

A COMPARATIVE STUDY OF DESTINATION IMAGE BETWEEN THAILAND AND INDONESIA

Chalida Rungsuwannarat, Nigel Norapaht Thanawat Michiels,
Daichi Fujiwa, Feng Lin
International Program in Service Industry Management,
Siam University
E-mail: pook_wine@hotmail.com,
gel_d-generation-x@hotmail.com,
fuji.d.passion@gmail.com,
maplelinfeng@hotmail.com

Abstract

Tourism is an important factor for the economies in Southeast Asia because it contributes to the total annual income of these developing countries. Especially in Thailand and Indonesia, their unique and interesting features such as their landscape and culture can help to achieve a high tourist arrival. The study aims 1) to evaluate tourist perceptions of Indonesia as compared to Thailand, 2) to assess any difference in the travel destination between first time and repeat visitors as well as 3) to examine any difference in travel among tourists with different demographic profile. A total of 300 questionnaires were given to 300 convenience sampling of international travelers at Suvarnabhumi International Airport and the Temple of the Reclining Buddha (Wat Pho) located in Bangkok, Thailand. The study shows that Thailand and Indonesia have good perceptions by tourists. Both countries have good image in culture because the locals assert their cultural identities, whereas Thailand has negative image in terms of political instabilities and Indonesia still has problems of the large gap between the rich and the poor. Furthermore, this study reveals that there is a correlation between destination image and travel intention. When the tourist has a positive perception of the destination, there is a high possibility that the tourist will choose that destination. Furthermore, a destination is likely to attract people to visit if it has a good destination image. In relation to this, this research will benefit service providers, travel agencies, marketers, and tourism organizations in Thailand and Indonesia to develop or to promote their destinations

Keywords: destination image, behavioral intention, Thailand, and Indonesia



Introduction

Southeast Asia is the region that is like no other because it consists of eleven countries that is generally divided into mainland and island zones (Asia society, 2015). This is the reason why Southeast Asia has many differences in economies, societies, cultures, and religions. These differences lead to distinctive and unique attributes that contribute to each country's tourism. Tourism is an important factor for the economies in this region because it contributes to the total annual income of these developing countries. According to ASEAN Tourism (2015), "Travelling in ASEAN offers unlimited variety such as culture, landscape, people, flora and fauna, food, handicrafts, entertainment, shopping, recreation and excitement. Furthermore, ASEAN tourists can experience from wildlife to city life to snow – capped mountains to dense tropical rainforests; from serene beach life to a bustling city life." In the case of Thailand and Indonesia, their unique and interesting features such as their landscape and culture can help to achieve a high tourist arrival. Moreover, their tourism is expected to increase in the following years.

Thailand

Thailand is a country at the center of the Indochinese peninsula in Southeast Asia. According to The World Travel & Tourism Council (2013), Tourism in Thailand is a major economic contributor, directly contributing an estimated 7.3% to Thailand's GDP in 2012. When including the indirect effects of tourism, it accounted for 16.7% of Thailand's GDP. Moreover, ASEAN Tourism (2015) noted, "Thailand is actively preparing for the launch of the historic ASEAN Economic Community (AEC) in 2015. The Community will usher in a new and exciting era

in travel and tourism in the region, with important implications for the global tourism industry." In terms of location, Thailand is considered the hub for the Greater Mekong sub-region and the country of good value for money for all types of visitors (AEC Tourism Thailand, 2013). Thailand has many tourist attractions and travel activities such as natural attractions, cultural tourism, health tourism, shopping, and entertainment. According to the Tourism Authority of Thailand (TAT), "Thailand is a wondrous kingdom, featuring Buddhist temples, exotic wildlife, and spectacular islands. Along with a fascinating history and a unique culture that includes delectable Thai food and massage, Thailand features a modern capital city and friendly people who epitomize Thailand's "land of smiles" reputation". Moreover, Thailand has been perceived as a destination with beautiful beaches, various attractions, beautiful architecture, reasonable prices, friendly people and easy access (Rittichainuwat, Qu, and Brown, 2001). Even though Thailand has some positive image, the study of Chon, Singh, and Mikula (1993) found that Thailand's positive tourism image began to decline due to the negative images of the sex industry and AIDS. Rittichainuwat et al. (2001) found some negative images of Thailand associated with prostitution, AIDS, crowding, a gap between the rich and the poor, and traffic jams. Furthermore, there were bad incidents in Thailand that made negative impact in terms of political instability and safety and security. The Nation News (2013) stated that "The Centre's survey of Thailand found 29 percent of tourism-sector participants were worried most about politics, followed by an economic crisis at 24 per cent, natural disaster at 23 per cent and an outbreak of epidemic and new diseases at 22 percent. Moreover, the damage

to tourism will depend on the level of political tensions. If the situation gets worse by interfering with tourists' convenience like the closure of an airport, the impact will be huge." The Telegraph (2015) reported "two young British backpackers found dead on Thailand's Island of Koh Tao." The Bangkok Post (2015) reported: "A Japanese expat's Facebook posted his painful experience with Suvarnabhumi Airport's immigration, and taxi queues went last Sunday, with the netizen (It means a user of the Internet, especially a habitual or keen one) debating his assertion. The airport is a blight upon Thailand." In correlation, there is a possibility that the negative images stated above will likely affect the tourist's decision to visit Thailand.

Indonesia

Indonesia is a sovereign state in Southeast Asia and Oceania. Indonesia is an archipelago comprising thousands of islands (United Nations Economic and Social Council, 2012). It is known as the world's largest archipelago. It is a founding member of ASEAN and a member of the G-20 major economies. The Indonesian economy is the world's 17th largest by nominal GDP. It has numerous volcanoes and frequent earthquakes at least 150 active volcanoes (Global Volcanism Program, 2007). However, the volcanic ash in Indonesia is a major contributor to the high agricultural fertility that has historically sustained the high population densities of Java and Bali. This could be one of the reasons that discourage tourist to travel in Indonesia because of unexpected volcano eruption. However, the positive outcome of these eruptions is that soil that has a high mineral content from the volcano ashes is used by farmers to cultivate their farms. Furthermore, Indonesia offers beautiful

sceneries, historical heritages, and cultural diversity. Hasanudin (2013) said, "The tourism sector ranked as the 4th largest among goods and services export sectors. Indonesia has more than 17,508 islands and presents ample diving opportunities. With 20% of the world's coral reefs, over 3,000 different species of fish and 600 coral species, deep water trenches, volcanic sea mounts, World War II wrecks, and an endless variety of macro life, scuba diving in Indonesia is both excellent and inexpensive (Dive in the world, 2015)." According to the Ministry of Tourism, Republic of Indonesia (2013), "Among the most well-known islands are Sumatra, Java, Bali, Kalimantan (formerly Borneo), Sulawesi (formerly Celebes), the Maluku Islands and Papua. Then, there is Bali "the world's best island resort" with its enchanting culture, beaches, dynamic dances and music. Moreover, Indonesia still has many unexplored islands with grand mountain views, green rainforests to trek through, rolling waves to surf and deep blue pristine seas." For culture, "The Indonesian archipelago harbors many ancient cultures that are rooted here, while throughout its history through centuries until today the islands have been influenced by Indian, Chinese, Arabic and European cultures, and lately also by the global popular culture, international travel and internet. Foreign cultures and traditions, however, are absorbed and assimilated by the people producing unique "Indonesian" creations found nowhere else in the world" (Ministry of Tourism, Republic of Indonesia, 2013). Indonesia released a new publicized tourism marketing campaign titled, "Wonderful Indonesia" in the year 2011. Its concept highlights Indonesia's "wonderful" nature, cultures, people, food, and value for the money (Indonesia Travel, 2011). This explains the reason behind Indonesia's having



a good image in nature and culture. However, Indonesia has some negative image about HIV/AIDS, safety and security, and economic problem about rich and poor. ETN Global Travel Industry (2010) reported that “Bakri, the director of society empowerment at the Ministry of Culture and Tourism, warned of the impact that the spread of HIV/AIDS could have on Indonesia’s tourism sector after a surge of infections was reported in Bali. Furthermore, the statistics released by the Ministry of Health in December last year, Bali has the fifth highest number of HIV/AIDS cases among Indonesia’s provinces, with 1,615 people officially diagnosed with the virus.” As for safety and security problem, its frequent storms and earthquakes as well as high risk of tsunamis due to its being an archipelago. As for economic problem about the rich and the poor, Rural Poverty Portal in Indonesia stated that “Steady economic growth has led to a gradual reduction in overall poverty in the country, which has fallen from 17 percent in 2004 to 12.5 percent in 2011. But despite these achievements, those who are poor are now worse off than they were before the devastating 1997 financial crisis

