

THE CHARACTERISTICS AND THE SATISFACTION LEVEL OF DOMESTIC TOURISTS TOWARDS THE INFORMAL SECTOR

Jabil Mapjabil¹, Badariah Ab Rahman², Noorziah Mohd Salleh³, Rosmiza M.Z⁴,
Mazdi Marzuki⁵, Mohamad Pirdaus Yusoh⁶, Jeannet Stephen⁷,
Datu Razali Datu Eranza⁸, Nor-Ina Kanyo⁹ & Christina Andin¹⁰

¹Borneo Institute for Indigenous Studies (BorIIS), Universiti Malaysia Sabah
(E-mail: jabil@ums.edu.my)

²Ibrahim Sulaiman Foundation, Kuala Lumpur
(E-mail: abrahman.badariah@gmail.com)

³Faculty of Business and Management, Universiti Teknologi MARA (UiTM) Sabah
(E-mail: noorziah@sabah.uitm.edu.my)

⁴Geography Program, Center for Research in Development, Social and Environment, Faculty of Social Sciences
and Humanities, Universiti Kebangsaan Malaysia
(E-mail: miza@ukm.edu.my)

⁵Department of Geography and Environment, Faculty of Human Sciences, Universiti Pendidikan Sultan Idris
(E-mail: mazdi@fsk.upsi.edu.my)

⁶Center for Fundamental and Continuing Education, Universiti Malaysia Terengganu
(E-mail: m.pirdaus@umt.edu.my)

⁷Centre for the Promotion of Knowledge and Language Learning, Universiti Malaysia Sabah
(E-mail: jeannets@ums.edu.my)

⁸Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah
(E-mail: drde@ums.edu.my)

⁹Borneo Institute for Indigenous Studies (BorIIS), Universiti Malaysia Sabah
(E-mail: norina@ums.edu.my)

¹⁰Faculty of Psychology and Education, Universiti Malaysia Sabah
(E-mail: christina@ums.edu.my)

Article history

Received date : 1-9-2021
Revised date : 2-9-2021
Accepted date : 11-10-2021
Published date : 28-10-2021

To cite this document:

Jabil Mapjabil, Badariah Ab Rahman, Noorziah Mohd Salleh, Rosmiza M.Z, Mazdi Marzuki, Mohamad Pirdaus Yusoh, Jeannet Stephen, Datu Razali Datu Eranza, Nor-Ina Kanyo & Christina Andin (2021). The characteristics and the satisfaction level of domestic tourists towards the informal sector. *International Journal of Accounting, Finance and Business (IJAFB)*, 6 (36), 81 - 90.

Abstract: *This article examines the characteristics and the level of satisfaction of domestic tourists towards the informal sector at Kota Kinabalu City, Sabah. The study aims is to identify the types, category and characteristics of the informal sector to determine the satisfaction level of the domestic tourist. This study employs a quantitative approach. The method applied was interviews using survey questionnaires, informal interviews, and observation. A total of 90 domestic tourists participated in this study. Finding reveals that there are two types of informal sector preferred by the domestic tourist that is the night market and arcade/ bazaar/shopping complex recorded at the same high score (3.06). Subsequently, the most sold item was the handicrafts and souvenirs with a mean score of 3.04, followed by dried seafood product such*

as salted terubuk fish, dried shrimp, and anchovies (3.01). More than 80 respondents or 88.9% agreed that most of the informal sector premises offer almost the same product. As for the location of the informal sector scores, the highest mean was the easy access to the destination (3.58) and good facilities and infrastructure (3.32). For the level of satisfaction, the entire items recorded high mean, among others are the variety of products offered (3.79), uniqueness of the purchased product (3.61), and cheap and affordable product (3.36). On the services aspect, two items that scored high mean that is good hospitality (3.71) and the politeness of the salesperson (3.61). Briefly, the findings are important to the policymakers and the interested parties to further explore studies in the field of the informal sector, urban community, and tourism.

Keywords: *Level of Satisfaction, Domestic Tourists, Informal Sector, Kota Kinabalu City*

Introduction

In general, the concept of the informal sector was actively used three decades ago. The informal sector was introduced by the International Labour Office (ILO). The concept was first used in the report for Ghana and Kenya under the World Employment Programme in the early 1970s. The report mentioned that social problem faced by countries such as Ghana and Kenya were not caused by unemployment, instead it was due to the existence of poor working people. This group of people survived by producing goods, products, and services illegally; therefore, they are not protected by the local authorities. Subsequently, the informal sector is used to explain various and specific '*urban non-modern sectors*' in developing countries (Bangasser, 2000). Activities of the informal sector were therefore neglected and were not aided by the government.

