

## TABLE OF CONTENTS

		<b>Page</b>
Acknowledgement		iii
Abstract (Thai)		v
Abstract (English)		vii
Table of Contents		ix
List of Tables		xi
List of Figures		xiv
Chapter 1	Introduction	1
	1.1 Background Information	1
	1.2 Statement of the Problem and the significance of the Study	5
	1.3 Objectives of the Study	10
	1.4 Structure of the Dissertation	10
Chapter 2	Research Methodology	12
	2.1 Data and Sample Selection	12
	2.1.1 Data	12
	2.2 Data Analysis Methods	15
	2.2.1 Conceptual framework	15
	2.2.2 Tourism Demand	17
	2.2.3 Panel Data Analysis	20
	2.2.4 Types of Panel Analytic Models	22
	2.2.5 Model Estimation	33
	2.2.6 Estimation Procedure	34
	2.2.7 Panel Unit-Root Tests	36
	2.2.8 Estimating Panel Cointegration Model	37
	2.2.9 Estimating Panel data in Tourism demand	40
	1. Individual – Effects Model	41
	2. Fix Effects	41
	3. Dynamic Panel Regression	43
Chapter 3	Modeling International Demand to Thailand: Spatial and Temporary Aggregation Using Panel Data	45
	3.1 Introduction	47
	3.2 Data and empirical methodology	51
	3.3 Empirical Results	58
	3.4 Concluding Remarks	67
Chapter 4	Modeling of International Tourists arrival for business and holiday To Thailand With Panel Data	83

	4.1 Introduction	85
	4.2 Data and empirical methodology	90
	4.3 Empirical Results	104
	4.4 Conclusion of Research and Policy Recommendations	118
Chapter 5	Determinants of international tourists traveling to major tourist provinces in Thailand with panel data analysis	133
	5.1 Introduction	136
	5.2 Data and empirical methodology	140
	5.3 Analysis of major original tourism to four main tourist regions in Thailand	145
	5.4 Empirical Results	157
	5.5 Concluding Remarks	174
Chapter 6	Conclusion	198
	6.1 Summary of the Study and policy implication	198
	6.2 Future research	204
	References	205
	Appendices	216
	Appendix A	217
	Appendix B	242
	Appendix C	264
	Curriculum Vitae	291

## LIST OF TABLES

<b>Table</b>	<b>Page</b>
1.1 Average numbers of international tourists to Thailand during the years 1981–2007 .	2
3.1 Average numbers of international tourists to Thailand during the years 1981-2007.	49
3.2 The Log linear static panel data in dependent total number of tourist arrivals from the top ten countries to Thailand ( $DT_{it}$ )	62
3.3 Panel Generalized Method of Moments in dependent total number of tourist arrivals from the top ten countries to Thailand( $DT_{it}$ )	64
3.4 Descriptive statistics of Variable in panel data.	75
3.5 Results of panel unit root tests based on 4 method tests for all variables.	76
3.6 Results of panel unit root tests after first differencing into these variables.	77
3.7 Redundant fixed effects tests	78
3.8 Hausman Test	78
3.9 Period random effects test comparisons	78
4.1 Results of panel unit root tests based on 4 method tests for all variables	106
4.2 Results of panel unit root tests after first differencing into these variables.	107
4.3 Results of panel cointegration test of the modeling international tourists arrival in Thailand based on ADF statistic ( Koa,1999).	108
4.4 Results of the long-run relationship of the modeling international tourism demand To Thailand base on OLS , DOLS, estimator ( $\ln Di_t$ is dependent variable)	109

4.5	The empirical results of estimating panel cointegration model with each country of international tourists arrival to Thailand based on OLS-estimator	111
4.6	Show the results of the log linear Statistics panel data in dependent total number of tourist arrivals in original top ten countries for Business purpose to Thailand ( $Bus_{it}$ )	113
4.7	The results of the Log linear Statistics panel data in dependent total number of tourist arrivals in original top ten countries for holiday purpose to Thailand ( $Ho_{it}$ ).	114
4.8	The results of Log linear dynamic panel data in dependent total number of tourist arrivals in original top ten countries for Business purpose ( $Bus_{it}$ ) and for holiday purpose to Thailand ( $Ho_{it}$ ).	117
4.9	Redundant Fixed Effects Tests	131
4.10	Hausman Test	131
4.11	Redundant Fixed Effects	131
4.12	Hausman Test	132
5.1	The results of Log linear static panel data in dependency upon the total number of tourist arrivals from top ten source countries to Bangkok, Thailand	160
5.2	The results of Log linear static panel data in dependency on the total number of tourist arrivals from the top ten source countries to Chiang Mai, Thailand	164
5.3	The results of Log linear static panel data in dependency on the total number of tourist arrivals from original top ten countries to Pattaya	167
5.4	Results of the static for investigating the effects of factors affecting the flow of international tourists by country of origin to Phuket	171
5.5	Redundant Fixed Effects Tests Bangkok	190
5.6	Hausman Test Bangkok	190
5.7	Redundant Fixed Effects seasonal Test Bangkok	191

