S. residents for transportation abroad (U.S. imports) and by U.S. carriers to foreign residents (U.S. exports). Such classifications make inferences about tourist behavior difficult and provide little insight into domestic tourism.

Table 1 Definitions of the Tourist

| Source | Term | Definitions |
|---|---|---|
| 1963 United Nations Conference on Travel and Tourism (adopted by the International Union of Organizations) | Visitor | Any person visiting a country other than that in which he has his usual residence, for any reason other than following an occupation remunerated with the country visited. |
| | Tourist | Temporary visitor staying at least 24 hours in the Official Travel destination visited. |
| | Excursionist | Temporary visitor staying less than 24 hours in the destination visited and not staying overnight. |
| 1991 International Conference on Travel and Statistics (adopted by the United Nations in 1993) | Tourism | The activities of a person traveling to a place outside his or her usual environment for less than a specified period of time and whose main purpose and of travel is other than the exercise of an activity remunerated from with the place visited. The activities of people traveling for leisure, business, and other purposes to places outside their usual. The activities of a person traveling to a place outside his or her usual environment and staying for no more than one consecutive year. |
| U.S. Trade Account (from Edgell, 1993) | Travel | Services provided to U.S. citizens traveling abroad and international visitors to the U.S.. |
| | Passenger Transportation | Transportation provided by foreign carriers to U.S. residents for transportation abroad and by U.S. carriers to foreign residents. |

Therefore, in order to understand for tourist satisfaction, it is important to know the definition of tourist. From the definition of tourist, it can be discussed that tourist (visitors staying at least 24 hours) and excursionists (visitors staying less than 24 hours) is important for planning tourist sites, facilities and services. Therefore, the information of international tourists can collect for beneficial of tourism industry because both public

and private sectors can get the international tourists' require in order to success in tourism businesses.

### Tourists and their participation in tourism

The tourist is the important participant in the tourism industry. The clear understanding of tourist requires a distinct definition. Leiper (1995) said that technical definition of international tourists is a temporary visitor staying at least 24 hours in the country. The purpose of those people can be one of following, leisure (recreation, holiday, and sport) or business (mission, and meeting). The tourist is also defined as a person who travels away from their normal residential region in search of a leisure experience from interactions with features of places they choose to visit. Those two definitions have common components of tourist that are people, travel, leisure, and destination. Leiper also said that tourist behavior is a form of leisure behavior. Leisure is all the experience that individuals pursue.

### Infrastructure of the tourism industry

Leiper (1995) said that essential elements of the features and conditions in the tourism industry, which are similar to the concept of marketing mix, which tour operators or stakeholders should consider in respect of tourist satisfaction and the potential of a destination, are:

1. Attraction
2. Accessibility
3. Tolerance
4. Security
5. Life-support and comfort systems
6. Cost and benefit advantage
7. Information diffusion

The theory can be implied that the best management to destination needs to include these factors for tourist attraction or tourist satisfaction.

## Tourists' Characteristics

As mentioned in Chapter One, the characteristics of tourists are important factors when the researcher analyzes tourists' satisfaction with environment management in Sukhothai Historical Park. Therefore, socioeconomic and demographic indicators are commonly used in tourism research to profile tourists by age, gender, occupations, or education.

The study of tourists' satisfaction is importance for many tourism businesses because customer's wants and needs are different, because of individual characteristics. So, the stakeholder in tourism industry should understand customer characteristics clearly because it helps them to create products and service for attracting their customers.

Characteristics of tourists in term of size, age, education, occupation, and experience, determine the method and form of market that should emphasise how to produce tourism products, such as the society of high education and the divorcement and bachelor have increased. From these factors, the people can travel increasingly because they are free from family and have a lot of income. Certainly, managers or stakeholder in tourism industry should manage the tourism industry very much in order to satisfy the tourists and to revisit of tourists.