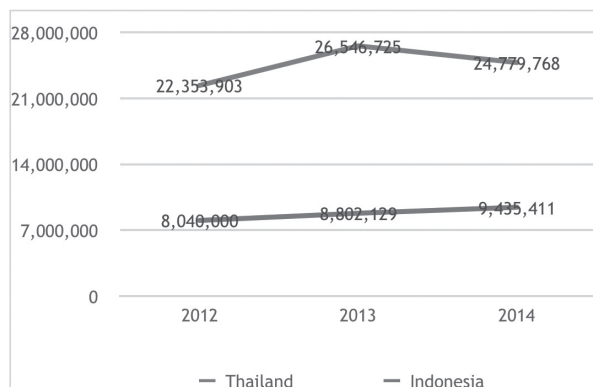


Figure 1: International Tourist Arrivals in Thailand and Indonesia 2012 – 2014

Source: Ministry of Tourism and Sports, Thailand (2014) and Indonesia National Statistics Board (2015)

that swept the region, and the gap between the rich and the poor is widening.” These issues would likely affect the decision making of tourists whether to consider Indonesia as a travel destination.

Luckily, Thailand and Indonesia still have high tourist arrivals, which still expected to increase in the following year as shown in Figure 1.

Purposes

This study has three major purposes. The first is to evaluate tourist perception of Indonesia as compared to Thailand as travel destinations. The second is to assess any difference in the travel destination between first time and repeat visitors. The third is to examine any difference in travel among tourists with different demographic profile.

Benefit of Research

This comparative study will give better understanding of destination image of Thailand and Indonesia through tourist perceptions and will benefit service providers, travel agencies, marketers, and the tourism organizations in Thailand and Indonesia to develop or to promote their destinations.

Hypotheses

This study proposes that (1) the correlation of tourist decision making behavior and the destination image, and (2) Thailand has the same some destination image as Indonesia.

Literature reviews Destination image

Destination image is an important thing that a tourist looks for before choosing a destination. Tourists can either have a good or bad perception about a destination which results in the success

or failure of a destination. Most tourists would rather select a destination because of its positive image, perception, or impression (Echtner & Ritchie, 1993). Tourists usually choose a destination with the most favorable image (Gartner, 1989, cited in Leisen, 2001). Destination image is also an indicator whether a particular destination will be a success or a failure. Hunt (1975) suggested that image was a critical factor in a destination's tourism success.

Tourists usually search for information about a destination to support their decision process. As Leisen (2001) said, "Destination image is formed by gathering information about a destination from various sources over time." The destination's success comes from past experience of the tourists whether they were delighted, satisfied, or unsatisfied, which affect how such experiences will be shared via word-of-mouth. According to Gunn (1972) & Leisen (2001) "If the past tourists form the destination image from their personal experience, potential tourists use information that is provided by travel agencies, advertisements, Internet, television, mass media and word of mouth, as well as history of the country, books and educational centers". As a result, before tourists go to a destination they develop the image and expectations based on previous experiences, word of mouth, common beliefs, advertising, and other means of communications (Chon, 1992). The word of mouth is still the best source that normally people believe in. They form their destination image from their friends and acquaintances.

It can be summed up that tourists' perception can make a huge impact on a destination. This is the reason why understanding image formation and destination selection processes are crucial in every tourism destination. Figure 2, which uses

the measurement of the image of a Thailand as an example.

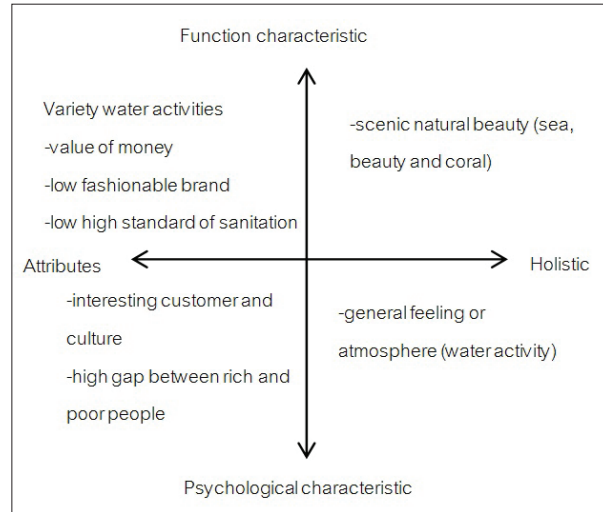


Figure 2: An illustrative example of four components of destination image (Thailand)

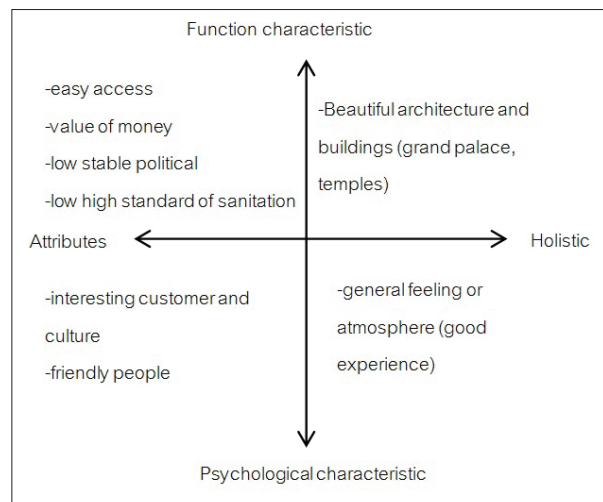


Figure 3 which uses the measurement of the image of a Indonesia as an example

There is a relationship between the system of measurement used and the ability to capture the various components of destination image. This will be explored in the following section, which deals with techniques for measuring image. (Echtner & Ritchie, 2003)



Behavioral Intention

Behavioral intention comes from the tourist's interests in something that they really want to do. As the Committee on Communication for Behavior (2002) said, "Behavioral intention is defined as a person's perceived likelihood or subjective probability that he or she will engage in a given behavior." Attitude contains a cognitive factor, an emotional factor and an intentional factor (Esper & Rateike, 2010). Cognitive factors refer to personal knowledge and belief in the attitude targeting emotional factors which indicate personal feeling or emotion and intentional factors present in personal action or behavioral intention of the attitude target (Li, 2014). Cognitive factors and emotional factors are regarded as the determinants of attitude which is the overall evaluation determined by belief and feeling, while the behavioral tendency is determined by attitude (Hsiao, Lu & Lan, 2013). It suffices to say that when tourists become interested in a particular destination, they are likely to visit it due to their personal intention. As Bendall-Lyon & Powers (2004) noted, "Behavioral intention suggests that the key elements used to predict the directivity and future behavior of consumers are the results of all the variables used. This behavioral intention is considered to be the outcome of the overall satisfaction that includes the intention to return and the intention to recommend." Tourists are likely to visit or revisit a destination as they know that that destination will satisfy and delight them.

