

Influencing Factors of Japanese Visitors and Non-Visitors in Visiting Thailand: A Segmentation Analysis

Jing Tang, Montida Chotichanapibal, Kunakorn Liangsupong, Muhammad Fachrizal, Ampan Laosunthara, Natt Leelawat

Abstract--- *Tourism is one of the biggest industries in Thailand which creates a large income to the country. Japan ranked fifth among 56 countries in visiting Thailand. As Japan is located in Asia with high purchasing power, it is a challenge for government to increase the growth rate of Japanese visitor. Thailand has to focus and attract both visitors and non-visitors group to come and visit Thailand to increase revenue to the country as well as build up rate of tourism. In this research, the segmentation classifies the Japanese visitors and non-visitors in Thailand where visitors are who ever visited Thailand and non-visitors is who never visit Thailand. From studying the research papers bring us to the idea to make a segmentation of Japanese visitors into four categories based on two criteria: (1) visitors who had been to Thailand and planned to revisit; (2) visitors who had been to Thailand and did not plan to revisit; (3) non-visitors and never planned for a visit; and (4) non-visitors and planned for a visit. The research shows reasons of the decision to access the problem of each group, then correct it to attract the new potential Japanese tourists and those to revisit Thailand. The limitation of this research is a bias of the data since the data was collected in Thai Festival event and are only from Tokyo and Sendai which the result cannot represent for the whole Japan.*

Keywords: Thailand, Japan, Tourism, Segmentation

I. INTRODUCTION

Tourism is one of the biggest industries in Thailand which create a large income to the country. The Thailand's gross domestic product (GDP) for travel & tourism was around ฿3,000 billion, accounted for 21.2% of GDP in 2017. The number was expected to increase by 7.4% in 2018, and to go up by 5.6% per year to ฿5,957.1 billion, accounted for 28.2% of GDP in 2028 (World Travel and Tourism

Council, 2018). Currently, Thai government pays a lot of attention to the tourism industry as stated in Development in Economy and Society for the year 2017-2021 (Office of the National Economic and Social Development Board, 2017). Tourism sector has stimulated the economic expansion,

created job, provided income for the people, and concurrently expanded into many regions of the country.

There are factors influencing other countries' tourist to come and revisit Thailand such as the nature, facility, food, and the culture of Thai people (Department of Tourism, 2017). This causes the rising of Thai tourism every year.

The top tourist that visit Thailand are China, Malaysia, South Korea, Laos, Japan, India and Russia, respectively. Japan ranked fifth among 56 countries. There are 1,155,378 Japanese tourist visits Thailand in 2017 and 1,231,267 during January to September 2018. The ratio of Japanese visitors to overall visitors is 4% while Chinese visitors accounts for 29%. The increase rate of Japanese visitors is low with 6.57% while Chinese visitors grow 13.28% (Ministry of Tourism & Sports, 2018). Since Japan is ranked fifth and is located in Asia with high purchasing power, in order to increase the growth rate of Japanese visitor, Thailand have to focus and attract both visitors and non-visitors group to come and visit Thailand to increase revenue to the country as well as build up rate of tourism.

Therefore, to make the tourism industry expands continuously, especially in Japanese group, this research is held. This inspires researchers to study Japanese tourists to keep them in a proper level and parallel to create new group of visitors to choose Thailand as the target of visiting in the future.

1.1 Research Objectives

The objectives of the research are:

- (1) To introduce a segmentation model of Japanese visitors and non-visitors in Thailand.
- (2) To understand the influencing factors of each category. We are interested in the difference between visitors and non-visitors.

1.2 Research Questions

This research focuses on how to increase the visiting rate of Japanese tourists and the factors influencing Japanese people to visit Thailand. The rate of non-visitors and not revisit tourist are also necessary because they show why Japanese do not have enough interest in visiting Thailand. So, if we know the problems of those factors, we are able to find the proper ways to increase the visiting rate.

This research has three research questions, which are:

- (1) What is the segmentation of the Japanese tourists?
- (2) What are the factors that influence Japanese to (re)visit Thailand?

Revised Manuscript Received on May15, 2019.

