

ความเสี่ยงของสตรีชาวต่างชาติที่เดินทางเข้าสถานบันเทิงในกรุงเทพมหานคร ประเทศไทย\*  
THE RISK OF TOURISTS TO EMOTIONAL BENEFIT NIGHTCLUB FOR FOREIGN FEMALE  
TOURISTS IN THAILAND

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### ABSTRACT

This research aims to study about the factors that influence the foreign female tourists intention to visit the nightclubs in Bangkok, Thailand. The main aspect of focusing includes the environment of the nightclubs and surrounding areas, the risk perception of the female tourists toward the nightclub. It was conducted for the potential results by applied for quantitative method. The study took a day survey trip in Khao San Road, Bangkok, Thailand through multiple groups of foreign female tourists for a data collection. The findings shown that the group of Asian female tourists age between 18-25 have the highest level of emotional benefit on sexual harassment, security risk perception toward nightclubs in Bangkok. The sexual harassment and security risk influence to emotional benefit for night tourism as 0.01 significant level. This research contributes to tourism research related to foreign female tourists for more data about nightclubs in Bangkok, Thailand. The study potentially identifies the risk and benefits for female tourists that aim to visit the nightclubs. The result of the research can help female tourists acknowledge the risks in the nightclub in order to prevent any damages both physically and mentally. Furthermore, this research will identify the benefits and risks for foreign female tourists about nightclubs in Bangkok, Thailand.

**Keywords;** Theft; Sexual harassment; Travel risk; Night tourism; Foreigner tourist

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## Introduction

A tourism has a positive effect on the economy of many countries and is one of the main incomes of Thailand. The revenue from tourism is worth 2 trillion baht in 2019, before the outbreak of the COVID-19 virus and one of the forms of tourism that generate income for Thailand, that is, "entertainment tourism" (Hoskin, 1988; Howard, 2009). The entertainment establishment is a place to look for the fun of the night. When foreigners come to use it, it is more expensive than Thai people. Female expatriates are considered to be at a higher risk of being committed than males because drinking alcohol or intoxication may result in unconsciousness and likely to cause problems such as: a problem of drugs, sexual harassment, theft, kidnapping etc. Most people think it's okay just for fun, but in fact, a woman's night out is difficult. They do not know each other well or trust the opposite person. When visiting entertainment venues, be careful as much as possible to prevent adverse events for yourself.

The first issue of risk is drugs, which are now alcohol-based and illicit forms of recreation, which allow users to quickly enter party moods, endure hours of dance or go from club to club, lose their grip. Alcohol often comes with drugs that are mixed in glass of water without being careful. As a result, more hallucinations and want to have sex may occur. It can distinguish between those which are voluntary and those carried out against one's will among sexual practices. Examples of the latter would be sexual harassment or rape. (Choi & Sirakaya, 2005; Hadfield & Newton, 2010; Lee, Kim, & Kang, 2003; McGehee & Andereck, 2004).

There is currently increasing social alarm about the rise. in cases of harassment and even sexual abuse in the nightlife context, which is associated with unwitting intoxication with illegal substances (put into the victim's drink when they are not looking). The truth is that social perceptions do not always correspond to empirical reality. The fact of having been the object of abuse to the involuntary ingestion of the drug (Beynon et al, 2008). The alcohol is indeed the omnipresent substance in all cases. A possible explanation for this phenomenon of false attribution is that victims try to offer some explanation for their lack of sexual control, finding it in having being drugged by someone else without their knowledge; in this way they avoid the cognitive dissonance between the distress over their experience and their own responsibility. In any case, what emerges is that alcohol abuse is one of the principal causes of these problems. (Hadfield & Newton, 2010; Roy Henkel, Pattaya Henkel, Wendy Agrusa, Jerome Agrusa, & Tanner,2006) However, this is not the only problem related to risk sexual behaviors that is associated with nightlife recreational activity. It is also important to take into account the fact that women get drunk more easily than men with the same quantity of alcohol, and that they more easily lose control in sexual encounters as a consequence of alcohol use. (Panuwat & Chakkapan, 2014).