Studies in the past were focusing on the aspect of employment opportunity offered by the informal sectors of the urban and rural areas. The informal sector was often studied in the field of industrial relations, work and, women employed in this sector. In the context of domestic tourists, studies on the informal sector and its connection to the tourism industry were not refined and discussed thoroughly. Empirical studies on the relations between the informal sector and domestic tourism were limited and therefore literature on these two sectors was insufficient. Even though the informal sector was less mentioned in the domestic tourism industry, it was found that the informal sector has significantly contributed to the development of domestic tourism in Kota Kinabalu City, Sabah.

The rapid development of the tourism industry has indirectly affected the other related industry. Among the affected industry are the informal sectors. The existence of the informal sector was caused by poverty and the pressure of high living standards of the community of a country especially the population in third world countries. However, the communities involved in the informal sectors were creative and innovative and capable to attract tourists to visit their place. The informal sectors offer a variety of products and services to tourists. Among the product that attracts the tourists are local handicrafts, traditional local foods, and the small and medium enterprises product. As for supply services, the offers available are boat services, express boats and ferries to the island, taxi and car rental, homestays and, lodging and others.

The Tourism Functioning System Model

The Tourism Functioning System Model was first introduced by Gunn and Var in 2002. This model explained the various roles of the tourist components in the context of supply and demand. The model emphasized that all the elements in the components should correspond and relates to the supply and demand collectively to ensure tourism activities are successful. Some of the elements in the supply component are capable to influence the intention to travel. The said elements include the aspects of motivation, financial capabilities, physical capability, and time.

Demand Component

Motivation

Tourists are often motivated to travel based on their intention, desire, need, and also specific purposes. These situations arise when the individual feels that tourism provides a gateway for relaxation from work for a certain period. The idea for vacation surfaced when individuals are exposed to the information of a tourist destination. Promotion and advertisement also inspired tourists to travel for vacations.

Financial Capability

Financial capability plays an important role in determining a travel destination. Financial capability is closely related to the household income and surplus of expenses by individuals and families. Financial capability aspects can influence the selection of place and travel destination. Individuals than possessed more allocation select a further distance for a long vacation. Individuals that have less financial capabilities will select a destination that they could afford for a short period.

Time

Time is often related to the capability to organize a travel destination. Time is also associated with the individual profession factor. Individuals that are held back by their work will find difficulty to give time and space for holidays. However, an individual that wishes for a holiday, will plan for their travel plans that are arranged and organized well in advance to accommodate their work schedule. Pearce (1998) stressed that a person has several motives going for holidays to experience the travel and make several adjustments to their travel needs if necessary. If this situation occurs, it required experience, skills, and time management of the person for travel purposes to a holiday destination.

Physical Capability

In general, the physical capability is related to the demography and the tourists' physical condition. For youngsters, they have the freedom to plan activities of their travel plan and destination that favours them. For older people, the selection of a holiday destination is planned based on their age and health condition. As for special needs persons, they relied on the availability of the facilities provided for them; therefore, their travel plans and activity are limited most of the time.

Supply Component

The supply component in the model refers to the element consists of the tourist destination. Among the elements are attraction, transport, transportation, promotion, information, and services. All these elements plays an important role in fulfilling the needs of the tourist. A

tourist destination should provide the elements of lodging, food and beverages, transport, tourism agency, recreational and entertainment, communication, tourist attraction and, other related services.

Tourism and Informal Sector: Literature Review

In general, empirical studies on the relations between the informal sector and domestic tourism are limited. The past studies centres on tourist behavior in several service sectors including shopping activities. The relationship between the informal sector and tourism can be examined through the studies conducted by Shushma (2012). Shushma examined the relationship between the tourism industry and handicraft in the informal sector. The development of the tourism industry seems to be able to reduce the entry of imported goods through the production of local handicrafts. This situation will contribute to the country's economy. Tourist satisfaction is measured through easy access to the location, good hospitality, beautiful and clean premises, and a good level of safety measures. As for the payment facilities, and the quality of the product, cheap and affordable prices are the preferred choice of the tourists during shopping for handicraft products. This study also recommends that the private sector should participate in developing the tourist industry and the handicraft through capital ownership and shareholders within the organization employees. Besides that, co-operation with the government in providing a convenient environment appropriate with the desired tourism product able to further develop these industries.

