

Tourists' Demands towards Tourism Management after Covid-19

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ABSTRACT

This research was carried out by using quantitative research method. The purpose was to study and compare the tourists' demands towards tourism management after Covid-19. The sample group included 400 tourists. The instrument used for data collection was a questionnaire. The statistics for data analysis consisted of Frequency, Percentage, Mean, and Standard Deviation. The comparison was done by using Independent sample t-test and One Way ANOVA through Wisepair Comparison of Scheffe (Post Hoc). The research result revealed as follows: as overall image, the tourists' demands of accommodation, tourist attraction, transport, food and restaurant, and environment were at a high level in all aspects. Furthermore, there was the difference among the tourists with different age, occupation, income, and tourists' behaviors through their objectives towards the demands of tourism management after Covid-19. However, there was no difference towards the demands of tourism management after Covid-19 among the tourists with different gender, educational level, as well as tourists' behaviors through tourism transport characteristics, vehicles, accommodation selection, and time period of stay. For each aspect, the tourists' demands after Covid-19 or new normal tourists towards tourism management included safety and sanitation to prevent the infection of such epidemic.

Keywords:

Demand, Management, tourism, after Covid-19, Thailand

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Introduction

Tourism industry is an industry which its expansion rate is high and essential for the world economy since it is able to generate tremendous incomes. According to 2019, there were a high number of tourists travelling internationally up to 1,500 million people, which was expanded more highly than the previous year around 4%. This produced revenues from the exports relevant to tourism as highly as 1.7 trillion dollars in 2018 (World Tourism Organization, 2020). Unfortunately, the current situation of coronavirus COVID-19 pandemic around the world is affecting the tourism industry severely. When

considering the international tourism, it has been reduced 22% during the first quarter of 2020, and it is expected to be reduced as highly as 60%-80% throughout the year. The number of foreigner tourists decreased to 67 million people which caused damage of value as highly as 80,000 million dollars (World Tourism Organization, 2020) In Thailand, the tourism industry is impacted the most when comparing to other countries in the world 22% of the Gross Domestic Product (GDP). As a result, it affects the labors in tourism sector by being laid off or lacked of money for not less than 2.3 million people (Siamrath, 2020). However, regarding such situation, Thai government by Tourism Authority

of Thailand (TAT) joining with the Ministry of Tourism and Sports, Ministry of Public Health, including the involved private sectors, associations, and unions, have arranged with the consideration of organizing tourism activities and sports under the symbol of “Amazing Thailand Safety and Health Administration (SHA)”. All entrepreneurs have to operate as ‘Beyond Standard’ style and follow the criteria of the public health for being safe from the epidemic and get the confidence back from both Thai and foreigner tourists (Bangkokbiz news, 2020) soon.

Betong District, Yala province is an area in the three southern border provinces of Thailand, which is a natural tourist attraction considered a beautiful and plentiful places, as well as having an its own identity like the slogan which is said “Fog City, with Beautiful Flowers, and A beautiful border town southernmost of Siam”. Southern Border Provinces Administration Centre (SBPAC), an organization emphasizing the development of the southern border provinces by driving all dimensions of work, is going to promote Betong District to become a model city in terms of a sustainably self-reliant city. The income of this district is mostly from tourism as planned by the government through the development plan of varied fundamental projects to support the tourists such as the project of Betong International Airport, Aiyerweng Sea Fog Viewpoint or skywalk, and community tourism (Bangkok Bank, 2020). According to the epidemic situation mentioned above, it causes the tourism industry in this area to be affected numerously. The Malaysian and Singaporean tourists and even Thai tourists have disappeared for more than 95%. Furthermore, it impacts numerous hotels, service places, and shops until many entrepreneurs have closed their enterprises down one after another (Siamrath, 2020).

Concerning the reason mentioned above, the research staff intend to focus on the study of tourists’ demands towards tourism management after Covid-19 that how the tourists’ demands

tend to be, and whether the primary data on demography and tourists’ behaviors are different or how they are different, to bring such findings to apply as a policy stage then lead to practice stage in order that the tourism management after Covid-19 in Betong District, Yala province of Thailand will be able to be back to normal rapidly, and it will bring about the tourism management under the measure of the symbol Amazing Thailand Safety and Health Administration (SHA) of the Tourism Authority of Thailand (TAT) further.