As mentioned in conceptual framework, the characteristics of tourists are important factors when the researcher studies international tourists' satisfaction towards tourist sites in Sukhothai Historical Park. Therefore, demographic indicators are commonly used in tourism research to profile tourists by age, gender, race, and occupations. These indicators are easy to identify and use in marketing decisions (Yavuz, 1994). Several researchers have studied about the characteristics of tourists as following:

Light (1996) compared the characteristics of tourists visiting a heritage site in South Wales. In this study, tourists' experiences are important attributes related to satisfaction with the destination and in motivating tourists to revisit.

Moreover, Master and Prideaux (2000) analyzed the variance by age, gender, occupation and previous overseas travel of Taiwanese cultural/heritage tourists to determine if demographic and travel characteristics influenced responses on the importance of attributes and satisfaction levels.

From these factors, it can be explained that these factors influence tourists' characteristics to decide products and service. Therefore, this research provides tourists' characteristics in order to study the characteristics of international tourists affecting the international tourists' satisfaction toward environment management in Sukhothai Historical Park. Tourists' characteristics in the study include gender, age, nationality, and occupation. Gender refers to male or female tourists. Age refers to less than 20 years, 21-30 years, 31-40 years, 41-50 years, 51-60 years and over 60 years. Nationality refers to the countries Asia, The Americas, Europe, and Australia and New Zealand regions where international tourists came from. Moreover, occupation refers to government officials, commercial personnel, students and employees.

## The Concept of Satisfaction

Satisfaction means the positive feeling of any individual toward anything. Wolman (1973) suggested that satisfaction is the happy feeling when success according to expectation and needs from inspiration. Moreover, Lovelock et al (2001) discussed that satisfaction is a consumer's post-purchase evaluation of the overall service experience (process and outcome). It is an affective (emotion) state or feeling reaction in which the consumer's needs, desires and expectation during the course of the service experience have been met or exceeded. Therefore, it can be discussed that the satisfaction is occurred when the personal needs have been responded to and purposely achieved. In addition, if consumers feel good about products and services,

the consumer is satisfied, on the other hand, if consumers feel bad for this anything, the consumer's is dissatisfied.

Tourists, like other customers, usually have initial expectations of the type and quality of services to be offered in a particular destination. These expectations are formed mainly through information provided via tourism advertisements, commercials, brochures, mass media and informal information from friends and relatives. The extent to which tourist expectations are met will eventually determine the level of tourist satisfaction. If the overall performance, while or after visiting a destination, exceeds or meets initial expectation then the tourist is considered satisfied. However, if perceived performance falls below initial expectation then the tourist may be dissatisfted. The implied formulation of this is:

$$Satisfaction = Perceptions - Expectations$$

Thus, if perceptions are lower than expectations for any given service encounter, satisfaction is negative, or in other words the customer is dissatisfied.

Tourist Satisfaction

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return as discussed by Kozak and Rimmington, (2000). Therefore, tourist satisfaction is determined by tourists' attitudes both before and after their travel. Tourists will compare their expectations with the actual reality encountered at the destination.

Moreover, there have been many definitions of tourist satisfaction, for example, Pizam et al (1978) found that "tourist satisfaction is the result of the interaction between a tourists' experience at the destination area and the expectations he had about that destination, when the weighted sum of total experiences compared to the expectations results in feelings of gratification, the tourist is satisfied; when the tourist's actual experiences compared to his expectations result in feelings of displeasure, he is

dissatisfied". Also, Beard and Ragheb (1980) defined satisfaction as "the positive perceptions or feelings, which an individual forms, elicits, or gains as a result of engaging in leisure activities and choices".

From definitions of tourist satisfaction above, it can be discussed that tourists might experience various degrees of satisfaction. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. These expectations are formed mainly through information provided via tourism advertisements, commercials, brochures, mass media, informal information from friends and relatives, and the customer's past buying experiences (Kotler et al, 2002). Therefore, tourists have initial expectations of the type and quality of services to be offered in a particular destination. The extent to which tourist expectations are met will eventually determine the level of tourist satisfaction.