Jing Tang, Sirindhorn International Institute of Technology, Thammasat University, Thailand (tangjing@siit.tu.ac.th)

Montida Chotichanapibal, Sirindhorn International Institute of Technology, Thammasat University, Thailand

Kunakorn Liangsupong, Sirindhorn International Institute of Technology, Thammasat University, Thailand

Muhammad Fachrizal, Sirindhorn International Institute of Technology, Thammasat University, Thailand

Ampan Laosunthara, Tokyo Institute of Technology, Japan

Natt Leelawat, Department of Industrial Engineering, Faculty of Engineering, Chulalongkorn University, Thailand. Risk and Disaster Management Program, Graduate School, Chulalongkorn University, Thailand. Disaster and Risk Management Information Systems Research Group, Chulalongkorn University, Thailand

(3) How to increase the visiting rate of Japanese people?

In this research, the segmentation classifies the Japanese visitors and non-visitors in Thailand where visitors are who ever visited Thailand and non-visitors is who never visit Thailand. In additional, this paper specifies groups of Japanese visitors and non-visitors perspective to Thailand. This research is organized as follows: (1) Literature review is a search and evaluation of the Japanese tourists in Thailand. Segmentations of the Japanese visitors and non-visitors. (2) Methodology is a part where we go deeper into calculation in order to get the equation of each research question (3) Results are presented in graph report and table in order to make the data easier to understand for reader.

II. LITERATURE REVIEW

2.1 Thai Tourism

Thailand has long been long renowned of the variety of its attractions. However, the continuous advancement of the Thai tourist products implies that Thailand still got a lot of pending discovery. The recommended places to travel, what to try, and what to do is limitless. There are plenty of activities in Thailand for the tourist to participate, several attractions to see, sports to watch or take part in, and many of fantastic nature, world heritage sites and life to experience. One of main economic sectors in Thailand is the tourism industry. Average tourist spending is around ฿5,000 per person in 2017 and the government expected to further increase in 2018 (Tourism Thailand, 2018).

Tourism is the activities that people travelling to other places other than their typical environment and the significant factors that make people travel to other country are come from attractive activities. In Thailand, there are three main activities for tourist which are adventure tourism, wellness tourism, historical, heritage and cultural tourism (The World Tourism Organization, 2011).

Adventure tourism is a type of tourism that features physical activity, a cultural exchange, and affiliation with nature. The tourists will step outside the environment that they feel familiar and secure since the activity involve some degree of risks which include explore the exotic scenes and faraway areas and different adventure activities on water, land, and air (Terblanche, 2012). The major adventure tourism activities in Thailand are including cycling to different routes; caving by exploring the caves which are attractive for tourists who desire for adventure and challenge; mountain biking experience whether cross-country or downhill; enjoy world class hiking and trekking; elephant trekking to the dense tropical jungle; white water rafting which is courage challenge over the wild rivers; touring the scenery of coastal areas with kayaking and canoeing; encounter the underwater world of diversity of sea creatures by scuba diving and catch sight of coral reefs beneath the surface of the water through snorkeling; zip-lining through beautiful ancient rainforest; canopy adventure with exciting sense such as sky diving and relaxing airborne activities such as ballooning (Tourism Thailand, n.d.).

A type of tourism that highlight experiences cities, towns, villages and settled landscapes and interaction with local people as well as cultural activities, cultural, heritage and

historical tourism (United Nations Environment Programme, n.d.). The famous cultural, heritage and historical tourism activities in Thailand are museums which features exhibit of arts and history; architecture of distinctive styles traditional homes features wooden structure, raised on poles and topped with a steep gabled roof; and explore historical cities along with archaeological sites, world heritage sites, monuments, and over 40,000 scenic notable Buddhist temples. (Yodmani, n.d.).

Thailand has continuously been a robust marketplace for medical business enterprise in Asia with high standard care, comparatively low price of treatment, pleasant surroundings to rest and recover. Tourists are currently anticipating towards Kingdom of Thailand as an area for wellbeing retreats and wellness for their medical requires. For tourists who travelling for medical tourism, some medical facilities and hospitals could provide wellness programs to satisfied the tourists. Instead of recover in a hospital ward some resorts or hotels that is a wellness partner permitting the hospitals to transfer a convalescent patient to a more magnificence place to rest with collection of health services including beauty therapy, Thai massage, meditation, and yoga. Another wellness tourism in Thailand is fitness retreat with Muay Thai. This Thai martial arts training at fitness camps around the country is the health benefits with good experience to all visitors travelling to Thailand (Government Public Relations Department, 2015).