The second issue of risk is getting home. Once alcohol has been taken, it may be unconscious. Only one way to get back is by taxi because the entertainment facilities are closed late at night and public transportation is closed. Foreigners who ride with their drivers late at night may cause dangerous incidents to themselves. If you rent a car or drive back after a trip to an entertainment establishment, it can lead to accidents. The study found that in Thailand at least 50% of these deaths are the result of road traffic accidents (Zimmerman and Bauer, 2006). Most such accidents for this age range occur on weekends at night or early in the morning, usually when nightclubs are closed. Drivers are often under the influence of alcohol or other addictive substances, mostly marijuana or cocaine. It can be said that one of the major risks associated with this recreational model is reflected in the rate of accidents at night. (Burkhard et al., 2017)

In conclusion, the researchers were interested and encouraged to study the risks of foreign women entering entertainment venues in Thailand. The study also examined the behavior of entertainment venues and factors affecting foreigners using entertainment venues, as well as factors affecting problems such as drug abuse, sexual abuse and accidents etc. The results of this study will get advantages to those involved to find ways to prevent and solve problems that will benefit students and society.

## Literature review

### 2.1 Nightclub Environment

Currently, it has responded to people in society by providing a meeting place for workers. by meeting socially at night, which responds well to those who visit these places of service By providing services in various forms, such as having singers and playing music to get pleasure together with the sale of alcohol, food and other intoxicants as well. The service of the nightclub will start from 8 p.m. until 3.00 a.m. Including being able to continue sitting until the time you want to return (for nightclubs in some areas) (Nantaya Kongprapan, 2000 referenced in Kantharos Pholyaem, 2002, page 19 ). Nightclubs are a popular destination for many young people. (John Zaremba 2013) stated that "nightclub is an image of a swanky ballroom with an orchestra, perhaps a torch singer, and wealthy clientele in tuxedos and evening gowns," (Cariaga, 2014, 9). According to Andrew Kline, clubbing is one of the best ways to spend a night out with friends (Cariaga, 2014). In modern terms, night club, often defined as nightlife, is a place of entertainment associated with food, liquor, music and dance. Many young people decide to attend night clubs to get a 3 break from busy and tiring weeks. As a result, night clubs become a stress releasing tool for most young people.

The degree of interest and inclusion in recreational nightlife has expanded essentially, particularly among youngsters on weekends evenings. (BJS, 2002) Summer celebrations have turned out to be imperative social settings in which young people can interact with each other. They have turned into the place and time to meet companions and potential sexual accomplices, dancing, drinking, taking the drug, and taking part in other unsafe activities (Calafat et al., 2010)

## **2.2 Risk perception from the nightclub of the women tourists.**

Nightclubs are a context for experiences that health researchers typically view as risk behaviours (Miller, Byrnes, Branner, Voas, & Johnson, 2013). However, behaviours identified from a public health perspective may not be considered risky by the individuals involved (Zinn, 2015). Like other public music venues (Wiedermann, Niggli, & Frick, 2014), individuals purposely choose the nightclub context to engage in behaviours like drug and alcohol use even if they know that those experiences may lead to physical harm. Yet these risks are not experienced uniformly across all patrons.