Moreover, tourists can express their satisfaction through many ways such as positive word of mouth, paying compliments to the service or product provider and development of long-term loyalty to the destination as discussed by Akama and Kieti, (2003). At the same time, through tourist satisfaction, the relationship between the tourist and the tourist destination is strengthened.

In this study, therefore, the researcher, define the term of satisfaction as the feeling of international tourists towards environment management in Sukhothai Historical Park into three dimensions: physical, infrastructure and facility, and administrative and management dimension.

### The level of satisfaction

Markovic and Horvat (1999) inform that Westbrook and Oliver (1991) created five measurement instruments and tested them for their reliabilities as satisfaction measures. Additionally, Sclove (2001) declares that five point Likert scales are most commonly used to measure the level of satisfaction. With a five point scale the points can be labeled, agree strongly, agree somewhat, neutral, disagree somewhat, disagree strongly. Thus, the researcher use the Likert scales to adapt for measuring international tourists'

satisfaction as five levels of agreement: strongly agree, somewhat agree, average, somewhat disagree, strongly disagree.

In conclusion, this research proposes to study the international tourists' satisfaction towards environment management in Sukhothai Historical Park. This research studies three dimensions for measuring the level of international tourists' satisfaction towards environment management as includes; physical, infrastructure, and facility, dimension. Moreover, the questionnaire survey about international tourists' satisfaction towards environment management in tourist destination: a case study of Sukhothai Historical Park uses five levels of agreement to measure the satisfaction as following: strongly agree, somewhat agree, average, somewhat disagree, and strongly disagree.

## Relationship between Tourism and Environment

"The concept of environment a little less abstract, it can be classified into natural, built (or human – made) and cultural types (Hunter and Green, 1998)". The environments are divided into two groups: the natural environment and man-made environment. The natural environment consists of land, plants, water and animal. The man-made environment, which includes buildings and streets, is essential to tourism industry.

Tourism has been related with environment for a long time because many features of the physical environment are attractions for tourists. Moreover, tourists' facilities and infrastructure comprise one aspect of the built environment and when tourism development and tourist use of an area, its can generate environmental impacts. However, tourism's relationship with the environment is complex because it involves many activities that can have adverse environmental effects.

According to Wong (1993) cited that the environment is vulnerable to the impacts of tourism. However, some erosion and pollution of the resource is caused by great number of visitors. It can be discussed that one of the environment problems came from tourists.

In addition, Parasnis (2000) discussed that tourist destination become deteriorated and dirty with garbage and waste matter strew around the tourist sites. So, the components of the destination lost their natural balance, stench from garbage dump, the important factors sewage and garbage formed the major problems that were caused by tourists. The other problems related to polluted air with dust and traffic noise. These problems not only degraded the quality and beauty of the destinations but also were injurious to the tourists' health and induced psychological distress and displeasure to them.

On the other hand, tourism has the potential to create beneficial effects on the environment depending on how its development is planned and managed. Positive environmental impacts consist of improvement of infrastructure, enhancement of the environment, and increasing environmental awareness.

Therefore, this research intends to study the international tourists' satisfaction towards environment management in Sukhothai Historical Park in order to develop three qualities of tourist sites for responding tourists' need. This research studies three dimensions for measuring the level of international tourists' satisfaction towards tourist sites as includes; physical, infrastructure and facility, and administrative and management dimension. Three dimensions include:

1. Physical;
   - Visibility of scenery and environment
   - Accessibility to area
   - Attractiveness of tourist site
   - Completeness of historical site

2. Infrastructures and facilities;
   - Parking area
   - Entrance
   - Toilets
   - Footpath
   - Telephones
   - Sign posts

- Food and beverage shops

- Souvenir shops

- Tram car

- Tourist information centre

3. Administrative and management;

    - The production of material for promote historical site such as brochure

    - Convenient opening hours to the tourist

    - Maintain and take care of area

In addition, from the result of international tourists' satisfaction towards environment in Sukhothai Historical Park can use the information and data to reduce the problem of environment in area and propose the recommendation in supporting the tourist site in Sukhothai Historical Park as a tourist attraction.

