

## Impact of tourism development and satisfaction of tourist in Bangkok metropolis

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### Abstract

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. Tourism in Thailand has often been criticized for aiming at expanding in quantity rather than quality. Bangkok is the capital city of Thailand and was established in 1782, the year King Rama I ascended the throne. The purpose of this study was to examine the impact of tourism development on Bangkok metropolitans. The result of the study shows that the tourism development in an environmental impact of 45.9 percent followed by 31.1 percent economy and 23.0 percent impacts that affect lifestyle change in Bangkok. The 40.6 percent respondents said that the problems and obstacles in the development of tourism are high population followed by 34.8 percent think the cooperation of the people and 24.6 percent think there is a problem of the budget. The results regarding tourist satisfaction showed that the overall satisfaction score was 4.066, rated at a high level. When considering each item, the average satisfaction was highest 4.335 in case of cultural activities (religions / ritual activities), followed by an average of 4.290 on in terms of a variety of goods and an average of 4.225 on concerning overall scenery. The rating of the overall picture was high in Bangkok Metropolitans of Thailand.

**Keywords:** impact of tourism, satisfaction, tourist, Bangkok metropolis

### Introduction

Tourism development is essential for the economic development of Thailand. However, as with any island or tourist destination in Thailand, the Government's priority appears to be to develop the resources of a particular destination, to the point of exploitation, in order to create large revenues. Tourism is a fast growing industry and a valuable sector, contributing significantly to the Australian economy. Tourism affects the economy and lives of communities and has proven to be a lifesaver for many destinations. There are real and perceived fears that are sometimes attributed to tourism and largely related to poorly managed or mass tourism ventures. As with any economic activity, tourism can have negative impacts on communities. These must be minimized and measured against the benefits that tourism brings.

Thailand first made a real impression on the West at the end of the 17th century, through the reports of a series of inquisitive Frenchmen. They were not the first Europeans to spend time in the kingdom, however. The Portuguese sent an envoy to the capital in 1511, shortly after they seized Malacca. The Portuguese joined resident Chinese, Japanese, Malays and Persians to make the Siamese capital one of the most cosmopolitan cities in the vast region now known as Southeast Asia. Modern and predominantly Buddhist, it is a Southeast Asian kingdom whose ancient equilibrium and present standing mingle in evolving harmony. Substantially, Thailand's distinctive and unparalleled characteristics stem from Indian and Chinese influences (harmoniously blended by Thai eclecticism), rich ethnic diversity, abundant natural and human resources, and over seven hundred years of cherished independence. Thailand's traditional culture is delicately

tuned to the time-honored Buddhist's non-confrontational approach to life, and ideals of charity, tolerance and loving-kindness.

Thailand is a country of scenic diversity and ancient traditions, of tranquil temples and modern urban excitement. With an independent history going back more than seven centuries, it has managed to absorb a variety of cultural influences and blend them into something uniquely and memorably Thai. Thailand is described by travelers as "the west exotic country in Asia", and with good reason. It is colored by a distinct culture, with a rich and varied heritage, and it poses a remarkable range of scenic beauty. Whatever your interests you'll find this a unique land, a place of kaleidoscopic wonders unseen elsewhere. You'll marvel at wondrous sights that give definition to a kingdom with an independent history stretching back more centuries.

### Review of Literature

According to Sherman and Dixon (1991) <sup>[14]</sup> stated that the positive social impacts can be described as broadly as any gains in social welfare, either direct or indirect and such gains may be either financial or non-financial. According to Andriotis, Vaughan, (2003) <sup>[11]</sup>, Zhang (2006) <sup>[12]</sup> and Lepp, (2007) <sup>[13]</sup> the continuous development of tourism brings the various changes in local residents. The authors give the reasons for the changes in local community i.e. the residents may have negative impact on social, cultural and economic stability; the management of tourism have gather information's of attitudes of local community concerning development of tourism. Fennell (1999) <sup>[16]</sup> and Okazaki (2008) <sup>[17]</sup> argued that the tourism development can improve

quality of life of local community if they have provided recent jobs, social capita creation, and ownership of their business and awareness of cultural.