Several crimes happened in the nighttime of the entertainment areas of the city. Most of these offenses occur after midnight on the weekends and include young adults, with the level of risk was increased after 3.00 am. Liquor is typically a huge factor for the two offenders and victims. Therefore, people who travel at night may commit to the hazard more than people who go in the day time (Cooley-Strickland et al., 2009) From literature, found that most of the nightlife dangers are caused by alcohol and drug used, along with dark places. It often caused by travel at night. There are risks such as the risk of crime, the risk of sexual abuse, car accident, etc. (Calafat et al., 2010; Calafat & Juan, 2004; Flatley et al., 2010; Hughes et al., 2011). This study focused on risk perception that may impact female perception and make them feel unsafe while traveling in nightlife areas. The safety and security issues related to the destination has turned into an increasing concern among tourists (Poon & Adams, 2000). Risk perception is often considered on safety research (e.g. Fuchs & Reichel, 2006; Lepp & Gibson, 2003; Mansfeld & Pizam, 2006; Reichel et al., 2007; Sönmez & Graefe, 1998a, 1998b). Perceived risks are important in travelers' process of deciding on the destination as it can adjust coherent making a decision relating to destination selection (Reichel et al., 2007; Sönmez & Graefe, 1998a). Risks refer to the perception of consumers about the possibility that action may put them into danger, which may affect their decision to travel if perceived danger exceeds acceptable levels (Mansfeld & Pizam, 2006; Reichel et al., 2007). Possible risks may arise concerning potential losses (Stone & Grønhaug, 1993).

Although patterns of drinking vary between countries, links between alcohol and violence exist across many countries and are increasingly highlighted by health and criminal justice studies. For instance, national survey data from England and Wales show that nearly half of victims of violence believe the perpetrator to have been drinking alcohol at the time of assault (Kershaw, Nicholas, & Walker, 2008). In Germany, the Federal Ministry of the Interior reported that in 2006 more than a quarter of violent assaults were committed under the influence of alcohol (Bundesministerium des Innern, 2006).

### **2.3 Intention to visit the nightclub of women tourists**

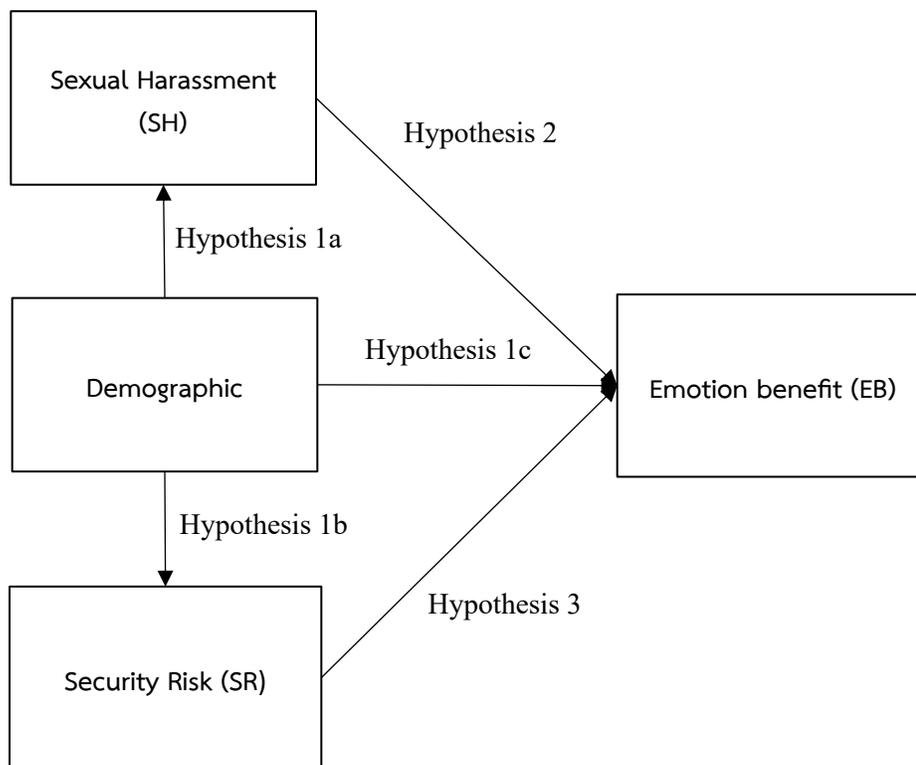
A further potential reason behind why people go to nightclubs has been suggested to be the expression of oneself. When a person goes on a night out it is highly likely that they will dress up and make sure that they look their best. Given this intention and given that most people going to a nightclub are likely to be aware of the need for a dress code and code of conduct it is not surprising that a lot of scrutiny of others occurs. (Gartner, 1993) For this reason people who know that they are attending a place where appearance plays a high role are likely to take this as an opportunity to express themselves - both as individuals and as part of a group. People find it important to express their personality and character through the way they dress and style themselves but also generally wish to remain as part of a community. This community can be expressed as the people attending a certain venue with most clubs having some kind of theme or target audience. It is natural that visitors would have something in common and therefore form a type of temporary community in these clubs. (Beerli & Martin, 2004; Prebensen, 2007; San Martin & Del Bosque, 2008). Therefore people may go to nightclubs to pronounce their style and personality. Studies have also shown that some people view nightclubs and going out as a form of escapism from everyday life. A nightclub is a place where temporary communities are formed where people can act out fantasies, pretend to be someone they are not and for a certain period of time essentially escape their everyday lives. People therefore view the clubbing experience as a method of enjoying themselves in a form which is separate to the rest of their lives and this is another reason for why people go to nightclubs. (An et al., 2010; Chen et al., 2009; Chew & Jahari, 2014; Floyd et al., 2004; Kozak et al., 2007; Rittichainuwat & Chakraborty, 2009; Sohn et al., 2016; Sönmez, 1998).