Research Process

This study uses a self-complete questionnaire to measure the destination image of Thailand and Indonesia as international destinations. From

February 28 – March 7, 2015, the authors went to Suvarnabhumi International Airport and the Temple of the Reclining Buddha (Wat Pho) where the questionnaires were distributed to a convenience sampling of 415 tourists. Since the questionnaire was written in English, tourists who understand English participated in the questionnaire survey.

Population and Sample

The target population of this study was international tourists visiting Thailand and international passengers who will travel to Indonesia at Suvarnabhumi, International Airport, and The Temple of the Reclining Buddha (Wat Pho). A convenience sampling was used in this study. Out of the 415 tourists approached, 300 tourists participated in this survey representing a 72.28% response rate.

Reserch

The instrument of this study was a self-administered survey questionnaire. The questionnaire was derived from the questionnaire of Rittichainuwat et al. (2001). The instrument consisted of 31 image attributes in two parts. The first part includes questions about time, purpose of visit, travel companion, possibility of revisit, and demographic profile. The second part comprises questions about each destination image by 5-point Likert scale (strongly disagree, disagree, natural, agree, and, strongly agree).

Data Analysis

SPSS was used to analyze the questionnaire data which includes frequency distribution, descriptive statistics, independent sampling mean t-test, and ANOVA. First, frequency distribution was used to describe demographic profile of tourists and

travel characteristics. Second, descriptive statistics were used to identify the destination image of Thailand and Indonesia from the highest to lowest. Third, independent sampling mean t-test and ANOVA were run to identify any significant difference on the destination image of Thailand across first time and repeat visitor, and to find significant differences on the destination image of Thailand and Indonesia across demographic profile which includes age, gender, marital status, continent, occupation, and education level.

Result

Demographic profile

Table 1 shows the demographic profile of the respondents. 53.3% of the tourists were male and 46.7% were female, and most of the tourists were single (69.4%). The respondents came from three major continents of the world, Asia (49.3%), Europe (40.3%), and others (America, Oceania and others) (10.3%). Moreover, Respondents were young adult (80.7%), middle adult (12%), senior adult (4.3%), and adolescence (3%). 58.3% indicated

Table 1 Demographic profile

Item	Category	Frequency	Percent
Gender	Male	160	53.3
	Female	140	46.7
	Total	300	100
Age	Adolescence (Less than 20)	9	3
	Young adult (21 - 39 years old)	242	80.7
	Middle adult (40 - 59 years old)	36	12
	Senior adult (More than 60)	13	4.3
	Total	300	100
Marital status	Single	204	69.4
	Married	90	30.6
	Total	294	100
Continents	Asian	148	49.3
	European	121	40.3
	Others	31	10.3
	Total	300	100
Occupation	Employed	175	58.3
	Unemployed (include housewife and student)	125	41.7
	Total	300	100
Education level	Degree holder	243	81
	Non-degree holder	57	19
	Total	354	100

their occupation as employed and 41.7% were unemployed. In terms of education level, most of them were degree holders (81%), and 19% were non-degree holders.

Travel characteristics

Table 2 shows travel characteristics of tourists in this study. Based on this sample, there were almost equal numbers of first timers (63.7%) and repeat visitors (36.3%). Since the survey was conducted at Suvarnabhumi International Airport and

the Temple of the Reclining Buddha (Wat Pho), the majority of tourists were leisure tourists including vacationers (85%) and visiting friends and relatives (2.3%). Meanwhile, business tourists (11%) also participated in this study when they visited the major tourist attractions in Bangkok. Moreover, the tourists who participated in this study can be split into three major groups based on their length of stay: those who stay within a week (56%), within two weeks (21.7%), and three weeks or more (22.3%). There were some tourists who either travel with group (13.3%) or travel with family (31%). Most tourists

Table 2 Travel Characteristic

Item	Category	Frequency	Percent
No. of Visits	First time	191	63.7
	Repeat visitors	109	36.3
	Total	300	100
Purpose of Visit	Vacation and sightseeing	255	85
	Business	14	4.7
	Vacation and business	19	6.3
	Visiting Friends and Relatives	7	2.3
	En route to somewhere else	1	0.3
	Others	4	1.3
	Total	300	100
Are you travel with group	Yes	40	13.3
	No	259	86.3
	Total	300	100
Are you travel with family	Yes	93	31
	No	207	69
	Total	300	100
Length of Stay	3 nights or fewer	82	27.3
	4 to 7 nights	86	28.7
	1 to 2 weeks	65	21.7
	More than 2 weeks	67	22.3
	Total	300	100
Intention to Revisit	Yes	265	88.3
	No	35	11.7
	Total	300	100
If yes, when do you plan to visit	Within one year	51	18.5
	1-2 years	83	30.1
	3-5 years	86	31.2
	More than 5 years	56	20.3
	Total	276	100

(88.3%) would like to visit Thailand again, whereas nearly all (96.2%) would recommend Thailand to their friends and relatives. In addition, many tourists would like to revisit in three to five years (31.2%) and within one to two years (30.1%). This implies that most tourists in this study were satisfied with

their visit to Thailand. Therefore, Thai authorities should be glad that their marketing campaigns, product positioning about Thailand matched tourists' motivation. When the travel motivation of tourists matches their experience, tourists will be satisfied with their trips.

Table 3 Travel Destination Perception

Thailand			
Item	N	Mean	Std. Deviation
Beautiful architecture and buildings (Grand palace, temples)	295	4.39	0.862
Numerous culture/historical attractions	293	4.37	0.82
Interesting customs and culture	300	4.35	0.8
A variety of cuisine (i.e. Thai, Indonesia, Chinese, International)	297	4.19	0.899
A trip to Thailand or Indonesia worth value for money (good quality at reasonable prices)	296	4.15	0.87
Easy access (many flights from your country to Thailand and Indonesia)	299	4.13	0.852
Friendly and helpful local residents	300	4.1	0.923
Exciting entertainment and night life	292	4.07	0.981
Scenic natural beauty (seas, beaches and coral)	296	4.01	1.006
A large gap between rich and poor	292	3.98	0.946
Availability of international standard accommodations	300	3.97	0.94
A lot of traffic jams	297	3.95	0.983
A variety of water activities (coral watching, diving, canoeing)	291	3.91	1.031
Numerous massage parlors bars, night clubs, and prostitution	293	3.91	1.026
Crowding in big cities	295	3.9	1.007
Restful and relaxing atmosphere	299	3.88	0.988
Easy immigration procedures	298	3.82	1.125
Opportunity for adventure (jungle tour trekking, rafting)	290	3.81	1.069
A safe place to travel	298	3.7	1.021
Good bargain shopping and value for money	295	3.7	1.1
Good vacation place for children and family	293	3.66	1.021
Heavy pollution (air and water)	297	3.62	1.032
Availability of tourist information centers	294	3.57	1.011
Many fashionable brand-name products in malls/store	294	3.55	1.084
Few language barriers (streets and signs are written in English)	298	3.46	1.119
A risky destination due to AIDS problem	287	3.39	1.058
Pleasant climate	299	3.37	1.159
Inefficient local transportation system (buses, trains, taxis)	298	3.36	1.04
Stable political situation	297	3.29	1.083
High standard of sanitation and cleanliness	299	3.12	1.108
Good golf courses	264	3.05	1.205
Valid N (listwise)	233		

Travel destination perception

Descriptive statistics were used to obtain the mean value of each item under travel destination perception as shown in table 3. Thailand has the highest five top mean scores for perceptions which

include beautiful architecture and buildings (4.39), numerous cultural and historical attractions (4.37), interesting customs and culture (4.35), a variety of cuisine (4.19), and a trip to Thailand worth value for money (4.15). However, the stable political