5.8	Hausman seasonal Test Bangkok	191
5.9	Redundant Fixed Effects Tests Chiang Mai	191
5.10	Hausman Test Chiang Mai	192
5.11	Redundant Fixed Effects seasonal Tests Chiang Mai	192
5.12	Hausman seasonal Test Chiang Mai	193
5.13	Redundant Fixed Effects Tests Pattaya	193
5.14	Hausman Test Pattaya	194
5.15	Redundant Fixed Effects seasonal Tests Pattaya	194
5.16	Hausman seasonal Test Pattaya	195
5.17	Redundant Fixed Effects Tests Phuket	195
5.18	Hausman Test Phuket	196
5.19	Redundant Fixed Effects seasonal Tests Phuket	196
5.20	Hausman seasonal Test Phuket	197

## LIST OF FIGURES

<b>Figure</b>	<b>Page</b>
1.1 International Tourist Arrivals to Thailand by Nationality	3
1.2 Top Ten International Tourist Arrivals to Thailand during 1981–2007.	3
1.3 Market share of international in Asia	4
1.4 Tourist expenditure proportions in Thailand	4
3.1 International Tourist Arrivals to Thailand by Nationality	49
3.2 Top Ten International Tourist Arrivals to Thailand during 1981–2007.	50
3.3 Number of international tourists arrival (DT) to Thailand from 1981 to 2007	78
3.4 Total number of international tourists (DT)	79
3.5 Real GDP per capita (Y)	79
3.6 Transport costs to reach Thailand (TC)	79
3.7 Relative price to reach Thailand (RP)	79
3.8 Nominal exchange rate of original country to Bath per dollars	79
3.9 International tourists from top ten countries	79
3.10 Real GDP per capita of top ten countries	80
3.11 Transport costs from top ten countries	80
3.12 Relative price from top ten countries	80
3.13 Nominal exchange rate from top ten countries	80
3.14 LnY of Ten countries	81
3.15 LnTC of Ten countries	81

3.16	LnRP of Ten countries	82
3.17	LnER of Ten countries	82
4.1	International Tourist Arrivals to Thailand by Nationality	88
4.2	Number of international tourist arrivals (DT) to Thailand from 1981 to 2007	89
5.1	Market share of international tourists in Asia	137
5.2	International Tourist Arrivals to Thailand by Nationality	137
5.3	Tourist expenditure proportions in Thailand	137
5.4	Total Number of top ten international tourist source countries arrivals (DT) to Bangkok, Thailand from January 1992 to December 2006	147
5.5	Number of top ten international tourist source countries arrivals (DT) to Bangkok, Thailand from January 1992 to December 2006	147
5.6	Percentage of original top ten international tourist source countries arrivals (DT) to Bangkok, Thailand from 1992 to 2006.	148
5.7	Seasonal distribution of original top ten international tourist source countries arrival (DT) to Bangkok, Thailand from January to December 2006	148
5.8	Total number of tourists arrivals (DT) to Chiang Mai, Thailand from January 1992 to December 2006	150
5.9	Number of tourists from source countries arriving (DT) to Chiang Mai, Thailand from January 1992 to December 2006	150
5.10	Percentage of international tourists from source countries arriving (DT) to Chiang Mai, Thailand from 1992 to 2006	151
5.11	Seasonal distribution of tourist arrivals (DT) to Chiang Mai, Thailand, from top ten international source countries, January to December 2006	151
5.12	Total Number of tourists from source countries arriving (DT) to Pattaya, Thailand from January 1992 to December 2006	153

5.13	Number of tourists from the top ten source countries arriving (DT) to Pattaya, Thailand from January 1992 to December 2006	153
5.14	Percentage of tourist arrivals from the top ten source countries arriving (DT) to Pattaya, Thailand from 1992 to 2006	154
5.15	Seasonal distribution of tourist arrivals (DT) to Pattaya, Thailand, from top ten international source countries, January to December 2006	154
5.16	Total Number of tourists from top ten source countries arriving (DT) to Phuket, Thailand from January 1992 to December 2006	156
5.17	Number of tourists from top ten source countries arriving (DT) to Phuket, Thailand from January 1992 to December 2006	156
5.18	Percentage of tourists arrivals (DT) from top ten source countries to Phuket, Thailand from 1992 to 2006	157
5.19	Seasonal distribution of tourist arrivals (DT) to Phuket, Thailand from top ten source countries from January to December 2006	157