In the meantime, cultural and heritage tourism are among the interest that can develop the urban industry that includes handicraft products. The findings of Khursiah et al. (2011) found that historical places in Kuala Kangsar, Perak has the potential to contribute to the development of the handicraft industry. Besides that, the architecture of the Malay traditional houses, the making of labu sayong jugs, and gold embroidery is the craftwork that can be highlighted. However, tourism packages offered are the main factor that can lure the interest of tourists to travel to the historical and cultural destinations in the country. In general, the development of the tourism industry has given a positive impact, for example through the production of handicrafts. However, the negative impact can be seen through the damage of the eco-system and also the natural ecosystem.

In general, shopping activities are not the main interest of tourist travelling to a tourist destination. The study of Laurie et al. (2011) on *Tourist Shopping Village* (TSV) found that the shopping activities are not the main concern of tourism, but the facilities and tourist satisfaction are the priority. Studies also proved the women are more to shopping compared to men. Age factor and free tax zones are the elements that have influenced the tourism sector. Even though products are produced in the villages, compared to the quality of the imported products, most of the respondents are concern about several aspects before purchasing the product offered. Among others are the salespersons attitude, tidiness and cleanliness of the shops. From the facility point of view, tourists are more concerned about the convenient and comfortable facilities provided while shopping such as ample parking spaces and appropriate pedestrian lanes.

This is in contrast with the studies conducted by Tanit (2011) in Bangkok, Thailand. In general, the factors of age, marital status, and birthplace are elements that influence the spending and behaviours of respondents to shop. The birthplaces of the respondents are one of the aspects that give impact on the shopping activities in Bangkok. Tourists from outside Bangkok

displayed more interest to shop for local handicraft products compared to tourists within the vicinity of Bangkok. Marital status on the other hand was not an influencing factor for handicraft shopping activities; instead, they are prone to visiting the museum, the palace, and cultural activities. These findings summarized that gender and marital status are found to be the influencing factor for shopping activities.

The study of Ahmad Nazrin et al. (2014) on hospitality tourist destinations among the domestic tourists in Kuala Lumpur found that a hospitality tourist destination involves three elements that are the dimension, space, and product. The dimension element includes cultural activities that are unique if showcased. The product element that emphasizes on quality services, the freedom to select products that are cheap and affordable prices that mooted tourist to repeat their visits. In the meantime, the space dimension refers to the location, infrastructure, and safety and easy access to a certain desired tourism destination. The findings also stressed that all the three elements if being practiced in all tourist destinations, indeed the tourist perception towards the product and services will be more positive.

Tourist satisfaction is the most important element in tourism activities. The study of Suleyman et al. (2011) towards the level of satisfaction of tourist in Alanya found that shopping is one of the activities that provide satisfaction to the tourists. The satisfaction covers various aspects among others are the product prices, the product quality, easy access to the destination, sales persons that are polite and good spoke persons, fluent and the cleanliness of the premises. Findings revealed that the majority of the tourist visit and shops in Alanya came from various backgrounds and nationalities. Therefore, understanding between the tourists and the sales person are the important factors in ensuring the tourist is satisfied with shopping activities in Alanya. However, this study identifies that tourist is unhappy with the hospitality and behavior from some of the sales persons. This situation has tarnished the confidence of the tourists towards the salespersons and the shopping activities. Therefore, this study recommends that the salespersons is required to attend programs and courses to boost their skills in understanding the behaviors of foreign tourists.

As for handicraft and souvenir items production begins to be the interest of local and international tourist to shop while vacationing. The study of Awangku Hassan Bahar (2014) found that there are differences in perception among domestic and international tourists towards the handicraft product of Sabah. In general, international tourists are inclined to shape, motives, and the making of the handicraft. The tourist attitude to own unique and esthetic value of the product can influence the tourist to continue to purchase the product. Therefore, attitude, behavior, and the uniqueness of the products are the factors that influence tourist perception while shopping.