### **Methodology**

This research explores the impact of traveling nightlife in Bangkok. The study was a quantitative research using a survey method. This data collection is based on data collected

from foreign tourists questionnaires. The questions were divided into 2 types: Emotion Benefits and Security risks. The survey subjects were female tourists who had visited night clubs in Thailand. This study applies a purposive sampling strategy for survey. The questionnaire is a measurement tool for this study.

**Figure 1:** Research model



Inferential analysis of statistical data for hypothesis testing as follows:

Hypothesis 1a: Foreign tourist demographic has direct influence on sexual harassment for night tourism in Bangkok.

Hypothesis 1b: Foreign tourist demographic has direct influence on security risk for night tourism in Bangkok.

Hypothesis 1c: Foreign tourist demographic has direct influence on emotional benefit for night tourism in Bangkok.

Hypothesis 2: Sexual Harassment has direct influence on emotional benefit for night in Bangkok.  
Hypothesis 3: Security risk has direct influence on emotional benefit for night in Bangkok.

### **Questionnaire design**

The researcher has studied information from various documents and research. The questionnaire was used as a guideline for constructing questions for this research. The researcher used the questionnaire as a tool used to collect data and measure the factors related to the behavior and trends of tourists. The Questionnaire consists of two filter questions: nationality, age ( $\geq 18$ ), income and education. The information are decided from foreign female tourists, the question are closed-ended, multiple-choice questions, and the most appropriate answer. The risks of foreign women travelers for night club areas in Bangkok, Thailand and performance results which seem like a question on a classification scale (selected category scale) by giving influence levels and giving a score or rating scale. It is a measure of interval scale data with criteria for scoring by using 1-7 (never - always).

### **Data collection procedure and sampling**

Nowadays, Thailand is a country that is popular with foreign tourists to come to vacation. Thailand is the fourth destination after the end of COVID-19 after the United States, United Kingdom, and India. Meanwhile, the most popular tourist destinations in Thailand from online searches are Bangkok, Phuket, Chiang Mai and Hua Hin. Bangkok is a popular destination for tourists and is also the capital city of Thailand. There are many tourist attractions in Bangkok. This destination has a lot of places to travel in the afternoon and the evening such as temple, museum, pub, bar or shopping mall and there is also a lot of food for foreign tourists. Thailand's nightlife destinations that do the survey are in the center of Bangkok. The locations for data collection at night will be Khao San Road, Cowboy Road, Jood Fair, Yaowarat Road, with tourists entering the service from approximately 17:00-3:00 a.m. During daytime, the location where data can be collected is temples, shopping malls, and Chatuchak Market, starting at 10:00 - 17:00 (We are not doing the same day, we will select one destination per day). Bangkok is an interesting place to do the survey sexual harassment in nightclubs and there are also has groups of

foreigner tourists. The survey time was from 4 July - 4 June 2566. Which will take approximately 10 minutes to complete the assessment questionnaire.