2.2 Segmentations of Japanese Tourists

Thailand's strategic geographic location at the heart of the Asia-Pacific region is a major reason why visitors arrivals will continue to grow strongly in the years ahead (Tourism of Cambodia, 2018). Thai tourism industry is expanding with more Japanese tourists every single year.

Tourist past experiences and future plan to Thailand are the first priority of segmentations. Past experience is about whether the tourist have been to Thailand already or not and future plan is whether they plan to visit Thailand in the future or not. The tourist satisfaction has an effect on country image and post-visit intension (Mainofi, De Nisco, Marino, & Napolitano, 2015).

To easier understand, the collected data from questionnaire surveys have been separate into four categories based on two criteria: (1) visited and plan to revisit, (2) visited and has no plan to revisit, (3) never visit and has no plan to visit, (4) never visit and plan to visit. From the questionnaire surveys, know and understand the factors that influence tourist to visit (Kaur, 2018) and loyalty of the place will affect the choice of destination (Bédiová & Rygllová, 2015). Furthermore, reasons of the decision to access the problem of each group, then correct it to attract the new potential Japanese tourists and those to revisit Thailand.

III. METHOD

3.1 Segmentation model of Japanese Visitors to Thailand

From studying the research papers of determinants of revisit intentions (Steen, 2016), the key travel



motivations of Swedish young adult travelers (Bäck, 2018), and Nepal as a tourist destination-Finnish travelers' perspective (Shrestha, 2017), it can be concluded that in order to make the visitors to revisit the country, they have to feel satisfied in the tourist management such as hotel, transportation, as well as activities. On the other hand, visitors who never been to the country, receiving the information regarding to the information mentioned above have a great impact to make decision to visit the country. That bring us to the idea to make a segmentation of Japanese visitors into four categories: visitors who has been to Thailand and planned for a revisit (C1), visitors who has been to Thailand and never planned for a revisit (C2), visitors who has never been to Thailand and never planned for a visit (C3), and visitors who never been to Thailand and planned for a visit (C4).

Although the number of Japanese visitors to Thailand is increasing every year, but the increasing ratio is rather low comparing with the other countries. Focusing on Japanese visitors coming to Thailand is the main consideration to discriminate of grouping for data collection. The Japanese who has been to Thailand will be grouped in already visited, while those who has never been to Thailand will be classified as never been visited. Comprehension of the already visited (planned for a revisit or never planned for a visit) and those who never been visited (planned for a visit or never planned for a visit) enable us to know how the groups are distinguished. Figure 1 shows the classified groups.

Attitude, which are plan for a visit/revisit or no plan for a visit/revisit, has also been taken into consideration as Japanese visitors who has been to Thailand, and planned for a revisit (C1) has good past experiences. In contrast, the Japanese visitors who has been to Thailand, and never planned for a revisit (C2) came up with many different reasons. The Japanese visitors who has never been to Thailand, and planned for a visit (C4) are considered to have plan for a future visit as they have a possibility for a future visit, while the Japanese visitors who has never been to Thailand, and never planned for a visit (C3) show no interest in visiting Thailand.

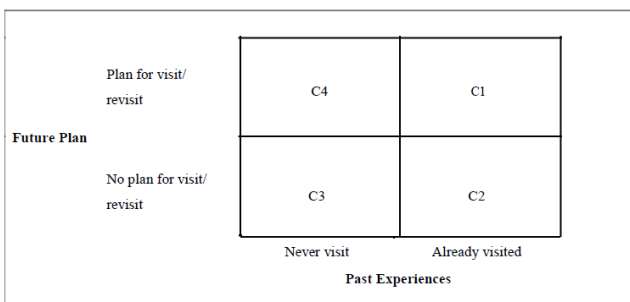


Figure 1: Japanese visitors' model

3.2 Data Collection

The data have been collected through questionnaire surveys in Thai Festival Tokyo 2018 on May 12-13, 2018 and the 6th Thai Festival in SENDAI 2018 on June 16-17, 2018 with the support of the Tourism Authority of Thailand. The survey asked Japanese about past experience and future

plan in Thailand based on four categories in segmentation model. The questions in this survey ask about gender, age, experiences, future plan, and the influencing factors to visit Thailand. Total responses we received were 120. Several studies have identified that travel satisfaction affects willingness to revisit of visitor (Ahmad Puad Mat Som, 2012).