Indonesia			
Item	N	Mean	Std. Deviation
Scenic natural beauty (seas, beaches and coral)	211	3.94	0.964
Interesting customs and culture	213	3.77	0.902
A large gap between rich and poor	208	3.75	0.993
A variety of water activities (coral watching, diving, canoeing)	212	3.74	1.032
A trip to Thailand or Indonesia worth value for money (good quality at reasonable prices)	211	3.7	0.936
Friendly and helpful local residents	212	3.68	0.89
Restful and relaxing atmosphere	213	3.66	1.021
Opportunity for adventure (jungle tour trekking, rafting)	210	3.63	1.036
Numerous culture/historical attractions	211	3.6	1.024
A variety of cuisine (i.e. Thai, Indonesia, Chinese, International)	213	3.58	0.994
Beautiful architecture and buildings (Grand Palace, temples)	213	3.52	1.03
Good vacation place for children and family	212	3.5	1.009
Easy access (many flights from your country to Thailand and Indonesia)	214	3.44	0.956
A lot of traffic jams	209	3.38	0.949
Crowding in big cities	209	3.38	0.998
Availability of international standard accommodations	214	3.35	1.01
Exciting entertainment and night life	210	3.33	0.965
Heavy pollution (air and water)	210	3.28	1.013
Easy immigration procedures	213	3.26	1.089
Good bargain shopping and value for money	213	3.25	0.896
A risky destination due to AIDS problem	206	3.25	0.896
Availability of tourist information centers	212	3.19	0.987
Numerous massage parlors bars, night clubs, and prostitution	209	3.19	0.904
A safe place to travel	211	3.18	1.007
Few language barriers (streets and signs are written in English)	212	3.17	1.091
Stable political situation	212	3.16	0.951
Pleasant climate	213	3.16	1.053
Inefficient local transportation system (buses, trains, taxis)	210	3.16	0.876
Many fashionable brand-name products in malls/store	211	2.98	1.073
High standard of sanitation and cleanliness	212	2.89	0.948
Good golf courses	200	2.87	1.028
Valid N (listwise)	186		

* Perception scale 1 = strongly disagree, 2 = disagree, 3 = Natural, 4 = agree, 5 = strongly agree

Source: Rittichainuwat, Qu, Brown (2001)

situation (3.29), high standard of sanitation and cleanliness (3.12), and good golf courses (3.05) have the lowest three mean scores. As for Indonesia, it has the highest five mean scores for scenic natural beauty (3.94), interesting customs and culture (3.77), a large gap between rich and poor (3.75), a variety of water activities (3.74), and a trip to Indonesia worth value for money (3.70) whereas many fashionable brand-name products in malls/stores (2.98), high standard of sanitation and cleanliness (2.89), and good golf courses (2.87) have the three lowest mean scores. This shows that Thailand and Indonesia have the same tendency for people to think that these countries' strengths are interesting customs and culture. The result shows that both countries are competitors in terms of culture.

Independent Sample Mean t-test was applied to compare the perceptions of Thailand and Indonesia between demographic profile (gender, marital status, education level, and occupation) as well as to assess if there are differences in perceptions of Thailand between first time and repeat visitors.

Table 4 shows a significant difference in the image of Thailand and Indonesia between genders. As for Thailand, there are significant differences in the respondents' perception of beautiful architecture and buildings between male (M=4.30), female (M = 4.5), pleasant climate (male M = 3.21) (female M = 3.56), scenic natural beauty (male M = 3.85) (female M = 4.20), opportunity for adventure (male M = 3.67) (female M = 3.97), many

Table 4 t-test Results Comparing Male and Female

	Male		Female		t-value
	N	Mean	N	Mean	
TH Beautiful architecture and buildings (grand palace, temples)	157	4.3	138	4.5	-1.986
TH Pleasant climate	160	3.21	139	3.56	-2.572
TH Scenic natural beauty (seas, beaches and coral)	158	3.85	138	4.2	-3.053
TH Opportunity for adventure (jungle tour trekking, rafting)	156	3.67	134	3.97	-2.377
TH Many fashionable brand-name products in malls/store	157	3.43	137	3.69	-2.064
TH Good bargain shopping and value for money	158	3.56	137	3.85	-2.247
TH Good golf courses	141	2.88	123	3.25	-2.482
TH Availability of international standard accommodations	160	3.86	140	4.08	-2.002
TH Easy immigration procedures	160	3.69	138	3.98	-2.258
TH Heavy pollution (air and water)	158	3.5	139	3.76	-2.206
ID Interesting customs and culture	117	3.64	96	3.93	-2.382
ID Numerous culture/historical attractions	118	3.44	93	3.8	-2.594
ID Beautiful architecture and buildings (grand palace, temples)	117	3.34	96	3.73	-2.849
ID Pleasant climate	117	3.00	96	3.36	-2.546
ID Opportunity for adventure (jungle tour trekking, rafting)	117	3.5	93	3.8	-2.116
ID Inefficient local transportation system (buses, trains, taxis)	116	3.02	94	3.32	-2.531
ID Heavy pollution (air and water)	116	3.15	94	3.44	-2.089

Perception scale: 5= strongly agree, 1=strongly disagree

* Significant at p<0.05

fashionable brand-name products in malls/stores (male M = 3.43) (female M = 3.69), good bargain shopping and value for money (male M = 3.56) (female M = 3.85), good golf course (male M = 2.88) (female M = 3.25), availability of international standard accommodations (male M = 3.86) (female M = 4.28), easy immigration procedures (male M = 3.69) (female M = 3.98), and heavy pollution (male M=3.50), (female M = 3.76). Indonesia has

significant differences among the respondents in Interesting customs and culture (male M=3.64) (female M=3.93), numerous cultural/historical attractions (male M=3.44) (female M=3.80), beautiful architecture and buildings (male M=3.34) (female M=3.73), pleasant climate (male M=3.00) (female M=3.36), opportunity for adventure (male M=3.50) (female M=3.80), inefficient local transportation system (male M=3.02) (female M=3.32) and heavy

Table 5 t-test Results Comparing Single and Married

	Single		Married		t-value
	N	Mean	N	Mean	
TH Pleasant climate	204	3.25	89	3.67	-3.082
TH Scenic natural beauty (seas, beaches and coral)	204	3.94	86	4.19	-2.283
TH Many fashionable brand-name products in malls/store	201	3.46	87	3.79	-2.69
TH Good golf courses	190	2.94	69	3.36	-2.484
TH Good vacation place for children and family	202	3.56	85	3.91	-2.69
TH Availability of international standard accommodations	204	3.84	90	4.24	-3.366
TH Availability of tourist information centers	201	3.45	87	3.81	-2.827
TH Few language barriers (streets and signs are written in English)	202	3.37	90	3.66	-2.194
TH High standard of sanitation and cleanliness	202	2.97	90	3.44	-3.445
TH A safe place to travel	203	3.59	89	3.95	-2.94
ID Interesting customs and culture	153	3.67	56	4.03	-2.761
ID Numerous culture/historical attractions	151	3.52	56	3.82	-2.04
ID Beautiful architecture and buildings (grand palace, temples)	153	3.41	56	3.8	-2.445
ID Pleasant climate	153	3.05	56	3.42	-2.309
ID Many fashionable brand-name products in malls/store	151	2.82	56	3.37	-3.326
ID Good bargain shopping and value for money	153	3.15	56	3.51	-2.032
ID Good golf courses	149	2.77	47	3.14	-2.779
ID Good vacation place for children and family	153	3.41	55	3.74	-2.115
ID Availability of international standard accommodations	154	3.24	56	3.67	-2.807
ID Easy immigration procedures	154	3.14	55	3.6	-2.691
ID Availability of tourist information centers	152	3.07	56	3.51	-2.935
ID High standard of sanitation and cleanliness	152	2.79	56	3.17	-2.597
ID A safe place to travel	151	3.05	56	3.53	-2.942
ID A trip to Thailand or Indonesia worth value for money (good quality at reasonable prices)	151	3.62	56	3.91	-2.121
ID A lot of traffic jams	150	3.24	55	3.76	-3.616
ID Crowding in big cities	150	3.28	55	3.63	-2.295