Research Objectives

The objectives of this research are (1) to study the tourists’ demands towards tourism management after Covid-19 and (2) to compare the tourists’ demands towards tourism management after Covid-19.

Literature Review

Researchers in the past studied the tourism management as follows: Sthapit (2012) indicated that Nepal determined the goals of tourism development through the attractiveness, safety, and excitement, by preserving and promoting the income distribution of tourism in the society equally and harmoniously. Perman and Mikinac (2014) viewed that the tourism had to be emphasized the service quality and service performance efficiency. Furthermore, Meng, Li, Zheng, Yang, Jia, and Bo (2018) found that the factors which attracted and satisfied the tourists included attraction, amenity, travel, service, and public relations. According to Windarti (2019), tourism generated the revival of arts and local cultures. Moreover, Šimkova (2013) said that tourism had to be able to respond the changing market states on economy, population (focusing on the elderly group which has the readiness for tourism expenditures), safety aspect (such as epidemic prevention, or environmental pollution, etc.), and tourists’ behaviors. In addition, tourism development is really popular. This is in accordance with Haugland et al (2011) and Dwyer

et al (2011) who emphasized the tourism attractions management. Also, Estevão, Garcia, Filipe, and Fernandes (2017) identified that effective management depended on the ability to evaluate the quality of tourists' experiences, as well as focused on keeping the natural environments alive. Moreover, Vogt (2016) gave priority to the tourists' demands or making the relationship and marketing for investment and innovative creation. Besides, the network participation should be emphasized to stimulate the tourism entrepreneurs to invest their time and money within the tourism network in the area (Zee and Vanneste, 2015). According to Croes, Ridderstaat, Bak, and Zientara (2020), it was found that the expertise on tourism affected the economic and human development. Regarding Bawornkiattikul (2018), it revealed that the environmental health work was applied to the tourism enterprise in the form of evaluation to be in line with the standard of tourism enterprises. Furthermore, in 2016 there was the study about travel, tourist attraction, accommodation, and health and sanitation. This is in accordance with the 3As Theory of Collier and Harraway (1997) and Bhatia (2006), which included 1) attraction, amenities, and 3) accessibility. Due to Betong District, Yala Province of Thailand is regarded as a natural or ecological tourism area, therefore Buckley (1994) categorized the concept of ecological tourism into 4 aspects as follows: nature-based tourism, natural resources conservation, environment-based tourism, and sustainable management-based tourism. Hence, this research is going to focus on the study of tourism management which is categorized into 5 aspects as follows: 1) accommodation, 2) tourist attractions, 3) Transport, 4) Food and restaurants, and 5) Environment.

Such tourism management has to be considered under the measure of Department of Communicable Disease Control, Ministry of Public Health as follows: 1) accommodation

during the tourism; it has to be managed and treated suitably in accordance with the hygiene standard for tourists, 2) tourist attraction; it has to be treated and improved as well as cleaned or disinfected regularly, 3) transport for tourism; it is for facilitating both air and land transport to be in accordance with the hygiene standard and safety from accident as much as possible, 4) food and restaurant; it has to increase awareness towards the employees who prepare food and cleaning personnel about the risks of contamination by keeping themselves safe, and 5) environment; good systems can be used as a tool to preserve the environments of the tourist attraction and its surrounding to be hygiene (Bawornkiattikul, 2018; Benjachaya, 2020; Department of Communicable Disease Control, 2020). Concerning the test result on the previous research, it was found that the factors of gender, age, status, occupation, educational level, income, and experience affected the behaviors and motivation towards tourism, as well as perception of service quality affected the intention of repeated travelling of the foreigner tourists who visited Thailand for health tourism. Moreover, they had difference on motivation of health tourism, shopping expenses, and tourism management (Poom a phinunt and Weerakit, 2019; Potisoda 2018; Prompanyo and Serirat, 2015; Tanprayoon and Tamalee, 2018). Therefore, it can be inferred as Hypothesis 1: the different demographic data need tourism management after Covid-19 differently. Furthermore, the tourists who had a number of times for tourism aimed to travel for relaxation, holiday, or travel independently or had a period of time to choose for tourism, and had the tourism style, or tourists' behaviors differently (Liu and Ko, 2011; Rattanaphan, 2015; Srisongkram and Sukphan, 2018; Tanprayoon and Tamalee, 2018). Hence, it can be inferred as the Hypothesis 2: the different tourists' behaviors need the tourism management after Covid 19 differently.