IV. RESULTS

In Figure 2, the data have been separated into four categories based on two criteria. The first criterion is past experiences, it is about whether they have been to Thailand already or not. The other one is respondent's future plan, whether they plan to visit Thailand or not. First category (C1), there are 48 responses who already visited and plan to re-visit. It is accounted for 40.0%. Second category (C2), there are 23 responses who already visited and has no plan to re-visit. It is accounted for 19.2%. Third category (C3), there are 49 responses who never visit and has no plan to re-visit. It is accounted for 40.8%. This category has the highest data. Last one, there is no data in the fourth category who never visit and plan to visit. Furthermore, we would like to know the reason of their decision to access the problem of each group, then correct it to attract the new potential Japanese tourists.

Future Plan	Plan for visit/ revisit	None (0.00%)	48 (40.00%)
	No plan for visit/ revisit	49 (40.80%)	23 (19.20%)
		Never visit	Already visited
		Past Experiences	

Figure 2: Number of responses in each segment

According to the Table 1 below, the table shows the percentage of Japanese tourist who visited and plan to revisit (C1), visited and no plan to revisit (C2), never visit and no plan to visit (C3), never visit and plan to visit (C4), and total responses. The research separated the demographic segmentation of Japanese into three segments which are gender, city, and age. The results will be shown that which segmentation will has probability to have no plan to visit/revisit in the future. The result can be demonstrated in the following paragraph.

Demographic of participants, the research separated the demographic segmentation into three segments and in each segment also separated into sub-segments. First segment is gender identity, whether male or female. The second one is prefecture location, whether respondent lives in Tokyo or Sendai. The last one is age of respondents, consisting of 20, 20-29, 30-39, 40-49, 50-59, and 60 more.

Amount and percentage in Table 1, the number in the table represents the number of participants who are in those group and segments, so this will be easily to observe. Moreover, the total of each group and segment are shown on the right of Table 1.



Number of participated Japanese	Visited and plan to revisit (C1)		Visited and no plan to revisit (C2)		Never visit and no plan to visit (C3)		Never visit and plan to visit (C4)		Total		
	amount	%	amount	%	amount	%	amount	%	amount	%	
Gender											
Male	10	8.33%	8	6.67%	9	7.50%	--	--	#	100%	
Female	38	31.67%	15	12.50%	40	33.33%	--	--	\$	100%	
City									Total	120	100%
Tokyo	42	35.00%	16	13.33%	28	23.33%	--	--	86	100%	
Sendai	6	5.00%	7	5.83%	21	17.50%	--	--	34	100%	
Age									Total	120	100%
under 20	0	0.00%	0	0.00%	8	6.67	--	--	8	100%	
20-29	15	12.50%	8	6.67%	9	7.50%	--	--	32	100%	
30-39	12	10.00%	2	1.67%	9	7.50%	--	--	23	100%	
40-49	10	8.33%	10	8.33%	16	13.33%	--	--	36	100%	
50-59	10	8.33%	2	1.67%	6	5.00%	--	--	18	100%	
60 more	1	0.83%	1	0.83%	1	0.83%	--	--	3	100%	
									Total	120	100%

Table 1: Demographic segmentation

Table 2 below illustrates amount of Japanese tourist that have visited Thailand, their future plan, and percentage of revisit. In each row sub-segments represent the number and percentage of Japanese who answered this survey.

Age range	Visited and plan to revisit	Visited and no plan to revisit	Percentage of plan to revisit
<20	0	0	--
29-20	15	8	65.20%
39-30	12	2	85.70%
49-40	10	10	50.00%
59-50	10	2	83.30%
>60	1	1	50.00%

Table 2: Age range

According to Figure 3 and Figure 4, the charts illustrate the last time Japanese visited Thailand.