Location of Studies

The location of the studies is centered at the Kota Kinabalu City covering several places such as Sinsuran, Segama, Kampung Air, Api-Api Centre, Bandaran Berjaya, Lorong Dewan, and Jalan Gaya. Sinsuran is overseeing the seafront and the business premises are located in a specific building in a shopping complex. This area is a popular shopping destination for tourists and locals to shop for products that are reasonably cheap and affordable. This area also provides budget hotels to ease the tourists to continue shopping around. In this area, the headquarters of Taman-Taman Sabah was made available that offers informative information for tourists. The same service was also offered by a private owned Step-in Lodge Sdn. Bhd. (Oliver et al., 2009).

Research Methodology

This study employs a quantitative approach. The approach refers to the use of statistical numbers, measurement, and calculation. Othman (2013) explained that this method refers to the use of measurement objectively to provide numerical data that often analyzed with a statistical tool. For data collection, the focus areas are the main gateways of Sabah that is the departure hall of the International Airport, Kota Kinabalu. Additionally, questionnaires were also distributed to the domestic tourist at the shopping mall in Kota Kinabalu City. To ensure that the data collected were authentic and accurate, respondent agreement was first obtained to be interviewed, the length of stay at the destination, and the country of origin. This move is necessary to ensure respondents are tourists and not a daily visitor. In this study, 90 domestic tourists have been interviewed using the survey questionnaires.

Findings and Discussion

Types and Categories of Informal Sector

The Types dan Category of the Informal Sector

Table 1 shows the types and category of the informal sector at Kota Kinabalu City. There are three mean with a low scale (1.00 to 2.00), moderate (2.01 to 3.00), and high (3.01 to 4.00). Based on the types and category of the informal sector, the highest mean value is at 3.06, for activities at the night market, arcade, bazaar, and shopping mall. For the moderate mean, activities include at groceries shop in town (2.99), activity at the farmers market (2.98), selling activities at the road side (2.91), activities at handicraft complex (2.84), car rental and taxi (2.83), boat transport and express transport to the islands (2.61). While the lowest mean is for lodging and homestay services (2.41).

Table 1: Types and Category of the Informal Sector

Types and Category	Mean	Scale
1) Selling activity by the roadside (souvenir etc.)	2.91	M
2) Selling activity at the handicraft complex	2.84	M
3) Selling activity at the night market	3.06	H
4) Selling activity at the arcade/bazaar/shopping centers	3.06	H
5) Selling activity at the farmers market	2.98	M
6) Selling activity at the grocery stores in the city	2.99	M
7) Boat transport/express transport service to the islands	2.61	M
8) Car rental and taxi services	2.83	M
9) Lodging and homestay service	2.41	M

Scale: L = Low, M = Moderate, H = High

Types of Products Purchased by the Respondents

The findings revealed that there are several types of products purchased by the respondents (Table 2). The most sold items were the handicraft product and souvenirs with a mean value of 3.04. Dried seafood products such as terubuk salted fish, dried shrimp, and, anchovies scored the second-highest at the value of 3.01. As for seafood product, the mean value is 2.92 in the moderate mean. Subsequently for the costume jewelry, it was also the choice with the mean value of 2.74. The mean value for fabrics and clothing scored at 2.47, while for health products recorded the lowest mean value at 2.44.

Table 2: Types of Products Purchased by the Respondents

Products purchased	Mean	Scale
1) Handicraf items /souvenirs (key chain, etc.)	3.04	H
2) Seafood (lobster, crabs, squid, etc.)	2.92	M
3) Dried seafood (dried shrimps, anchovies, etc.)	3.01	H
4) Costume jewelry (pearl, crystal, etc.)	2.74	M
5) Health product (collagen, seaweed, sea horse, etc.)	2.44	M
6) Home deco product	2.47	M
7) Fabrics and clothing	2.70	M

Scale: L = Low, M = Moderate, H = High

The Characteristis of Informal Sector

Types of Informal Sector at Kota Kinabalu City

Table 3 identified the types of the informal sector found at Kota Kinabalu City. A total of 80 respondents or 88.9% agreed that most of the shops and business premises of the informal sectors are selling almost the same product. Even though 84.4% of respondents believe that the space between shops is congested; there 83.3% of respondents agreed that the shops are well-managed sytematically. The majority of the respondents 87.7% agreed that the informal sectors in Kota Kinabalu City sell a variety of products. Subsequently, 65 respondents or 72.2% agreed that the prices of the goods sold are cheap and affordable.