Lee (2005) <sup>[1]</sup> has evaluated the Tourism and its effects on southeast Alaska communities and resources: case studies from Haines, Craig, and Hoonah, Alaska. The author observed that tourism has playing major role in the regional economy of southeast Alaska and tourism has made changes in the social and cultural nature of community life and in the natural resources used by Alaskans. Amy (2006) <sup>[2]</sup> submitted Ph.D. thesis entitled Assessment of the Impacts of Tourism Development in Coastal Communities in Belize to University of Rhode Island. This study clearly concluded that, as tourism develops in coastal communities in Belize, so do its associated impacts, both positive and negative. Roseland (2005) <sup>[18]</sup> has stated that the community participation can shape their local economies by influencing the local business, industry, and job opportunities. Tosun (2006) <sup>[20]</sup> and Sebele (2010) <sup>[19]</sup> have argued the local residents develop their positive attitude regarding tourism development that provide jobs and financial resources then the community participation will often ensure sustainability in the society.

Azizan (2008) <sup>[4]</sup> has studied the Impacts of Tourism Development in Langkawi Island, Malaysia: a Qualitative Approach. From the interviews of stakeholders regarding the impact of tourism development found various issues relating to the development process of Langkawi Islands. All interviewed respondents accept that the Langkawi Islands and especially local residents had benefited by the development of tourism. Tomoko and Samuel (2009) <sup>[5]</sup> have examined the Economic and Social Impact of Tourism on a Small Town: Peterborough New Hampshire. They found both positive and negative economic and social impacts of tourism development on the people in Peterborough perceive. Though the revenue of the people is increasing through tourism development but most interviewees, regardless of group, have a strong attachment to their community and do not want to change their town for increased tourism development.

Mohammed (2010) has conducted a study on Local Communities' Attitudes towards Impacts of Tourism Development in Egypt. The author found the positive attitude of local people toward the tourism development and there were some negative socio cultural impacts of tourism development on local communities in Egypt were quoted by some respondents. Kim, Uysal and Sirgy (2012) <sup>[15]</sup> have specifically noted the positives of infrastructural change produce distinctive social benefits. Gareth (2013) <sup>[6]</sup> conducted a study on An Assessment of the Social and Economic Impacts of Tourism Development in Dullstroom, Mpumalanga. The study found the significant impact of tourism development in Dullstroom on regional communities, particularly those residing in the nearby township of Sakhelwe. The author argues that by observing tourism development that the demands of local communities need to become more pronounced. Hanafiah (2013) <sup>[10]</sup> concluded that the tourism development is a double-edged sword for local communities directly affecting the current and future tourism industry development.

Norjanah, Mastura & Diana (2014) <sup>[7]</sup> have observed that the tourism development created a positive economic impact on

the local community of Langkawi, Malaysia. It is observed that the current income of the respondents of Langkawi is found to be higher than the previous earnings. 208 respondents were involved in tourism service, hospitality, and transportation and beverage sectors of tourism sector on a regular basis. Before the tourism development the respondent were involved in labourers, taxi drivers, traders and factory workers. Lucia (2014) <sup>[8]</sup> has examines the Social Impacts of tourism in Brazil. The Brazil has many economic benefits of Tourism but there can several environmental and social impacts on local community if government does not take proper measures to control negative impact of tourism. The study found largest impact on poor countries due to the fragility of their economic infrastructure and social systems. The local community has a business of handicraft but to have changed their religious rituals, festivals and traditional ethnic rites to conform to tourist expectations. In a real life there is a loss of authenticity due to adapting cultural expressions to the tastes of tourist like performing shows.

Mohamed (2015) <sup>[9]</sup> has investigated the types of tourism in Thailand. The economy of Thailand has boosted during recent years due to various types of tourism in Thailand grown. The neighboring countries opening their untouched natural resources to the tourism market the Thailand has also think to plan strategy to provide new types of tourism to attract the tourist and to become the leader of Southeast Asian region in case of tourism. The Tourism Authority of Thailand has undertaken continuous research and promotional efforts so that the share of tourism industry is significant in the total GDP of Thailand. Mastura, Safura & Mostafa (2015) <sup>[10]</sup> have examined the Perceived Social Effects of Tourism Development: A Case Study of Kinabalu National Park. This study found the positive effect relationship identified in this study can help the local community to protect and preserve their culture. This study indicates the tourism has significantly increased residents pride in both their national and local culture, the positive effects of tourism having the highest mean scores.