People have been separated into two categories, the one who have visited and plan to revisit (C1) and the one who have visited and no plan to revisit (C2). For tourists who have visited and plan to revisit (C1), last visited before 2009 has eight people, last visited between 2010-2015 has 10 people and last visited in 2016 has 5 people. For tourist who have visited and no plan to revisit (C2), last visited before 2009 has 8 people, last visited between 2010-2015 has 17 people and last visited in 2016 has 23 people. For the one who have plan to revisit (C1) they mostly traveled to Thailand between 2010-2015. The other group, already visited Thailand in 2016 perhaps they plan to visit other country first before come to visit Thailand.

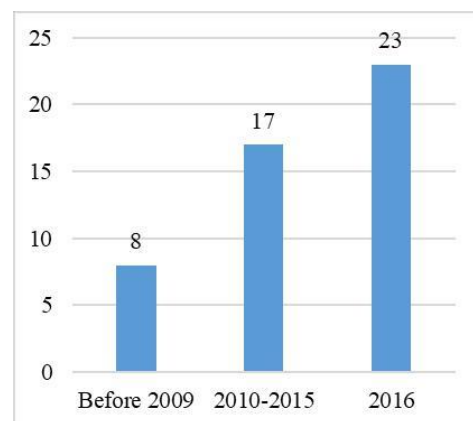


Figure 3: Last visited, visited and plan to revisit (C1)



Figure 4: Last visited, visited and no plan to revisit (C2)



There are not only psychological factors used for classification of sightseeing behavior but also various experiences of sightseeing. Tourists want a deep experience from the culture, but other tourists just want the surface. In addition, some tourists think that visiting many places may affect the decision to select a destination. In the case where the experience of combining important things in finding tourists and deciding where to find the area continues. (Klinkesorn, 2016).

Figure 4 below shows the reasons for not visit from C2, first is have plan to visit other country follow by expensive flight ticket, not yet planned, bad transportation, busy, fully booked flight, no plan for vacation, expensive hotel, have bad experience and just visited last week. The people who answered expensive hotel, have bad experience and just visited last week have only few responses to it so almost Japanese visitors think Thailand has normal hotel price and have good experience.

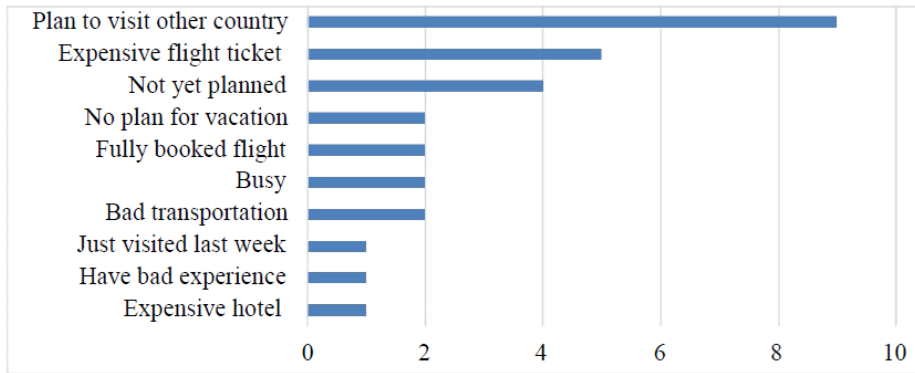


Figure 4: Reasons for not revisit (C2)

Figure 5 illustrates the reasons for not visit from C3, first is have no information follow by it is far around 6.5 hours, high expense, friends don't want to go, hot, don't have a passport, non-English speaking country, don't like Thai

food, and not interested in Thailand. The people who don't like Thai food and not interested in Thailand have only few responses to it so almost Japanese visitors still like Thai food and also interested in Thailand.