Perception scale: 5= strongly agree, 1=strongly disagree

* Significant at $p < 0.05$

Table 6 t-test Results Comparing Employed and Unemployed

	Employed		Unemployed		t-value
	N	Mean	N	Mean	
TH Pleasant climate	175	3.79	124	2.79	8.149
TH Restful and relaxing atmosphere	174	4.08	125	3.6	4.066
TH Scenic natural beauty (seas, beaches and coral)	171	4.2	125	3.76	3.668
TH Opportunity for adventure (jungle tour trekking, rafting)	169	4.15	121	3.33	6.67
TH A variety of water activities (coral watching, diving, canoeing)	171	4.13	120	3.6	4.233
TH Many fashionable brand-name products in malls/store	172	3.75	122	3.27	3.728
TH Good bargain shopping and value for money	172	3.86	123	3.47	2.851
TH Good golf courses	147	3.42	117	2.59	5.682
TH Good vacation place for children and family	172	3.87	121	3.38	4.17
TH A variety of cuisine (i.e. Thai, Indonesia, Chinese, International)	172	4.31	125	4.03	2.753
TH Availability of international standard accommodations	175	4.11	125	3.76	3.19
TH Easy access (many flights from your country to Thailand)	174	4.24	125	3.98	2.599
TH Easy immigration procedures	174	4.1	124	3.44	4.963
TH Availability of tourist information centers	174	3.82	120	3.2	5.233
TH Few language barriers (streets and signs are written in English)	174	3.62	124	3.25	2.776
TH High standard of sanitation and cleanliness	174	3.38	125	2.76	4.997
TH Stable political situation	172	3.44	125	3.08	2.924
TH A safe place to travel	174	3.9	124	3.41	4.065
TH A trip to Thailand or Indonesia worth value for money (good quality at reasonable prices)	173	4.31	123	3.94	3.503
TH A lot of traffic jams	174	3.77	123	4.21	-3.845
TH Crowding in big cities	172	3.8	123	4.04	-2.015
ID Interesting customs and culture	120	3.99	93	3.5	4.039
ID Friendly and helpful local residents	119	3.89	93	3.41	4.029
ID Numerous culture/historical attractions	119	3.8	92	3.34	3.302
ID Beautiful architecture and buildings (grand palace, temples)	120	3.8	93	3.15	4.86
ID Pleasant climate	120	3.58	93	2.62	7.379
ID Restful and relaxing atmosphere	120	3.81	93	3.47	2.407
ID Opportunity for adventure (jungle tour trekking, rafting)	120	3.86	90	3.33	3.705
ID Many fashionable brand-name products in malls/store	120	3.27	91	2.59	4.802
ID Good bargain shopping and value for money	120	3.55	93	2.88	4.346
ID Good golf courses	109	3.14	91	2.53	4.217
ID Good vacation place for children and family	119	3.65	93	3.32	2.41
ID Exciting entertainment and night life	118	3.5	92	3.11	2.948
ID A variety of cuisine (i.e. Thai, Indonesia, Chinese, International)	120	3.99	93	3.31	3.588
ID Availability of international standard accommodations	120	3.6	94	3.04	4.225
ID Easy access (many flights from your country to Indonesia)	120	3.57	94	3.27	2.288
ID Easy immigration procedures	120	3.54	93	2.91	4.341
ID Availability of tourist information centers	120	3.5	92	2.8	5.415
ID Few language barriers (streets and signs are written in English)	120	3.43	92	2.84	3.898
ID High standard of sanitation and cleanliness	120	3.1	92	2.63	3.591
ID Stable political situation	120	3.34	92	2.93	3.149
ID A safe place to travel	120	3.4	91	2.89	3.824
ID A trip to Thailand or Indonesia worth value for money (good quality at reasonable prices)	120	3.81	91	3.54	2.022
ID Crowding in big cities	117	3.5	91	3.2	1.998

Perception scale: 5= strongly agree, 1=strongly disagree

* Significant at p<0.05

Perception scale: 5= strongly agree, 1= strongly disagree



pollution (male $M=3.15$) (female $M=3.44$). This shows that the women have has better image perception in each attribute than the men.

Table 5 shows significant differences in travel destination concerning marital status. Thailand has significant differences in pleasant climate (single $M=3.25$) (married $M=3.67$), scenic natural beauty (single $M=3.94$) (married $M=4.19$), many fashionable brand-name products in malls/stores (single $M=3.46$) (married $M=3.79$), good golf courses (single $M=2.94$) (married $M=3.36$), good vacation places for children and family (single $M=3.56$) (married $M=3.91$), availability of international standard accommodations (single $M=3.84$) (married $M=4.24$), availability of tourist information centers (single $M=3.45$) (married $M=3.81$), few language barriers (single $M=3.37$) (married $M=3.66$), high standard of sanitation and cleanliness (single $M=2.97$) (married $M=3.44$), and a safe place to travel (single $M=3.59$) (married $M=3.95$). As for Indonesia, it has significant difference in Interesting customs and culture (single $m=3.67$) (married $M=4.03$), numerous cultural/historical attractions (single $m=3.52$) (married $M=3.82$), beautiful architecture and buildings (single $m=3.41$) (married $M=3.80$), pleasant climate (single $m=3.05$) (married $M=3.42$), many fashionable brand-name products in malls/store (single $m=2.82$) (married $M=3.37$), good bargain shopping and value for money (single $m=3.15$) (married $M=3.51$), good golf courses (single $m=2.77$) (married $M=3.14$), good vacation place for children and family (single $m=3.41$) (married $M=3.74$), availability of international standard accommodations (single $m=3.24$) (married $M=3.67$), easy immigration procedures (single $m=3.14$) (married $M=3.60$), availability of tourist information centers (single $m=3.07$) (married $M=3.51$), high standard of sanitation and cleanliness

(single $m=2.79$) (married $M=3.17$), a safe place to travel (single $m=3.05$) (married $M=3.53$), a trip to Indonesia worth value for money (single $m=3.62$) (married $M=3.91$), a lot of traffic jams (single $m=3.24$) (married $M=3.76$), and crowding in big cities (single $m=3.28$) (married $M=3.63$). This shows that tourists who are single have lower perception than tourists that are married. This maybe because single travelers travel alone so their perception about something is likely to be lower.