Tourism Trend in Thailand

Thailand's tourist industry is a viable business generating billions of baht in income each year because the country has much to offer in terms of a variety of tourism resources be they beauties of nature or a rich cultural and historical heritage as well as other tourist attractions (Tourism Authority of Thailand, 1995, p.186). Moreover, collaboration between the government and private sectors in terms of marketing promotion, improvement of tourism products and services quality which have contributed to marketing Thailand as one of the world's vital tourist attractions.

Thai tourism is expected to grow consistently and an increasing number of international tourist arrivals to Thailand are also expected. The expansion rate will not be high. This is because the influence on Thailand's tourism is instable; for example, the political turmoil in the Middle East, and the world economy and oil price reversal that will have an affect on tourism (Tourism Authority of Thailand, 2001,p.35). This will certainly have an impact on tourism growth in every level.

The factors affect the number of international tourists and their behaviour. These factors can hardly be controlled and Tourism Authority of Thailand must take this into account for planning to solve the situation that maybe change due to many factors. There are nine main factors that affecting tourism trend as discussed by Wongtawatchai,(1996) and Phimonsomphong, (1999).

1. Socio-cultural factors
2. Demographic factors
3. Economic factors
4. Geographic factors
5. Political and regulatory factors
6. Technology of communication and transportation factors
7. Mass media communication factors
8. Personal mobility factors
9. Time

Socio – Cultural Factor

Pattern of culture and society's attitude of countries in Middle East, number of male tourists travelling to other countries is greater than female tourists. On the other hand, culture, and society's attitude of Western, both male and female have equalitarian opportunity to travel (Wongtawatchai,1996). From the information above, it can be seen that culture and society's attitude will determine preference and value judgement of people in each local. This can affect to the measurement of the number of tourists on arrival.

Demographic Factor

Characteristics of population in term of size, age, education, income, occupation, and experience. These characteristics of population determine the method and form of market that should emphasise how to produce tourism products. If Tourism Authority of Thailand can predict the characteristics of population each group in each country, they would be able to manage proper resources to response the demand of each particular

country, such as the society of high education and developed country; the size of family is small. The divorcement and bachelor have increased. From these factors, the people can travel increasingly because they are free from family and have a lot of income (Wongtawatchai, 1996).

### Economic Factor

A good economy can cause most people to travel for business, meeting, education, or relaxation. In the developed countries, such as America or Japan, their populations have high income. Seventy–five percent of all population can afford for travel to other local or other country. Certainly, to increase quantity of buying tourism products such as transportation, accommodation, or food and beverage would depend on purchasing power (Wongtawatchai, 1996).

### Geographic Factor

Phimonsomphong (1999) discuss that the geography of traveller generating regions has affected a demand of travel agency and determined type of destination where traveller wants to go. People who live in countries where surrounded by sea and islands don't want to go to other countries that have the same geographical characteristics but they like to travel to different countries where there are mountains and cities. From this cause, it's showing that travellers want to go to different country for recovering the environment that traveller doesn't have.

### Political and Regulatory Factor

The situation of political and regulation of each country is another factor that determines and changes decision of travellers. The country where doesn't have safety or change political because a civil war. This can cause the travellers to perceive risk to travel, so the number of travellers and quantity of buying tourism products decrease. For example, in 1991, the Gulf War, the number of tourists from Western who travel to

Oriental decrease vastly because the political of Arab was a critical situation and many airlines temporary stopped their flights (Wongtawatchai,1996).

### Technology of Communication and Transportation Factor

Wongtawatchai (1996) discusses that the information technology and transportation are the factors to facilitate travellers. For example, the computer reservation system, CRS is useful and convenient, so tourists can get hotel information, reservation, and check in rapidly (Noiphayak, 1999). Transportation technology has effected decision of travellers. Country that doesn't have development in transport would provide fewer motives than these countries that are having advances in facilities because most tourists like convenience and safety.