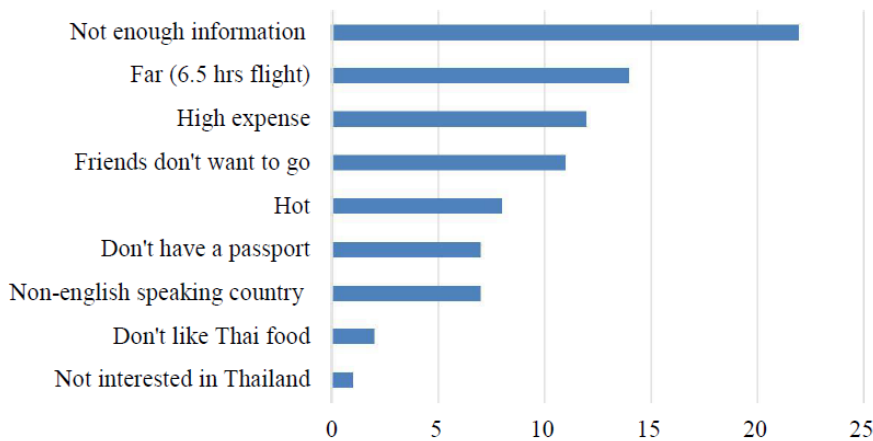


Figure 5: Reasons for not visit (C3)

V. DISCUSSIONS

There are 60.0% of visitors have no plan to revisited. Age 40-49 has high income. So, Thailand should promote by providing information to attract Japanese and government should promote second tier city. We have two categories that have no plan to visit Thailand. Some reasons we can solve, other we cannot which are shown in Table 3 and Table 4 below.

Reason	Potential solution
Plan to visit other country	N/A
Expensive flight ticket	Airlines should set a promotion
Not yet planned	N/A

Bad transportation	Establish more mass transportation and more link between area
Busy	N/A
Fully booked flight	N/A
No plan for vacation	N/A
Expensive hotel	Hostel
Have bad experience	Identify the problem whether it can be solved or not
Just visited last week	N/A

Table 3: Visited and no plan to revisit (C2)



Reason	Potential solution
Not enough information	Increase number of Thai events
Far (6.5 hours of flight)	N/A
High expense	Reduce price by bundle flight ticket and hotel
Friends don't want to go	Provide more group activities
Hot	N/A
Don't have a passport	N/A
Non-English-speaking	Change Thai guide post to be English

Table 4: Never visit and no plan to visit (C3)

This research makes us know the segmentation of the Japanese tourist the researcher can differentiate the affective method to promote Thailand in each category. Helping the institute to align well for allocation of social services after researching about the visitor's requirement. Knowing the factors that can influence Japanese to come to Thailand from their reasons or age range that we can serve the solution for each age group.

VI. LIMITATIONS

The bias of the data since the data was collected in Thai Festival event and are only from Tokyo and Sendai which the result cannot represent for the whole Japan. Moreover, not everyone can engage to the event since the place and time may not suit for everyone.

VII. CONCLUSION

As the graph show in this research, it is about 60.0% of Japanese will have no plan to revisit. There are many reasons that make Japanese to not visit to Thailand, such as not enough information, high expense, friends don't want to go and more. So, the institutes that relate to these reasons should increase number of Thai events, reduce price by bundle flight ticket and hotel and provide more group activities respectively. Since we know that age 40-49 has high income. So, Thailand should promote by providing information to attract Japanese and government should promote second tier city.

ACKNOWLEDGEMENTS

The authors would like to thank the Tourism Authority of Thailand, Tokyo Office, for their support in the data collection. This research was partly funded by the Radchadapisek Sompoch Endowment Fund (2019), Chulalongkorn University (762003-CC).

REFERENCES

- Ahmad Puad Mat Som, A. M. (2012, July). *Research Gate*. Retrieved November 20, 2018, from https://www.researchgate.net/publication/232237297_Factors_Influencing_Visitors'_Revisit_Behavioral_Intentions_A_Case_Study_of_Sabah_Malaysia
- Bäck, L. (2018). *The Tey Travel Motivations of Swedish young adult travelers*. Master Thesis, Arcada, International Business Management.