Table 6 shows significant differences in the tourist perception between the employed and unemployed. (Student, housewife, and retired). As for Thailand's image, there are significant difference in pleasant climate between employed ($M=3.79$), and unemployed ($M=2.79$), restful and relaxing atmosphere (employed $M=4.08$) (unemployed $M=3.60$), scenic natural beauty (employed $M=4.20$) (unemployed $M=3.76$), opportunity for adventure (employed $M=4.15$) (unemployed $M=3.33$), a variety of water activities (employed $M=4.13$) (unemployed $M=3.60$), many fashionable brand-name products in malls/store (employed $M=3.75$) (unemployed $M=3.27$), good bargain shopping and value for money (employed $M=3.86$) (unemployed $M=3.47$), good golf courses (employed $M=3.42$) (unemployed $M=2.59$), good vacation places for children and family (employed $M=3.87$) (unemployed $M=3.38$), a variety of cuisine (employed $M=4.31$) (unemployed $M=4.03$), availability of international standard accommodations (employed $M=4.11$) (unemployed $M=3.76$), easy access (employed $M=4.24$) (unemployed $M=3.98$), easy immigration procedures (employed $M=4.10$) (unemployed $M=3.44$), availability of tourist information centers (employed $M=3.82$) (unemployed $M=3.20$), few language barriers (employed $M=3.62$) (unemployed

M=3.25), high standard of sanitation and cleanliness (employed M=3.38) (unemployed M=2.76), stable political situation (employed M=3.44) (unemployed M=3.08), a safe place to travel (employed M=3.90) (unemployed M=3.41), a trip to Thailand worth value for money (employed M=4.31) (unemployed M=3.94), a lot of traffic jams (employed M=3.77) (unemployed M=4.21), and crowding in big cities (employed M=3.80) (unemployed M=4.04). Indonesia has significant differences in Interesting customs and culture (employed M=3.99) (unemployed M=3.50), friendly and helpful local residents (employed M=3.89) (unemployed M=3.41), numerous cultural/historical attractions (employed M=3.80) (unemployed M=3.34), beautiful architecture and buildings (employed M=3.80) (unemployed M=3.15), pleasant climate (employed M=3.58) (unemployed M=2.62), restful and relaxing atmosphere (employed M=3.81) (unemployed M=3.47), opportunity for adventure (employed M=3.86) (unemployed M=3.33), many fashionable brand-name products in malls/store (employed M=3.27) (unemployed M=2.59), good bargain shopping and value for money (employed M=3.55) (unemployed M=2.88), good golf courses (employed M=3.14) (unemployed M=2.53), good vacation places for children and family (employed M=3.65) (unemployed M=3.32), exciting entertainment

and night life (employed M=3.50) (unemployed M=3.11), a variety of cuisine (employed M=3.99) (unemployed M=3.31), availability of international standard accommodations (employed M=3.60) (unemployed M=3.04), easy access (employed M=3.57) (unemployed M=3.27), easy immigration procedures (employed M=3.54) (unemployed M=2.91), availability of tourist information centers (employed M=3.50) (unemployed M=2.80), few language barriers (employed M=3.43) (unemployed M=2.84), high standard of sanitation and cleanliness (employed M=3.10) (unemployed M=2.63), stable political situation (employed M=3.34) (unemployed M=2.93), a safe place to travel (employed M=3.40) (unemployed M=2.89), a trip to Indonesia worth value for money (employed M=3.81) (unemployed M=3.54), and crowding in big cities (employed M=3.50) (unemployed M=3.20). This shows that tourists that are employed have higher perception than tourists who are unemployed.

Table 7 shows on significant difference in the tourist perception between non-degree holders and degree holders. As for Thailand’s image, there are significant differences in interesting customs and culture (non-degree M=4.15) (degree M=4.39), exciting entertainment and night life (non-degree M=3.83) (degree M=4.13), a safe place to travel (non-degree M=4.0) (degree M=3.63), and inefficient

Table 7 t-test Results Comparing Non-degree holder and Degree holder

	Non-degree holder		Degree holder		t-value
	N	Mean	N	Mean	
TH Interesting customs and culture	57	4.15	243	4.39	-2.054
TH Exciting entertainment and night life	56	3.83	236	4.13	-2.012
TH A safe place to travel	57	4.0	241	3.63	2.617
ID Inefficient local transportation system (buses, trains, taxis)	35	3.42	175	3.1	1.986

*Significant at p<0.05

local transportation system (non-degree M=3.42) (degree M=3.10). As for Indonesia, there is no significant difference.

Table 8 compares the different images of Thailand between first timers and repeat visitors. There are ten significant differences including restful and relaxing atmosphere (first time M=3.78) (repeat visitors M=4.05), many fashionable brand-name products in malls/stores (first time M=3.44) (repeat visitors M=3.74), good bargain shopping and value for money (first time M=3.58) (repeat visitors M=3.90), good golf courses (first time M=2.81) (repeat visitors M=3.46), good vacation places for children and family (first time M=3.50) (repeat visitors M=3.96), exciting entertainment and night life (first time M=3.97) (repeat visitors M=4.25), a variety of cuisine (first time M=4.09) (repeat visitors M=4.38),

availability of international standard accommodations (first time M=3.85) (repeat visitors M=4.16), few language barriers (first time M=3.33) (repeat visitors M=3.70), and high standard of sanitation and cleanliness (first time M=3.00), (repeat visitors M=3.33). This shows that repeat visitors had better perception compared to first time.

ANOVA was applied to compare the perceptions of Thailand concerning demographic profile (age and continents). Table 9 shows a significant difference in the perceptions across age group. Based on the sample, Thailand has a significant difference between adolescence and middle adult on their perceptions of Thailand in terms of pleasant climate (F=3.166, P=0.025). As for Indonesia, it doesn't have any significant difference across age group.

Table 8 t-test Results Comparing First time and Repeat visitors

	First time		Repeat tourists		t-value
	N	Mean	N	Mean	
TH Restful and relaxing atmosphere	190	3.78	109	4.05	-2.298
TH Many fashionable brand-name products in malls/store	186	3.44	108	3.74	-2.26
TH Good bargain shopping and value for money	188	3.58	107	3.9	-2.545
TH Good golf courses	166	2.81	98	3.46	-4.421
TH Good vacation place for children and family	186	3.5	107	3.96	-3.817
TH Exciting entertainment and night life	186	3.97	106	4.25	-2.376
TH A variety of cuisine (i.e. Thai, Indonesia, Chinese, International)	188	4.09	109	4.38	-2.755
TH Availability of international standard accommodations	191	3.85	109	4.16	-2.743
TH Few language barriers (streets and signs are written in English)	190	3.33	108	3.7	-2.79
TH High standard of sanitation and cleanliness	190	3.00	109	3.33	-2.46

Perception scale: 5= strongly agree, 1=strongly disagree

* Significant at p<0.05

Table 9 ANOVA Results Comparing Age Group with Travel Destination of Thailand and Indonesia

Factor	Mean				F Ratio	F-Probability	Significant Difference Between Group
	Group1	Group2	Group3	Group4			
TH Pleasant climate	2.66	3.35	3.82	3.15	3.166	0.025	Group1and 3

Group1 = Adolescence, Group2 = Young adult Group3 = Middle adult, Group4 = senior adult

Table 10 shows a significant difference in the perceptions across continent group. As for Thailand, there is a significant difference of Asians versus Europeans and Asians versus others (America, Oceania and others) on their perceptions of

Thailand in terms of interesting customs and culture (F=7.404, P=.001), a variety of cuisine (F=10.971, P=.000), availability of international standard accommodations (F=11.643, P=0.000). Furthermore, there is a significant difference between Asians

Table 10 ANOVA Results Comparing Continents with Travel Destination of Thailand and Indonesia