Among the total 247 respondents, the majority (54.7%) are aged between 18-25, the aged between 26-35 (23.9%), the aged between 36-45 (4.9%), the aged between 46-55 (7.7%), and the aged are above 56 (8.9%). More than half of the respondents have taken the bachelor's degree course (61.5%). The monthly income of young women who participate in night activities mostly belongs to a middle and high income, with the highest monthly income ranging from US\$801 to US\$1,300 (30.4%). The number of tourists have been to Thailand mostly 1-2 times (53.4%). The Nationality of young women that do the survey, the highest is Asia (58.5%), and the second is European (27.1%).

The reliability testing evaluated the consistency of the measurement items from the literature review. If the Cronbach Alpha coefficient is close to 1.00, it means items have more reliability. The Alpha criteria is higher than or equal between 0.7-0.6, the reliability is determined high for items. The result of Cronbach Alpha is 0.660-0.835 which is considered a normal level. The calculation outcomes shown reliability level were greater than 0.6.

### Data analysis

The essential facts about the sample are explained through descriptive analysis of statistical data. Part1 of the questionnaire's information on the respondent's personal traits, including age, education, income, nationality, and experience. It is displayed as a percentage and uses frequency distribution analysis (Frequency) to examine the individual traits of the research samples.

Table 2		Demographic profile of the respondents (n=247)	
Variable	n	%	
<b>Age</b>			
18-25	135	54.7	
26-35	59	23.9	
36-45	12	4.9	
46-55	19	7.7	
above 56	22	8.9	
<b>Education</b>			
Associate degree/diploma or below	59	23.9	
Bachelor degree	152	61.5	

Master or above	36	14.6
Income		
Less than 140	15	6.1
141-400	38	15.4
401-800	55	22.3
801-1300	75	30.4
1301-1800	39	15.8
Above 1801	25	10.1
Visting in Thailand		
1-2 times	132	53.4
3-4 times	70	28.3
More than 4 times	45	18.2
Nationality		
Asian	145	58.7
European	67	27.1
American	19	7.7
Other	16	6.5

## Results

The study of "The Risks of Foreign Women Traveler for Night Club Area in Bangkok, Thailand" is the main subject of this investigation. Analysis of the data and interpretation of the findings. A variety of symbols used in data analysis have been defined by the researcher. The researcher described descriptive analysis and a quantitative research approach termed research methodology. The procedure is a quantitative research approach that includes the following procedures to gather data to support the quantitative research method and produce more high-quality research results.

The results are using the personal characteristic factor analysis and personal characteristics, including age, education, income, frequency visiting Thailand, and nationality. The demographic response is showing the percent of results (n= 241). As shown in table 2

Table 4.1 shows the results of data analysis on personal characteristics and factors related to the risk of visiting nightclubs in Thailand. There were 241 respondents in this study, classified according to the following variables. The respondents of age 18-25 are 135 which is the highness number , representing 54.7 percent, 26- 35 are 59 which is a second, representing 23.9 percent, 36-45 are 12, representing 4.9 percent, 46-55 are 19, representing 7.7percent,

and above 56 are 22, representing 8.9 percent. For education the maximum response was Bachelor degree 152 (61.5%), the second is associate degree/diploma or below 59 (23.9) and the last is master degree 36 (14.6%). The highest income of respondents are 801-1300, which represents 30.4 percent. 140 represents the least income which is 6.1 percent. 53.4 percent represents 1-2 times visiting Thailand, and more than 4 times has the lowest percentage of 18.2. The last category is Nationality. The respondents of other nationalities are 58.7 percent, which is the highest number. The lowest number of respondents represent 6.5 percent of Asians.