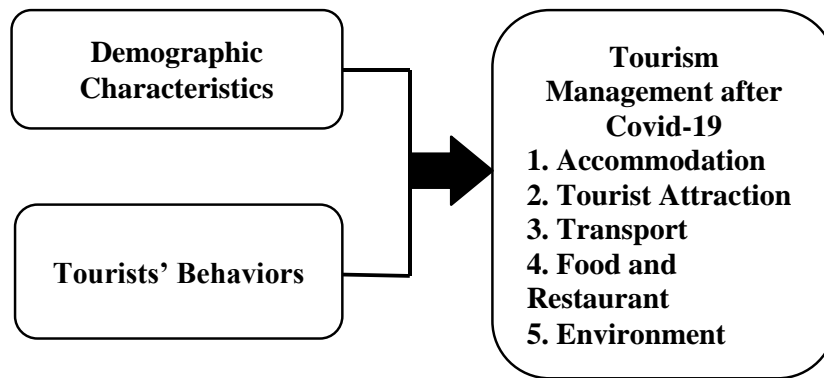


Figure 1 Research Conceptual Framework

Research Methodology

This research was a quantitative research. The population was Thai tourists from Yala province, a total of 146,222 people (Yala Provincial Statistical Office, 2018). The formula used was Taro Yamane (1973) to determine the sample group at the confidence level of 95%, a total of 400 people, selected by Accidental Sampling. The instrument used was Questionnaires, which consisted of 3 parts as follows: Part 1: respondents' demographic characteristics; gender, age, education, occupation, monthly income, Part 2: tourists' tourism behaviors; tourism purposes, transport characteristics, vehicles, accommodation types, and time period of stay, and Part 3: tourists' demand towards tourism management after Covid-19; accommodation, tourist attraction, transport, food and restaurant, and environment. The research instrument was examined by 3 experts to find out the content validity. The Index of Item Objective Congruence (IOC) of each questions item was 0.5 up (Rattachattranon, 2014). The reliability was also found out by bringing the questionnaire of 30 samples to try out with the group irrelevant to the sample group. The Cronbach Alpha Coefficient of the Part 3 was tested, and the value was equal to 0.89, which was more than 0.7 (Cronbach, 1951). The data collection was carried out by giving out the questionnaires to the Thai tourists travelling to

Betong District, Yala Province. The data were completed according to the determined numbers of a sample group. The data analysis was done by using Descriptive Statistics, Frequency, Percentage, Mean, and Standard Deviation. The Inferential Statistics were analyzed by using t-test and ANOVA, and Post Hoc Analysis by Scheffe's method.

Research Results

The respondents were mostly female (82.9%), age between 26-34 years old (67.8%), the educational level was bachelor's degree (84.4%), working as employees/company employees (66.6%), the monthly salary was between 15,001 – 20,000 (63.5%). For tourism behaviors, it revealed that the purpose of tourism was for recreation and relaxation (53.1%), transport characteristic was travelling with a group of friends (46.6%), a vehicle for travel was a private car (67.5%), the accommodation was resort overnight stay (41.3%), the time period of stay was 2 nights (52.4%). Furthermore, the tourists' demands of tourism management after Covid-19 was at a high level in every aspect ($\bar{x} = 4.33$, S.D. = 0.62), the aspect which had the highest Mean was the tourist attraction aspect ($\bar{x} = 4.40$, S.D. = 0.57), and the aspect which had the least Mean was the transport aspect ($\bar{x} = 4.30$, S.D. = 0.65). The details were shown in Table 1 as follows:

Table 1 Mean and Standard Deviation of the tourism management demands after Covid-19

| Tourism management after Covid-19 | \bar{x} | S.D. | Demand Level |
|-----------------------------------|-----------|------|--------------|
| Accommodation | 4.32 | 0.59 | High |
| Tourist attraction | 4.40 | 0.57 | High |
| Transport | 4.30 | 0.65 | High |
| Food and restaurant | 4.32 | 0.64 | High |
| Environment | 4.33 | 0.62 | High |
| Total | 4.33 | 0.62 | High |

For the comparison result of the tourists' demands towards the tourist management after Covid-19 categorized by the demographic characteristics, it indicated that, as overall image, the tourists with

different age, occupation, and income had the demands of tourism management differently. The details were shown in Table 2.

Table 2 Comparison result between the variables of demographic characteristics on tourists' demand towards tourism management after Covid-19, the statistic test to find out the difference of t-test and F-test.

| Demographic characteristics | Overall image | Accommodation | Tourist attraction | Transport | Food and restaurant | Environment |
|-----------------------------|---------------|---------------|--------------------|-----------|---------------------|-------------|
| Gender (t-test) | -0.160 | -0.857 | 0.037 | -0.483 | 0.116 | 0.428 |
| Age | 3.516* | 3.629* | 2.930* | 1.851 | 3.058* | 4.141* |
| Educational level | 0.728 | 0.979 | 0.595 | 0.903 | 0.658 | 0.677 |
| Occupation | 3.023* | 3.754* | 2.944* | 1.894 | 2.210 | 3.031* |
| Income | 5.909* | 5.187* | 4.987* | 3.505* | 5.612* | 6.783* |

*Statistical Significance Level at 0.05

According to the analysis result mentioned above, the difference of Post Hoc on age item was found that the tourist age between 35-44 years old had the demands of tourism management differently

from the tourists whose their age was between 17-24 years old and between 25-34 years old, whereas other pairs had no difference. The details were shown as in Table 3 as follows:

Table 3 the difference of Mean on the tourists' demands towards tourism management after Covid-19 by Scheffe's method (Post Hoc)

| Age | 17-24 years old | 25-34 years old | 35-44 years old | 45-54 years old | 55-64 years old |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| 17-24 years old | - | | | | |
| 25-34 years old | -0.034 | - | | | |
| 35-44 years old | -0.337* | -0.303* | - | | |
| 45-54 years old | 0.078 | 0.112 | 0.415 | - | |
| 55-64 years old | -0.506 | -0.472 | -0.169 | -0.583 | - |

* Statistical Significance level of 0.05

For the difference of Mean on pairwise

comparison towards occupation, it identified that the tourists who held the occupation of civil

servants/state enterprise employees and students/university students, whereas other pairs employees/workers had the demands of tourism had no difference. The details were shown in management differently from the Table 4 as follows:

Table 4 the difference of Mean on the tourists’ demands towards tourism management after Covid-19 by Scheffe’s method (Post Hoc)

| Occupation | Work as employees | Students/University students | Trade/Private Business | Civil servants/State enterprise employees | Employees/Workers |
|---|-------------------|------------------------------|------------------------|---|-------------------|
| Work as employees | - | | | | |
| Students/University students | 0.014 | - | | | |
| Trade/Private business | -0.177 | -0.192 | - | | |
| Civil servants/State enterprise employees | -0.236 | -0.250* | -0.059 | - | |
| Employees/workers | -0.219 | -0.233* | -0.041 | 0.017 | - |

* Statistical Significance level of 0.05

Regarding the pairwise difference of the income, it indicated that the tourists who had the income between 10,001 – 15,000 baht and 15,001 – 20,000 baht had the demands of tourism management differently from the tourists who had the income lower than 5,000 baht, and between 5,001 – 10,000 baht. Furthermore, the tourists who had the income between 20,001-25,000 baht had the demands of tourism management

differently from the tourists who had the income between 10,001-15,000 baht, and 15,001-20,000 baht, and the tourists who had the income between 25,000 baht up had the demands of the tourism management differently from the tourists who had the income lower than 5,000 baht, and the income between 20,001 – 25,000 baht. The details were shown in Table 5 as follows:

Table 5 the difference of the Mean on the tourists’ demands towards tourism management after Covid-19 by Scheffe’s method (Post Hoc)

| Income | Lower than 5,000 baht | 5,001-10,000 baht | 10,001-15,000 baht | 15,001-20,000 baht | 20,001-25,000 baht | 25,000 baht up |
|-----------------------|-----------------------|-------------------|--------------------|--------------------|--------------------|----------------|
| Lower than 5,000 baht | - | | | | | |
| 5,001-10,000 baht | -0.084 | - | | | | |
| 10,001-15,000 baht | -0.406* | -0.322* | - | | | |
| 15,001-20,000 baht | -0.403* | -0.319* | 0.003 | - | | |
| 20,001-25,000 baht | 0.369 | 0.453 | 0.775* | 0.772* | - | |

25,000 baht up -0.410* -0.326 -0.004 -0.007 -0.779* -

* Statistical Significance at 0.05

The comparison result of the tourists' demands towards the tourist management after Covid-19 categorized by the tourist behaviors revealed that

the different time period had the demands of tourism management as overall image differently. The details were shown in Table 6 as follows:

Table 6 Comparison result between the variables of tourists' behaviors on the tourists' demands towards the tourism management after Covid-19, the statistics were tested to find out the difference of F-test.

| Tourists' behaviors | Overall image | Accommodation | Tourist attraction | Transport | Food and restaurant | Environment |
|---------------------------|---------------|---------------|--------------------|-----------|---------------------|-------------|
| Purpose | 7.031* | 8.518* | 5.941* | 4.994* | 6.374* | 4.923* |
| Transport characteristics | 1.386 | 1.169 | 0.480 | 1.007 | 1.881 | 2.252 |
| Vehicles | 0.804 | 0.752 | 1.233 | 0.480 | 0.559 | 1.038 |
| Accommodation types | 0.807 | 0.752 | 1.233 | 0.480 | 0.559 | 1.038 |
| Time period of stay | 0.795 | 0.920 | 0.418 | 1.051 | 1.382 | 0.440 |

* Statistical Significance level of 0.05

For the pairwise difference of the tourists' behaviors on the tourism purposes, it was found that the tourists who focused on finding experiences had the demands of tourism

management differently from the tourists who focused on relaxation, while other pairs had no difference. The details were shown in Table 7 as follows:

Table 7 the difference of the Mean on the tourists' behaviors of tourism purposes towards the demands of tourism management after Covid-19 by Scheffe's method (Post Hoc)

| Tourism purposes | For relaxation | For experiences | Like learning and trying out | Get away/Extricate oneself |
|------------------------------|----------------|-----------------|------------------------------|----------------------------|
| For relaxation | - | - | - | - |
| For experiences | 0.288* | - | - | - |
| Like learning and trying out | 0.134 | -0.155 | - | - |
| Get away/Extricate oneself | 0.025 | -0.263 | -0.059 | - |

* Statistical Significance level of 0.05

Discussion and Conclusion

According to the research result mentioned above, it revealed that the tourists' demands towards the tourism management after Covid-19 were at a high level in every aspect. This is in accordance

with Tanprayoon and Tamalee (2018) who viewed that the tourists had an opinion towards the tourism management in Ayutthaya world heritage at a high level. This might be because in Betong District, Yala province of Thailand, there are still

natural tourist attractions which are plentiful and beautiful, considered as the place which attracts the tourists well. However, it still lacks of some facilities and accessibility increasingly. As the Theory of Collier and Harraway (1997) and Bhatia (2006) indicated the tourism management that it included attractions, facilities, and accessibility.

According to the comparison of tourists who were different on age, occupation, and income would have the demands of tourism management after Covid-19 differently. This is accepted by the Hypothesis. It is in accordance with Poom a phinunt and Weerakit (2019), including Tanprayoon and Tamalee (2018) who found that the foreigner tourists who had different age, occupation, income would have motivation or perception of potential hospitality which differently affected the intention of repeat back as well. When considering the pairwise comparison on age aspect, it revealed that the tourists whose age between 35-44 would have the demands of tourism management after Covid-19 differently from the tourists age between 17-24 years old and 25-34 years old. This can be seen that the epidemic situation of Covid-19 at the present time makes the middle-age people emphasize their health more than the teenager group till working age group. Moreover, the result of occupation exposed that the tourists who held the occupation of civil servants, state enterprise employees, and ordinary employees, workers had the demands of tourism management differently from the occupation of university students. Furthermore, it included the pairwise difference of income between the tourists who had the income higher than 25,000 baht and the tourists who had the income lower than 5,000 baht, and between 20,001-25,000 baht, the demands of tourism management were different. This can be seen that the demands were different compared to higher incomes and lower incomes. For all of these findings, it is supported the research of Šimkova (2013) which was suggested that tourism had to