### Mass Media Communication Factors

Television, radio, newspaper, or magazines have played significant roles in tourist decisions making because these medias can display the tourism information to population, at the same time; it can determine a figure of speech of many destinations. As a result of tourism products are intangible so tourist can not know about destinations. Seeking information about destination from media is a good way to help tourists to know about destinations better (Wongtawatchai, 1996). For example, TAT has promoted destinations in Thailand through various types of media; magazines, television and newspaper. This method can attract foreign tourists.

### Personal Mobility Factors

Phimonsomphong (1999) discusses that free individual travellers can improve domestic tourism and travel to neighbour growing, such as most European like to travel on vacation because the way link up all through. Tourists who have a private car can generate freedom in travel because they can drive to their destination rapidly. This maybe changes in tourist behaviour as excursion or day visits replace travel in long holidays.

## Time

Time is the most important factor. People can not travel because they need time for planning and travel. For example some people at ages between 25 and 35 years don't have time for travel so they have a fewer opportunities to travel because they must work and take care of their family (Wongtawatchai, 1996).

Moreover, Weaver (1998) reviewed the development of tourism in Thailand. He differentiated tourism in terms of spatial patterns into three elements: metropolitan Bangkok, Southern coastal and Northern 'hill-tribe' Thailand. The tourism growth of the Lower Northern Region of Thailand is shown in the research by Department of Geography, Faculty of Social Sciences (1998). Trends of foreign tourist markets are estimated by considering different factors such as growth in number of tourists in the past, tour activities in the future, and situations within the country which might affect the growth in number of tourists. The growth rate in number of Thai and foreign tourists in the Lower Northern Region has continually increased due to the attractiveness and the development of new tourism sites and revival of the old ones.

This literature review relates to the overall growth of the tourism in Thailand. Furthermore, the development growth of the tourism sector is also presented.

## Tourism Management

World-wide tourism is an important activity of considerable economic, socio-cultural and environmental significance. As a growth industry of increasing power and complexity in contemporary international relations, the international tourism industry requires the practice of responsible tourism as discussed by Edgell and Smith (1991). However, outstanding management practice can be found in tourism industry.

Management can refer to a set of roles that people perform and it can refer to the functions pursued in those roles. The functions are often listed as a condensed set of four: planning, directing , organising which includes co-ordinating and controlling. Follett (1933, 1960) who emphasised that co-ordinating is a major and central function which

should be discrete in any set. The co-ordination function refers to managers. Managers can manage the inputs, process and outputs of their organisational systems. Managers in tourism industry must be comprised planning, leading, organising and influencing. In terms of tourism management, managers have to plan and design to meet the needs of travellers and manage the perspectives of development, lead a conservation and protection to areas. Moreover, managers should manage tourism industry to high profit. This means managing tourism to get high income and practice responsible tourism by consideration of many resources specific destination areas in local.

According to many sectors in tourism industry, all of them need to manage to high profit, at the same time, the managers should consider about the factors that influence to businesses. Particularly, environmental factors play a very large part. These factors not only are outside the organisational system's control, but determine in part how it performs. Therefore, the scope and limits of management depends on the organisational systems in which managerial power is executed.

In summary, the highest purpose of tourism management is to integrate the economic, political, cultural, intellectual and environmental benefits of tourism cohesively with people, destinations and countries in order to improve the global quality of life and provide a foundation for peace and prosperity.

## Guidelines for Tourist Destination Management

The term destination refers broadly to an area where tourism is a relatively important activity and where the economy may be significantly influenced by tourism revenues. Managing tourism destinations is an important part of controlling tourism's environmental, economic and socio-cultural impacts. Destination management can include land use planning, business allows and zoning controls and environmental and other regulations.