Table 2 Mean, standard deviation and factor loading			
Item	Description	mean	SD
EMB1	Nightclub tourism drove my interest and excitement.	3.3441	.97894
EMB2	I felt at ease and secure as I approached the nightclub.	3.2834	.93305
EMB3	The nightclub tourism has given me a lot of great times	3.4737	1.02326
EMB4	I can speak with my friends and families about my clubbing experience in Bangkok.	2.4980	.56937
EMB5	The nightclubs' tourism made an impression on me.	2.5061	.59037
SH1	I worry that travelling women frequently experience sexual harassment near nightclubs.	3.2510	1.04461
SH2	I believed that when men are inebriated, they always abuse women.	3.1822	1.17356
SH3	I felt men often using harass words towards women at the nightclubs.	3.0445	.93381
SH4	I don't feel safe or comfortable entering a nightclub dressed openly or in revealing clothing.	2.4980	.56937
SR1	I was concerned that I may be attacked, which frequently occurs to foreign female tourists at the nightclubs.	3.0445	.93381
SR2	I was concerned about theft-related crimes involving items like phones, bags, and pocket money.	3.3158	1.01085
SR3	I was worried that the stranger would try to get other female travelers in the nightclubs intoxicated.	3.2510	1.04461
SR4	At the clubs, I was concerned about being kidnapped.	2.9757	1.09295

SR5	I was concerned that the stranger in the nightclubs might poison me.	3.1862	1.17119
Satisfied	When tourists visit Thailand, they feel satisfied.	4.1579	1.00171

### Assessment of measurement model

As shown in Table 2, the maximum of the emotional benefits for the mean is 3.4737 and the standard deviation is 1.02326, if compared the minimum number of mean is 2.4980 and standard deviation is 0.56937. The number of sexual harassment, the maximum mean is 3.2510 and standard deviation is 1.04461, and minimum mean numbers is 2.4980 and standard deviation 0.56937. The number of security risks, the maximum mean is 3.1862 and standard deviation is 1.17119 and minimum means is 2.9757 and standard deviation is 1.09295.

According to the data that have been conducted shown that the perception of the women tourist age between 18-25 (.417) have higher interest and excitement (EMB) on nightlife tourism more than the women tourist age above 56 (.000) for the mean difference equals to 0.62613\*. It shown that the group of women tourist age 46-55 (.999) have interest and impress by nightlife tourism (EMB) more than the women tourist age above 56 (0.14) are 0.666999\*. The group of women tourist age 18-25 (.986) have higher concern on security risk (SR) and crime during the nightlife travel more than the women tourist age between 46-55 (.021) for the mean of .67602\*. For the sexual harassment (SH) concern it shown that the women tourist age between 18-25 (.863) have higher levels of sexual harassment concern compare to the group of tourist age between 46-55 (.005) which have mean of 0.63021\*. From the observation shown that the satisfaction level of nightlife tourism of tourist age between 18-25 (0.999) were higher than the group of tourist age above 56 (.000) which the mean difference is 1.22020\*. Furthermore, another women tourist group that also concern on sexual harassment in the nightclub are the group of age between 26-35 (.999) compare to the group that have age above 56 (.000) which the mean is 1.18028\*.

According to our observation it was shown that the Asian tourists have higher level of interest and have better nightlife experience than the European tourists which the mean is -.34477\* and the significant value is (sig) .002. It was shown that Asian tourists have higher level of security and crime concern (SR) than the European tourist for the mean of .50693\* which have the significant value of (sig) .000. Lastly, the Asian tourists have higher concern level of

sexual harassment (SH) in the nightclub more than the European tourists which have mean difference at .34228\* and the significant value at (sig) .007.

Table 3

Multiple Comparisons				
Schefft				
Dependent Variable	(I) AGE	(J) AGE	Mean Difference(I-J)	Sig.
EMB Total	18-25	Above56	.62613*	.000
	46-55	Above56	.66699*	.014
SR Total	18-25	46-55	.67602*	.021
SH Total	18-25	46-55	.63021*	.005
Satisfied	18-25	Above56	1.22020*	.000
	26-35	Above56	1.18028*	.000
EMB Total	Asian	European	-.34477*	.002
SR Total	Asian	European	.50693*	.000
SH Total	Asian	European	.34228*	.007

**Table 4**

Multiple regression analysis for emotional benefit for tourist's nightlife tourism.