Table 3: Types of Informal Sector at Kota Kinabalu City

Types	Yes	No
1) Shop arrangements / systematic arrangement	75 (83.3%)	15 (16.7%)
2) Space of the shops / congested premises	76 (84.4%)	14 (15.6%)
3) Cheap and affordable goods	65 (72.2%)	25 (27.8%)
4) Variety of products	79 (87.7%)	11 (12.2%)
5) Most shops sells the same product	80 (88.9%)	10 (11.1%)

Informal Sector Location at Kota Kinabalu City

The findings revealed that there were several locations of the informal sector at Kota Kinabalu City (Table 4). In general, there are seven locations with a high score for easy access at (3.58), good infrastructure and facilities (3.32), Image of the premises / iconic business premises (3.27), systematic arrangement of business premises (3.16), spacious and comfortable business premises (3.06), and safe environment (3.03) not congested (3.00). However, the aspect of the cleanliness of the surroundings and the business premises scores the moderate mean at (2.82).

Table 4: Location of the Informal Sector at Kota Kinabalu City

Location	Mean	Scale
1) Easy access to the business spots	3.58	High
2) Good infrastructure and facilities	3.32	High
3) Spacious and comfortable business premises	3.06	High
4) Comfortable places and not congested	3.00	High
5) Image of the premises / iconic business premises	3.27	High
6) Systematic arrangements of business premises	3.16	High
7) Safe environment	3.03	High
8) Clean business premises and environment	2.82	Moderate

Informal Sector Product at Kota Kinabalu City

Table 5 indicates that the informal sector products are available in Kota Kinabalu City. The satisfaction towards the product sold by the informal sector recorded a high scale on all the items. There exist a variety of products with a mean of 3.79, uniqueness of the sold product - 3.61, quality of the goods and services - 3.46, cheap prices - 3.36 and branded goods with the mean value of 3.17.

Table 5: Informal Sector Products at Kota Kinabalu City

Products	Mean	Scale
1) Cheap prices	3.36	High
2) Uniqueness of the product	3.61	High
3) Quality product/ quality services	3.46	High
4) Branded product	3.17	High
5) Variety of product	3.79	High

Satisfaction Level of Domestic Tourist

Satisfaction Level of Domestic Tourist towards the Services of the Informal Sector

The finding indicates that the level of satisfaction of the domestic tourists towards the services provided by the informal sector at Bandaraya Kota Kinabalu City scores a range of moderate to high (Table 6). The aspect of good hospitality scored the highest mean (3.71) followed by the politeness of the salesperson with a mean of 3.61. Subsequently, negotiation facilities (3.49) promotions and discounts (3.31) were found to be at a high score. However, the levels of tourist satisfaction are at the moderate level for delivery services with a mean of 2.98, and card credit facilities scored at 2.61.

Table 6: Level of Satisfaction of Domestic Tourist towards the Services of the Informal Sector at Kota Kinabalu City

Services	Mean	Scale
1) Negotiation facilities	3.49	High
2) promotion and discount	3.31	High
3) Credit card facilities	2.61	Moderate
4) Good hospitality	3.71	High
5) Delivery services	2.98	Moderate
6) Politeness of the salesperson	3.61	High

Level of Satisfaction of Domestic Tourist towards the Goods of the Informal Sector

Table 7 shows that the level of satisfaction of the domestic tourist towards the goods and products sold by the informal sector at Kota Kinabalu. The finding indicated that all the listed items scored were high. The distribution was a variety of products scored at - 3.77, uniqueness of the product offered scored - 3.61, cheap prices and quality and guaranteed product have the same scored at a mean of 3.31. As for branded products it was recorded at mean 3.28.

Table 7: Level of Satisfaction of Domestic Tourist towards the Goods of the Informal Sector at Kota Kinabalu City

Goods	Mean	Scale
1) Cheap prices	3.31	High
2) Uniqueness of the product offered	3.61	High
3) Quality and guaranteed product	3.31	High
4) Branded product	3.28	High
5) Variety of product	3.77	High

In summary, the above findings show that the level of satisfaction of the domestic tourist towards the informal sector at Kota Kinabalu City is relatively high on all items presented in this study. The finding is in line with the elements contained in the Tourism Functioning System Model, and was effectively used in this study. The study confirms that supply and demand elements are essential to ensure that informal sectors do correspond and relates to the tourism sector. The demand component such as motivation, time, financial capability, and physical condition are important elements for tourists travel plans. While the supply component such as attraction, transport, transportation, promotion, information, and services are equally important for travel to a tourist destination particularly for domestic tourists. It is therefore for a tourism industry to be successful they should work hand in hand with the informal sector according to the recommended model in this study.