Factor	Mean Group1	Group2	Group3	F Ratio	F-Probability	Significant Difference Between Group
TH Interesting customs and culture	4.18	4.48	4.64	7.404	0.001	Group1and 2, Group1and3
TH Friendly and helpful local residents	3.95	4.22	4.32	3.934	0.021	Group1and2
TH A variety of cuisine (i.e. Thai, Indonesia, Chinese, International)	3.95	4.41	4.48	10.971	0.000	Group1and 2, Group1and3
TH Availability of international standard accommodations	3.71	4.19	4.32	11.643	0.000	Group1and 2, Group1and3
TH Stable political situation	3.07	3.54	3.36	6.571	0.002	Group1and2
ID Interesting customs and culture	3.61	3.96	4.21	5.534	0.005	Group1and 2, Group1and3
ID Friendly and helpful local residents	3.5	3.88	4.21	7.276	0.001	Group1and 2, Group1and3
ID Beautiful architecture and buildings (grand palace, temples)	3.33	3.79	3.57	4.83	0.009	Group1and2
ID Pleasant climate	2.76	3.69	3.64	24.088	0.000	Group1and 2, Group1and3
ID Exciting entertainment and night life	3.16	3.59	3.38	4.852	0.009	Group1and2
ID A variety of cuisine (i.e. Thai, Indonesia, Chinese, International)	3.3	3.92	4.15	12.803	0.000	Group1and 2, Group1and3
ID Availability of international standard accommodations	3.02	3.76	4.00	18.569	0.000	Group1and 2, Group1and3
ID Easy access (many flights from your country to Indonesia)	3.26	3.67	3.71	5.334	0.005	Group1and2
ID Easy immigration procedures	3.04	3.61	3.35	6.854	0.001	Group1and2
ID Availability of tourist information centers	2.94	3.57	3.35	10.846	0.000	Group1and2
ID Stable political situation	2.9	3.51	3.5	11.345	0.000	Group1and2
ID A safe place to travel	2.87	3.61	3.46	14.748	0.000	Group1 and 2

Group1 = Asian, Group2 = European Group3 = Others



and Europeans on their perceptions (in terms) of friendly and helpful local residents ($F=3.934$, $P=0.021$), and stable political situation ($F=6.571$, $P=0.002$). As for Indonesia, there is a significant difference of Asian versus Europeans and Asian versus others (America, Oceania and others) on their perceptions of Indonesia in terms of interesting customs and culture ($F=5.534$, $P=0.005$), friendly and helpful local residents ($F=7.276$, $P=0.001$), pleasant climate ($F=24.008$, $P=0.000$), a variety of cuisine ($F=12.803$, $P=0.000$), availability of international standard accommodations ($F=18.569$, $P=0.000$). Moreover, there is a significant difference between Asians and Europeans on their perceptions (in terms) of beautiful architecture and buildings ($F=4.830$, $P=0.009$), exciting entertainment and night life ($F=4.852$, $P=0.009$), easy access ($F=5.334$, $P=0.005$), easy immigration procedures ($F=6.854$, $P=0.001$), availability of tourist information centers ($F=10.846$, $P=0.000$), stable political situation ($F=11.345$, $P=0.000$), and a safe place to travel ($F=14.748$, $P=0.000$).

Conclusion

Thailand and Indonesia Image Differences by Demographics

The study finds out that there are a lot of significant differences between male and female tourists even though the numbers of both samples are almost equal. This shows that female tourists have better perception on Thailand and Indonesia as compared to male tourists in terms of fashionable brand-name products, good shopping in Thailand, beautiful architecture buildings and beautiful nature. This means that the women like to shop more than male and they are more interested in beautiful architecture and nature than the

men. In terms of negative image such as inefficient local transportation system in Indonesia and heavy pollution in Thailand and Indonesia, the women have more negative perception than the men. It could be explained that women care more about safety when they travel compared to men. There should be more market researches that will be targeted at male tourists in order to improve their perception of both countries.

Based on the study, the tourists that are single have lower image perceptions on both Thailand and Indonesia as compared to tourists that are married. This shows that married tourists are more satisfied with both Thailand and Indonesia than tourists that are not yet married in terms of good vacation places for children and family, safe place to travel, cleanliness, and standard accommodation. This explains that Thailand and Indonesia have many good places and recreational activities for tourists who travel with spouse or family. In terms of negative image such as traffic jam, crowding in big cities and language barriers in Thailand and Indonesia, tourists who travel with their loved ones are more concerned about safety and comfort than tourists who travel alone or with friends as they prefer new and exciting experiences.

The results of this study indicate that tourists that are in the workforce have better perception and are satisfied with both countries as compared to travelers who are not working. This explains that employed tourists have more choices than unemployed travelers considering their disposable income.

According to the results, educational attainment can affect the perception of each tourist, but not much. As seen in the results, non-degree holder tourists and degree holder tourists have

significant differences in terms of Thailand's interesting customs and culture, exciting entertainment and night life, and a safe place to travel as well as Indonesia's inefficient local transportation system. Degree holders are more concerned about feeling safe and at ease in an unfamiliar destination as compared to non-degree holders who are more concerned about the excitement the destination could bring.

This study finds out that there are not many differences between different age groups.

Moreover, as shown in the studies, tourists could have different perceptions depending on the part of the world they come from, in terms of their positive perception in culture, friendly people, climate, and cuisine, as well as their negative image on factors such as safety and security of Thailand and Indonesia. Tourists who come from western countries have a big difference on their intention to visit a destination as compared to Asians. Since Asians have the same geographic location as Thailand and Indonesia, their intentions could be different from westerners. Even though tourists from Asia are near Thailand and Indonesia, they are more concerned about the safety and security in their neighboring countries as compared to westerners. Since Asians are more conservative than westerners who are liberated, Asians tend to be more concerned about their safety when they visit a particular destination.

Dissimilarities between First Time and Repeat Visitors

Both first timers and repeat visitors in this study came to Thailand for vacation and most of them were satisfied and they intended to visit Thailand again and also recommend Thailand to

people they know. However, these two groups have significant differences in terms of their satisfaction. Repeat visitors felt more satisfied the second time they visited Thailand. This may mean that present first timers could be more satisfied when they visit Thailand again. The reason behind this could be that repeat visitors have more experience in roaming around Thailand so they know what to do, where to go. They know good shopping places and good golf courses, and they have better image about accommodations and better communication with Thai people. Marketing for first timers to revisit Thailand could do well for Thailand's tourism.

Thailand and Indonesia as an International Tourist perception

Based on the study, Thailand and Indonesia have good perceptions by tourists. Both countries have good image in culture because the locals assert their cultural identities, whereas both have the same negative image in terms of sanitation and cleanliness. Since both countries are considered developing, tourists perceive that the sanitation and cleanliness standards of Thailand and Indonesia are below par, unlike in their home countries. Moreover, due to the political instabilities in Thailand, a lot of tourists feel unsafe and do not choose to travel in Thailand. Whereas in Indonesia, tourists think that there are still problems of the large gap between the rich and the poor, which discourages tourists from visiting the country. It is hard for Indonesia as an archipelago to address the problems due to unease of access to each island.

The data were only collected in major attractions in Bangkok and Suvarnabhumi International Airport and the results might be limited. Many of the respondents have not been to Indonesia,



most of whom answered the questionnaire by their perception or only answered the questions concerning the image of Thailand. This study only has 300 respondents, so the result is not generalized to cover the whole population.