be able to respond the changing market states on economy and population, especially the elderly group which has the readiness in terms of their budgets for tourism and safety, for example, they have the ways to prevent themselves from the epidemic or polluted environments. It should apply the study result of Vogt (2016) which said that it had to be focused on the tourists' demands or build a relationship and investment marketing as well as innovative creation. In addition, it was essential to build a relationship with networks for stimulating the tourism entrepreneurs to invest more (Zee and Vanneste, 2015). Nevertheless, the tourists with different gender and education had no difference on the demands of tourism management after Covid-19. This rejects the Hypothesis, which is concordant with the research result of Tanprayoon and Tamalee (2018). Moreover, this includes the study result of Srisongkram and Sukphan (2018) which revealed that different gender had an opinion about the tourism management differently. This can be indicated that the tourists either male or female, or who has different graduation level have the same demands in the past situations by requiring the safety, disinfection, and making the tourist attraction have various preventing measures for reliability. This is in accordance with Croes et al (2020) who said that having knowledge or skills of tourism could lead to the perception of readiness preparation in the tourist attractions for visitors really well. Hence, it will bring about the economic and personnel development relevant to the tourism industry potentially.

According to the comparison result of the different Thai tourists, it indicated that, as overall image, the different aspect among the transport, vehicle, accommodation, and time period had the demands of tourism management after Covid-19 not differently. This rejects the Hypothesis. It might be because whether the tourists traveled alone or in a big group, travelled by plane or car, or stayed in the resort or hotel, they all needed safety, required the service places to emphasize

the prevention system on good sanitation, have the safety system for all transports and tourism activities to make confidence for the tourists. Nonetheless, the tourists who had different purposes would have the tourism management differently. Therefore, it accepts the hypothesis. It is in accordance with the research of Srisongkram and Sukphan (2018) as well as Liu and Ko (2011) which identified that the different behaviors of tourists in terms of relaxation purpose, time period of tourism, and tourism style had the tourism management differently. This can be indicated that some tourists who had the behaviors of preferring a quite long relaxation needed more safety system on sanitation. For the tourists travelling in a short period might need less tourism management. This is similar to the study of Bawornkiattikul (2016) which suggested that tourism had a relationship with the transport inevitably since the transport needed factors of sanitation and environment relevant to the transport. And when considering pairwise comparison, it was found that the tourists' behaviors which had a purpose of finding out experiences from tourism required the tourism management after Covid-19 differently from the tourists who had a relaxation purposes from tourism. This can be indicated that the tourists group focusing on the experiences would have the behaviors of tourism more than the tourists who focused on relaxation purpose since they travelled not frequently much. This is in accordance with the research of Šimkova (2013) which revealed that tourism had to be able to respond the changing market states on the tourists' behaviors by assessing the quality of tourists' experiences together with preserving natural environments of the tourism (Estevão et. al., 2017).

Previously, the tourists' demands of tourism management emphasized the tourist attractions to be relevant to the tourism networks, hospitality potentials, excitement through activities, and environmental conservation. However, currently, the world situation has been changing.

Furthermore, many countries all over the world are still encountering the epidemic Covid-19. Fortunately, Thailand has been relieved from such problem and it has changed the ways of lives on people in the country called New Normal. Thailand requires the tourism management by strictly focusing on the measure of prevention and safety of epidemic state, or all sanitation aspects related to the tourism industry. This is concordant with the measures of public organizations under the symbol of Amazing Thailand Safety and Health Administration (SHA) by TAT, to generate the reliability to both Thai and foreigner tourists urgently.

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