Although tourism is accepted to have brought improvements to the overall standard of living to the Sherpas of Khumbu (Nepal, 1997a, Robinson, 1994), there is a need for a review of the existing park management plan which should have local

development and conservation as its core themes. From a conservation point of view, large-scale tourist facilities should never have been allowed within the park boundaries and the use of the park by tourists should have been much more tightly controlled (Wells and Sharma, 1998). Nevertheless, essential to the overall plan is a comprehensive strategy to manage tourism and its impacts on the environment. From the preceding discussion and other sources, a number of broad issues can be identified:

### 1. The Need for Effective Plans for Destination Planning

Strategic, integrated and local tourism plans are critical in order to effectively allocate the resources of a destination and develop appropriate product-market mixes. Such plans are also useful in providing direction and strategic information to destination developers and other tourism-related business.

### 2. Avoiding Conflict

Tourism organizations should develop processes for conflict management and conflict resolution. Meaningful community involvement in tourism planning and development decision making requires participation mechanisms.

### 3. Increasing Community Involvement

Opportunities have to be created to enable community members to participate in directing the tourism development of their community since this creates a sense of ownership in the outcome of a process.

### 4. Sustaining the Natural Environmen

There are benefits from the growing of information systems based in the area of environmental protection. Conducting environmental impact assessments, environmental audits and carrying capacity studies are important for organizations involved in tourism development. Such environmental impact assessments should be a necessary component of tourism related development, as well as full - cost accounting of use of natural and cultural resources.

## 5. The Role of Carrying Capacities and Indicators in Sustainable Tourism

The success of the tourism planning effort is greatly dependent on the ability of a community to monitor the implementation of action plans. Carrying capacity refers to the level or threshold affecting the health or survival of that resource. Indicators need to be established which provide decision makers with information which enables them to evaluate and make timely decisions on change caused by tourism.

As tourism continues to dominate in a global economy faced with serious environmental pressures, environmental and economic value will need to be reconciled and balances found between protection and use. Both visitors and tourism managers are required to accept the responsibility of environmental stewardship.

## Related Researches and Documents

The researcher collected signification of documents and researches that related with the international tourists' satisfaction by many experts following;

Tungtakhun (1990) researched tourists' satisfaction towards on – site environmental management at Hun Hin Beach. It was found that most tourists were satisfied on physical environment. They are least satisfied with garbage, location of restaurant at beach, number of sign posts. Furthermore, the result of research that the difference of age, education, occupation and travel experience of tourists were satisfied the environmental at Hun Hin beach different.

Moreover, Teppang (1995) researched satisfaction of tourists service of Thailand: case study; serving tourism information in head office (Mansri) found that almost Thai and foreign tourists satisfied with in serving tourism information of Tourism Authority of Thailand about information in brochures. Both Thai and foreign Tourists were fairly satisfied with information, souvenir shop. For place of service, Thai and foreign tourists were sufficiently pleased with convenience of journey to receiving service. For service staff, Thai and foreign tourists were very satisfied with each part.

Pereira (2000) researched the satisfaction of United Kingdom Tourists toward Chiang Mai Tourism. It was found that the tourist from United Kingdom that the satisfaction rate is highest average importance score at very important for all factors, example, tourist attraction, hotel accommodations, infrastructure, tour agencies and restaurants and bar.

In addition, Tongneaukang (2001) researched about the tourist satisfaction regarding the visit to Thai Buffalo Training Camp. It was found that the satisfaction rate of foreign tourists who visited the Thai Buffalo Training Camp is high for all factors for the tourist satisfaction. These factors comprise facility services, the show and activity, and promotion. Moreover, the study on the foreign tourists satisfaction according to the sample age as well as the occupation of individual tourist reveals that tourists of all age are most satisfied with the main factors namely, the facility service, the show and the style of show. They are least satisfied with service charges and fee, and the promotion activity.

In summary, these documents concern with the satisfaction of tourists. Therefore, most tourists were satisfied with many factors such as tourist attraction, souvenir shop, infrastructure, facilities, physical environment and service from staff. It can be seen that, the satisfaction is important for the tourism industry because these industries relate the customer and serve the product and service for tourists.

Thus, the researcher can bring the information and method about the satisfaction from many researchers to support and refer in order to study of international tourists' satisfaction towards environment management in tourist destination: a case study of Sukhothai Historical Park.