Conclusion

The development and tourist attraction at Kota Kinabalu City and within its vicinity has given a positive impact to the local community that involved as the owner of the informal sector. The entrepreneurship sectors can offer employment opportunities to the urban poor community and increase the opportunity of used energy o engage in small businesses. In the effort to lure the interest of the domestic tourist to shop in the informal sector, the quality and uniqueness of the product should be increased and diversified. The findings are important for the policymakers and interested parties that have the intention to further their interest in the field of informal sector studies, urban communities, and tourism. Briefly, this study in Kota Kinabalu City is uniqueness because aside from Malaysian citizens, those involved in the informal sectors are the permanent residence, illegal immigrants, and the Bajau Laut, a stateless community. Therefore, advanced research should be conducted to examine the roles and contribution of the informal sector to the communities which are diverse nationalities in nature.

References

Ahmad Atory Hussain. (1996). *Pengurusan Sumber dalam Organisasi Awam dan Swasta*. Kuala Lumpur: Utusan Publications & Distributors.

- Ahmad Nazrin Aris Anuar, Habibah Ahmad, Hamzah Jusoh, Mohd Yusof Hussain, Amriah Buang & Sri Winarni Samsir. (2014). Pembentukan destinasi mesra pelancong berasaskan perspektif pelancongan domestik. *Malaysia Journal of Society and Space*, 10 (8), 1-12.
- Awangku Hassan Bahar. (2014). Tourists' Perception about an Appealing Handicraft. *Journal Tourism, Leisure and Global Chang.*, Vol 1. Page TOC-10.
- Bangasser. P. E. (2000). *The Ilo and the Informal Sector: An Institutional History*. Employment Paper 2000/9.
- Crompton J. (1979). Motivations for pleasure travel. *Annual of Tourism Research*, (6), 408-424.
- Gun, C. & T. Var. (2002). *Tourism Planning: Basics, Concepts, Cases*. (4th Ed.) London: Routledge.
- Khursiah Abd Aziz & Fakhrul Zaman Abdullah. (2011). Cultural heritage tourism development In Kota Lama Kanan, Kuala Kangsar, Perak. *Universiti Tun Abdul Razak E-Journal*, 7(2).
- Laurie Murphy, Gianna Moscardo, Pierre Benckendorff & Philip Pearce. (2011). Evaluating tourist satisfaction with the retail experience: In a typical tourist shopping village. *Journal of Retailing and Consumer Services*, 18, 302-310.
- Norzalita A. Aziz, Ahmad Azmi M. Ariffin, & Tan Wie Vien. (2009). Kajian awalan ke atas potensi pelancongan kembaraan dalam pasaran remaja di Malaysia. *Jurnal Pengurusan*, 29, 57-74.
- Oliver Valentine Eboy, Mustapa Abd. Talip, Jurry Foo & Abdul Munir Ladoni. (2009). *Permodelan Nilai Sewa Harta Tanah Komersial Menggunakan Pengintegrasian GIS dan MRA di Kota Kinabalu*. Malaysia: Universiti Malaysia Sabah.
- Othman Talib. (2013). *Asas Penulisan Tesis Penyelidikan dan Statistik*. Malaysia: Serdang, Universiti Putra Malaysia.
- Pearce, P. L. (1988). *The Ulysses Factor: Evaluating Visitors in Tourist Settings*. New York: Springer-Verlag.
- Shushma H. (2012). Tourism and handicraft - Exploring the linkages. *Journal of Multidisciplinary Research*, 1 (6).
- Suleyman Barutcu, Hulusi Dooan & Engin Unguren. (2011). Tourists's perception and satisfaction of shopping in Alanya Region: A comparative analysis of different nationalities. *Procedia Social and Behavioral Sciences*, 24, 1049-1059.
- Tanit Pruktara. (2011). Domestic tourist behaviours of the tourism place in Bangkok and Greater Area. *International Journal of Social, Education, Economics and Management Engineering*, 7 (8).