- Bédiová, M., & Ryglová, K. (2015). The Main Factors Influencing the Destination Choice, Satisfaction and the Loyalty of Ski Resorts Customers in the Context of Different Research Approaches. Mendel University in Brno, Department of Marketing and Trade.
- Carlisle, D. (2010, April). *graphicx: Enhanced support for graphics*. Retrieved from <http://www.ctan.org/tex-archive/help/Catalogue/entries/graphicx.html>
- Department of Tourism. (2017, June). *Department of Tourism*. Retrieved November 21, 2018, from <http://www.tourism.go.th/assets/portals/1/news/7449/1.pdf>
- Government Public Relations Department. (2015, September 9). Retrieved November 22, 2018, from
- Government Public Relations Department: http://thailand.prd.go.th/ewt_news.php?nid=2132&filename=index
- Kaur, M. (2018). Frequency of Visit and Factors that Influence Tourists to Visit Nuvali. University of Perpetual Help System Laguna.
- Klinkesorn, P. (2016). Factors Affecting the Japanese Tourists Behavior Towards Tourism In Bangkok. *Proceedings of Academics World 28th International Conference*, (pp. 55-58). Tokyo, Japan. Retrieved October 2018
- Mainofi, G., De Nisco, A., Marino, V., & Napolitano, M. R. (2015). Tourism satisfaction effecton general country image, destination image, and post-visit intentions. *Vacation Marketing*, 317.
- Ministry of Tourism & Sports*. (2018). Retrieved November 19, 2018, from https://www.mots.go.th/more_news.php?cid=498&filename=index
- Office of the National Economic and Social Development Board. (2017, February 2). *Office of the National Economic and Social Development Board*. Retrieved November 25, 2018, from http://www.nesdb.go.th/ewt_news.php?nid=6420
- Shrestha, M. (2017). *Nepal as a tourist destination -Finnish travelers'perspective*. Bachelor Thesis, Haaga-Helia University of Applied Sciences, Global Customer Relationship Management and Communication.
- Steen, H. K. (2016). *Determinants of re-visit intentions*. Master Thesis, University of Agder.
- Terblanche, H. (2012). Retrieved November 24, 2018, from NWU: https://repository.nwu.ac.za/bitstream/handle/10394/8232/Terblanche_H.pdf?sequence=2
- The World Tourism Organization. (2011). *The World Tourism Organization*. Retrieved November 21, 2018, from http://statistics.unwto.org/sites/all/files/pdf/unwto_tsa_1.pdf
- Tourism of Cambodia. (2018, January 26). Retrieved December 18, 2018, from Tourism of Cambodia: <https://www.tourismcambodia.com/news/worldnews/24421/tat-highlights-thailands-unbeatable-geographic-advantage.htm>
- Tourism Thailand. (2018). *Tourism Thailand*. Retrieved November 23, 2018, from <https://www.tourismthailand.org/Things-to-Do>
- Tourism Thailand. (n.d.). *Tourism Thailand*. Retrieved November 21, 2018, from <https://thai.tourismthailand.org/>
- United Nations Environment Programme. (n.d.). Retrieved November 22, 2018, from UNESCO: http://portal.unesco.org/en/files/45338/12417872579Introduction_Sustainable_Tourism.pdf/Introduction_Sustainable_Tourism.pdf
- Voronkov, A. (2004). *EasyChair conference system*. Retrieved from easychair.org
- Voronkov, A. (2014). Keynote talk: EasyChair. In *Proceedings of the 29th ACM/IEEE International Conference on Automated Software Engineering* (pp. 3-4). ACM. Retrieved from <http://dl.acm.org/citation.cfm?>



id=2643085&dl=ACM&coll=DL

23. Voronkov, A., & Hoder, K. (n.d.). *Templates*. Retrieved from Templates for proceedings: <https://easychair.org/proceedings/template.cgi?a=12732737>
24. Wikipedia. (n.d.). *EasyChair*. Retrieved from Wikipedia: <https://en.wikipedia.org/wiki/EasyChair> World Travel and Tourism Council. (2018, March). *World Travel and Tourism Council*. Retrieved November 21, 2018, from <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/thailand2018.pdf>
25. Yodmani, D. S. (n.d.). *Thailand Today*. Retrieved 2018, from http://www.thailandtoday.in.th/m/sites/default/files/documents/Thailand-traits_and_treasures-update_0_0.pdf