### Objectives of the Study

1. To study the impact of tourism development in the Bangkok metropolitan.
2. To evaluate the social impact of tourism development on local residents of Bangkok.

### Research methodology

According to research work, Impact of Tourism Development "With Special Reference to Bangkok Metropolis" the following Methods of research will be undertaken:

### Primary Data

The primary data for this thesis emanates from two formal questionnaires presented to inhabitants of Bangkok. The first questionnaire focused on the local people living in little developed areas outside the main tourism areas such as in main tourist places in Bangkok. The second questionnaire focused for local people operating businesses in the tourist areas, such as bungalow owners, shopkeepers, restaurateurs and internet cafe operators. These questionnaires were originally constructed hi English, translated into Thai to

facilitate completion by the Thai local people and then the completed questionnaires were translated back into English for analysis and review. The sampling method used for constructing these questionnaires was a non-probabilistic method and an accidental sampling method was used, whereby questionnaires were distributed randomly, to local Thai people on Bangkok. In community an average of 15-25 questionnaires were distributed, with a greater number than the average the main tourist places in Bangkok is pertaining to its sampling of 400 persons by dividing people into 4 groups.

### **Secondary Data**

Secondary Data was acquired from source documents, travel magazines, official guidebooks, text books, web pages, newspapers, CD ROMs and VCDs. Secondary data are the information which are attained indirectly. The researcher does not attain them himself or directly. Such data are attained generally from published and unpublished material. Secondary data are gathered from information collected from the individuals and institutions through personal diaries, letters and survey documents etc.

### **Selection of Samples**

This research relates specifically to the Bangkok Thailand and main tourist places in Bangkok. The field work was carried out over a period of four months and all interviews took place and questionnaires were completed on main tourist places in Bangkok. The formal and informal interviews were conducted with the local people.

### **Data analysis**

The descriptive statistics like percentage, mean and standard deviation are used.

Inferential statistics used in hypothesis testing included t-test, f-test, and Pearson correlation coefficient at significant level 0.05 percent.

Five levels of satisfaction were set to be rated: 5 points, 4 points, 3 points, 2 points and 1 point as follows.

The average score of 4.50-5.00 means highly agreeable.

The average score of 3.50-4.49 means mostly agreeable.

The average score of 2.50-3.49 means moderately agreeable.

The average score of 1.50-2.49 means slightly agreeable.

The average score of 1.00-1.49 means the least agreeable.

### **Tourism Development in Thailand**

The volume of tourists coming to Thailand may not compare to the 27 to 50 million people travelling to France, Italy or Spain every year. Yet, when compared to other high-volume tourist destinations around the world, the growth and development of the tourism industry in Thailand is impressive. Egypt receives approximately 2.6 million tourists per year, while India annually draws in approximately 1.8 million tourists. By comparison, Thailand now accommodates approximately 5 million tourists per year, one of the highest figures for Southeast Asia. The number of tourists coming to Thailand has steadily, and in some years, spectacularly grown—from 1.2 million in 1977 to 5.7 million in 1993. The income accrued from tourism contributes substantially to the Thai economy, now accounting for 5.4 percent of the country's GDP. This rate is higher than any other ASEAN

country, except Singapore, whose tourism revenue accounts for 11.4 percent of its GDP. The Thai Government's Sixth National Economic and Social Development Plan (1987-1991) gave particular focus and attention to the development of tourism; the result was a substantial boost to tourism revenue—from 50,000 million baht in 1987 to 123,135 million baht in 1992. This was partially caused by the government's promotion of "Visit Thailand Year" in 1987, a marketing exercise which increased national tourism income by 34 percent in 1987 and by 58 percent in 1988.

It is important to note that the increase in tourism revenue since 1981 has mostly derived from greater numbers of tourists coming to Thailand, and tourists extending their stay, rather than from higher daily expenses. 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. Sadly, however, Thailand was also rated the second most polluted and unsanitary nation after India.