Recommendation

Developing and maintaining a positive image in the traveler's perception is critical because a negative or a positive destination image could make a difference between success and failure of destinations (Deslandes, 2006). The image of a destination can be improved and enhanced by recognizing the target's weaknesses. Indonesia needs to enhance its image by narrowing the large gap between the rich and the poor, which is important for tourism because it can help the country to maintain a good image in foreign tourists' eyes. Although nowadays, Indonesia has smaller gap between rich and poor than in the past but those who are poor still have a difficult life from poverty. Government and The Ministry of Tourism, Republic of Indonesia should support them about human life development, give more knowledge about local job especially in tourism because Indonesia has many islands and famous in terms of water activities and cultural and historical site. It can help Indonesia to have better destination image, domestic people to have careers, and solve problem about poverty and gap between rich and poor. As for Thailand has problems about corruption and political unrest which discourage tourists from visiting the country because they worry about safety and most of international travelers do not know really in political situation of Thailand until they visit in Thailand. The government should ensure the safety of visitors by promoting peaceful image through media channel

by increasing the level of engagement with the visitors. In addition, Tourism Authority of Thailand should use this situation for their marketing strategy to promote other travel destinations in Thailand (not Bangkok) such as Phuket, Kanchanaburi, Khon Kaen, or Hua Hin. This will make tourist know more about Thailand in different tourist attraction and make international to ensure that Thailand is safe to travel for a whole year. Moreover, in order to improve a destination image, the tourist industry, government, and locals should collaborate (to make this happen.) Firstly, one can help develop and maintain a positive destination image by being a good host to every tourist that comes to the destination. Another way to promote Thailand and Indonesia is through government support. These two factors can improve the destination image and will also make good perception in the travelers' minds about the destination. These will also encourage tourists to visit the destination again. Behavioral intention is defined as a person's interest in the destination or whether they would like to go to that destination. According to Chen & Tsai (2007) "behaviors include choice of destination to visit, subsequent evaluations, and future behavioral intentions. The subsequent evaluations are the travel experience or perceived value and overall visitors' satisfaction, whereas the future behavioral intentions refer to the visitor's judgment about the likeliness to revisit the same destination and willingness to recommend it to others". It means the tourists will recommend a particular destination to others if they are satisfied with their trip.

Acknowledgements (if any)

We would like to thank Director of the International Program in Service Industry Management,

Siam University, Dr. Bongkosh Ngamsom Rittichainuwat, Professor Hanqin Zhang, and Ms. Daisy Fan for their guidance in writing this paper

References

- AEC Tourism Thailand, 2013, “Kingdom of Thailand”, retrieved March 8, 2015. From: <http://en.aectourismthai.com/aecnews/818>
- ASEAN Tourism (2015), “ASEAN information”, Retrieved March 8, 2015. From: <http://www.aseantourism.travel/content/about-asean-tourism>
- Asia society, “Southeast Asia”, retrieved March 8, 2015. From: <http://asiasociety.org/introduction-southeast-asia?page=0,2>
- Bangkok Post (January 19, 2015), “Japanese expat’s Suvarnabhumi outrage goes viral”, retrieved March 8, 2015. From: <http://www.bangkokpost.com/news/general/458027/japanese-expat-suvarnabhumi-outrage-goes-viral>
- Chen, C. F., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism management*, 28(4), 1115-1122. Retrieved from March 16, 2015 From: <http://dx.doi.org/10.1016/j.tourman.2006.07.007>
- Chon, K.S. (1992). Self-image/ destination image congruity. *Annals of tourism research*, 19(2), 360-176.
- Chon, K. S., Singh, A., & Mikula, J. R. (1993). Thailand’s tourism and hotel industry. *Cornell Hotel and Restaurant Administration Quarterly*, 34(3), 43-49.
- Committee on Communication for Behavior Change in the 21st Century (2002). *Speaking of Health: Assessing Health Communication Strategies for Diverse Populations*. Washington, DC: National Academies Press. Retrieved March 11, 2015
- Dawn, B. L., Thomas I. P., (2004) “The impact of structure and process attributes on satisfaction and behavioral intentions”. *Journal of Services Marketing*, 18(2), 114 – 121.
- Deslandes, D. (2006). Assessing the image of St. Lucia: Does the type of visitor matter? *Journal of Eastern Caribbean Studies*, 31(4), 53-84.
- Echtner, C. M., & Ritchie, J. R. (1993). The Measurement of destination image: An empirical assessment. *Journal of Travel Research*, 31(4), 3-13.
- Echtner, C. M., & Ritchie, J. R. (2003). The Meaning and Measurement of destination image: An empirical assessment. *Journal of tourism studies*, 14(1), 37-48.
- Esper, F.S.; Rateike, J.A. *Tourism Destination Image and Motivations: The Spanish Perspective of Mexico*. *Journal of Travel & Tourism Marketing*, 27(1), 349-360.
- ETN Global Travel Industry News (June 17, 2010), “Tourism officials fear AIDS will undermine Bali’s tourist image”, retrieved May 20, 2015. From: <http://www.eturbonews.com/16790/tourism-officials-fear-aids-will-undermine-bali-s-tourist-image>
- Dive in the world, “Diving in Indonesia”, Retrieved March 8, 2015. From: <http://www.dive-the-world.com/diving-sites-indonesia.php>



- Gartner, W. (1989). **Tourism image attribute measurement of state tourism products using multi-dimensional scaling techniques.** *Journal of Travel Research*, 28(2), 16–20.
- Global Volcanism Program (2007), “**Volcanoes of Indonesia**”, retrieved March 8, 2015. From: <http://www.volcano.si.edu/volcano.cfm?vn=268060>
- Hunt, J.D. (1975), ‘**Image as factor in tourism development**’, *Journal of Travel Research*, 13(4), 1-7.
- Hsiao, K.L.; Lu, H.P.; Lan, W.C. **The influence of the components of storytelling blogs on readers’ travel intentions.** *Internet Research*, 23(1), 160–182.
- “**5 Kreteria untuk Branding Pariwisata Indonesia 2011**” (in Indonesian). Indonesia Travel. Retrieved March 8, 2015. From: <http://www.indonesia.travel/id/news/detail/265/5-kreteria-untuk-branding-pariwisata-indonesia-2011>
- Leisen, B. (2001). **Image segmentation: the case of a tourism destination.** *Journal of services marketing*, 15(1), 49-66
- Li, Y. M. (2014), **Effects of Story Marketing and Travel Involvement on Tourist Behavioral Intention in the Tourism Industry.** *Sustainability Journal*. 6(1), 9387-9389.
- Muhammad H., (2013), “**Devisa Pariwisata 2013 Ditargetkan 10 Miliar Dollar AS**” (in Indonesian). Jakarta: Kompas.com. Retrieved March 8, 2015. From: <http://bisniskeuangan.kompas.com/read/2013/09/05/1344301/Devisa.Pariwisata.2013.Ditargetkan.10.Miliar.Dollar.AS>
- Nation News (January 9, 2013), “**Political instability main worry for tourism industry**”, retrieved May 20, 2015. From: <http://www.nationmultimedia.com/business/Political-instability-main-worry-for-tourism-indus-30197535.html>
- Rittichainuwat, B.N., Qu, H., & Brown, T. (2001). “**The Image of Thailand as An International Travel Destination.**” *Cornell Hotel and Restaurant Quarterly*, 42(2):87-88.
- Rural Poverty Portal, “**Rural poverty in Indonesia**”, retrieved May 20, 2015. From: <http://www.ruralpovertyportal.org/country/home/tags/indonesia>
- Telegraph (January 22, 2015), “**Third young British backpacker dies on Thai island of Koh Tao**”, retrieved March 8, 2015. From: <http://www.telegraph.co.uk/news/earth/environment/tourism/11363011/Political-activist-23-dies-backpacking-on-Thai-island-of-Koh-Tao.html>
- The Ministry of Tourism, Republic of Indonesia (2013), “**Discover Indonesia – People and culture**”, retrieved March 8, 2015. From: <http://www.indonesia.travel/en/discover-indonesia#tab1>
- The Ministry of Tourism, Republic of Indonesia (2013), “**Discover Indonesia – Ultimate in diversity**”, retrieved March 8, 2015. From: <http://www.indonesia.travel/en/discover-indonesia#tab1>
- The World Travel & Tourism Council (2013), “**Tourism in Thailand**”, retrieved March 8, 2015
- Tourism Authority of Thailand, “**where to go**”, retrieved from March 7, 2015. From: <http://www.tourismthailand.org/Where-to-Go>
- The United Nations Economic and Social Council (2012), “**Tourism in Indonesia**”, retrieved March 9, 2015. From: <http://placesknownfor.com/place/Indonesia>