The famous Pa Tong Beach in Phuket has become so polluted so as to destroy fish and other marine life there. The Mae Kah canal running through the heart of Chiang Mai is now black with pollutants. At present Pattaya is second only to Bangkok in the number of tourists it receives. One in every three tourists visiting Thailand travels to Pattaya. The city's earnings from tourism in 1991 were 15,000 million baht, or 15 percent of the national tourist income. Environmental pollution and destruction, however, have brought about Pattaya's decline as a desirable tourist destination. Research conducted by the National Environment Board shows that since 1986 the quality of marine water at Pattaya has dropped below the acceptable standard, due to poor rubbish and waste water management; and only 10 percent of the coral reef east of Land Island (near Pattaya) remains.

Tourism in Thailand has often been criticized for aiming at expanding in quantity rather than quality. TAT has been pressured to search for an operational criterion targeted on "quality" tourists. Critics, however, often disagree in their opinions on what exactly a quality tourist is. Representatives from the Hotel Association often assert that quality tourists are the big spenders—those who stay in famous, international chain hotels, ride in chauffeur-driven limousines, and dine at expensive restaurants. Others argue that true quality tourists are those who most effect income distribution. A quality tourist, under this definition, stays in locally-owned hotels or guest houses, eats at local food stalls, and rides a tuk-tuk. Income generated by these tourists is thought to penetrate more deeply and widely to the poorer segments of the industry. In contrast, money from big spenders tends to leak outside the country through franchise royalties and remitted dividends.

Tourism is often attacked as one cause of cultural decline in

Thailand. Some rituals, ceremonies and cultural events have become commercialized and have turned into a kind of show business where the focus is making money; this is perceived by some as being caused, or partially caused, by tourism. While it is undeniably true that the tastes of foreign tourists have an influence on the more tangible forms of culture, for example arts and crafts manufacture in Chiang Mai Province, and that some cultural events are organized with the express purpose of attracting foreign tourists, it is not correct to say that foreign tourists have a direct bearing on the evolution of Thai culture. Tourism provides opportunities for regional development particularly for regional areas undergoing structural change. Being a labour intensive industry, with the right encouragement tourism can deliver great employment and training opportunities particularly for young people.

### **Tourism Development in Bangkok**

Bangkok is the capital city of Thailand and was established in 1782, the year King Rama I ascended the throne. The location was selected with the consideration on natural defense by rivers and canals. Since its establishment, Bangkok grew steadily in size and importance. At the beginning, it covered only 4.14 sq. kilometers. Now, it is 1,568.737 sq. kilometers. Bangkok is a primate city and is the administrative, economic, transportation, and education centre of the country. The population of Bangkok is now close to 7 million by registered record or about 10 million of daytime population. Most residents in Bangkok are native Thais with around 25% of the city's inhabitants being Chinese or of Chinese descents as well as Indians, Arabs, Malays and Europeans. Most Thais are welcoming and friendly to visitors and thus the alias "Land of smile" is appreciated granted to Thailand.

The most heavily visited area, at least during the day, is Ko Rattanakosin (Rattanakosin Island), Bangkok's old city lying on the eastern bank of the Chao Phraya River. Here you'll find fantastic historical architecture such as the glittering Grand Palace and Wat Phra Kaew, as well as Wat Po, Wat Mahathat, the Golden Mount and Wat Suthat. The city's founding pillar, Lak Muang, is found in this district, while cultural highlights include the National Museum, National Theatre and National Gallery. If you're keen on seeing something completely out of the ordinary, pop across the river to the Museum of the Department of Forensic Medicine. Sanam Luang is about the only green spot on the 'island', which has never truly been an island but would have seemed like one during the old city's heyday, when many of the canals linking the area to the river had yet to be filled in.

Bangkok Metropolis lies on both banks of the Chao Phya, the main river of Thailand, 20 kms upstream from the Gulf of Thailand. King Rama I, the founder of the present Chakri Dynasty built the present capital in Bangkok in 1782. The Royal Founder took great care to build palaces and temples of the new capital in the same style of Ayuthaya, the previous

capital, which in turn had its origin from Sukhothai, the first Thai capital built in the 13th century. Both former capitals, now national historical parks, have been placed in the UN's list of world cultural heritages.

### **Background of Respondents**

Total 400 local households were selected for the study. The overall sample had posted in males than females, with 65.0 percent of the respondents were female sample while 35.0 percent of male respondents in the sample group. It is found that the most respondents were 62.5 percent lower than in the age group 21-30 years, followed by 34.0 percent were in the age group 20 years and 3.5 percent in the age group 41-50 years. About 50.0 percent households were live in provincial and 40.0 percent households living in the Bangkok City and Remaining 10 percent selected households were living in the aboard of Bangkok City. In case of Education out of total selected 400 respondents as much as 86.5 percent respondents were found undergraduate level education. Followed 7.0 percent respondents have lower bachelor's degree and 6.5 percent respondents have master's level degree. It is good sign for Thailand that the 86.5 percent peoples have Bachelors Degree. Out of total 400 respondents there were 76.0 percent respondents were student followed by 10.0 percent were businessman, 9.0 percent in the government service and 5.0 percent were working in self run business such as retail. It is found that 92.4 percent respondents were found to be single and only 7.6 percent were found to be married.

### **Impact of Tourism Development in Bangkok**

It was found that Bangkok was promoting cultural tourism, which could result in positive and negative impacts as to welcome ASEAN in 2015. The researchers did investigate economic, social, and culture impacts on Bangkok. According to respondents the tourism development in an environmental impact of 45.9 percent followed by 31.1 percent economy and 23.0 percent impacts that affect lifestyle change in Bangkok. It observed that the 48.2 percent respondents want to develop a clean, tidy. Followed by 10.9 percent respondents suggest to development transport and communications, 8.0 percent suggest to Temple development (in Buddhism) has more interesting. The 40.6 percent respondents said that the problems and obstacles in the development of tourism are high population followed by 34.8 percent think the cooperation of the people and 24.6 percent think there is a problem with the budget.

### **Tourists' Satisfaction towards Bangkok Tourism Services**

Tourists' satisfaction towards Bangkok tourism services was investigated in eleven issues measured by 5 levels of opinion: very dissatisfying, dissatisfying, uncertain, satisfying, and very



**Table 1:** Numbers, percentage, mean standard deviation of respondents classified by tourist satisfaction

Aspects	Levels of Satisfaction					$\bar{X}$	S.D.	Result interpretation
	Very satisfying	satisfying	Un-certain	dis-satisfying	very dis-satisfying			
1. Transportation	16.5 (33)	69.0 (138)	9.5(19)	2.0 (4)	3.0 (6)	3.940	.781	high
2. Parking	13.0 (26)	50.5 (101)	28.5 (57)	7.0 (14)	1.0 (2)	3.675	.826	high
3. Scenery	44.5 (89)	36.5 (73)	16.0 (32)	3.0 (6)		4.225	.823	high
4. Cleanliness of the place	25.0 (50)	44.0 (88)	21.5 (43)	9.5 (19)		3.845	.908	high
5. Etiquette	32.5 (65)	44.0 (88)	19.0 (38)	3.0 (6)	1.5 (3)	4.030	.879	high
6. Thai hospitality	42.0 (84)	38.5 (77)	16.5 (33)	3.0 (6)		4.195	.819	high
7. variety of goods	39.5 (79)	50.0 (100)	10.5 (21)			4.290	.647	high
8. Price of goods	28.5 (57)	50.5 (101)	15.0 (30)	5.0 (10)	1.0 (2)	4.005	.854	high
9. Activities for tourists	25.5 (51)	55.0 (110)	15.0 (30)	4.5 (9)		4.015	.767	high
10. Travel Information	32.5 (65)	53.0 (106)	13.5 (27)	1.0 (2)		4.170	.688	high
11. Cultural activities (religion / rites)	49.5 (99)	34.5 (69)	16.0 (32)			4.335	.739	high
Total						4.066	.545	high

satisfying rated 1 point, 2 points, 3 points, 4 points, and 5 points respectively. Percentage, mean ( $\bar{x}$ ), and standard deviation (SD) were applied. The results showed that the overall satisfaction score was 4.066, rated at a high level. When considering each item, the average satisfaction was highest 4.335 in case of cultural activities (religions / ritual activities), followed by an average of 4.290 on in terms of a variety of goods and an average of 4.225 on concerning overall scenery. The rating of the overall picture was high in Bangkok Metropolitans of Thailand.

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