Variable items		Emotional benefit			
	B	S.E	$\beta$	t	Sig
Constant	2.588	.170	-	15.185***	.000
Sexual harassment	-.772	.125	-1.018	-6.164***	.000
Security risk	.958	.152	1.040	6.296***	.000
R = .376, R2 = 0.142, Adjusted R2 = 0.135					
S.E. = .577, F = 20.143***, Sig = .000					
*** Significant level at.001					

From Table...., the result presents the tourists who have awareness on sexual harassment and security risk during nightlife tourism in Bangkok, these variables have a statistically significant influence on emotional benefit of tourists at .001. Sexual harassment and security risk on nightlife tourists' effect to emotional benefit awareness at 13.5% with the error in estimating at .376, the study was accepted for alternative hypothesis (H1) which is hypothesis 2 and 3.

The tourist who considered for risk in emotional benefit, when influenced to the standardized coefficient ( $\beta$ ), the variables have different effect on emotional benefit. If tourists feel negative on sexual harassment, the awareness of emotional benefit will decrease at -.772

( $\beta = -1.018$ ). However, if tourists feel positive about security risk, the awareness of emotional benefit will increase at .958 ( $\beta = 1.040$ ). The equations can be written as follows:

$$\text{Emotional benefit} = 2.588 - .772 (\text{sexual harassment}) + .958 (\text{security risk})$$

## Discussion

The research results that female tourists aware of the overall physical risk at the moderate level, and some areas perceived at a high level, namely, risks of being hit by a car and motorcycle, crime, cheating, theft, and sexual harassment, while perceived risk of tourists should be at a low level (Aqueveque, 2006; Kozak et al., 2007; Quintal & Polczynski, 2010). Additionally, tourists attempt to avoid going to visit the place if they reconsider it risky or unsafety (Chew & Jahari, 2014), supported by (Azim 2010) stated if tourism destination considered as unsecured, female tourists tend to cancel travel plans. In addition, women tend to have various needs (Saewang, 2012). In particular, the most critical need is safety (TAT, 2015). Likewise, considering the needs of women and the importance of decision-making in traveling (Burkhard et al., 2017). Women pay attention to public transportation, and they aware of sexual harassment (Gilmartin, 1997; Wilson & Little, 2008). Traveling long distances, they must ensure that they are safe from crime (Matheson, 2017). The improvement of safety in nightclubs is a fundamental need for tourists. The experts should manage not only the recreational properties for their customers but also aware of security and safety managing apply to the areas. Therefore, in the Bangkok nightlife context, involved stakeholders should be concern about this issue and find out the way how to reduce the physical risk perception of tourists to make tourists' confidence in the safety and attract them to traveling in nightclubs.

Nightlife is an important tourist destination for the Thai tourism industry. However, Thailand Ranked at 132th out of 141 countries with a score of 3.75 out of 7.00 (WEF, 2015) and in 2017 has been ranked 118 out of 136 countries with a score of 4.00 out of 7.00. (WEF, 2017) It means that Thailand is ranked as one of the 20 most dangerous countries in the world, and 7 out of 8 ASEAN countries have been ranked (WEF, 2017). According to previous work, it was stated that nightlife tourists must ensure that they are in a secure location to travel (Khan, 2017), while earlier study reported that several crimes happen in the night time of the entertainment areas of the city. Most of these offenses occur after midnight on the weekends and include young adults, with the level of risk was increased after 3.00 am. Liquor is typically a huge factor for the two offenders and victims. Therefore, people who travel at night may commit to the hazard more that people who go in the day time (Cooley- Strickland et al., 2009)

This study resulted that female tourists perceived the risk of accidents from being hit by car or motorcycle while traveling in nightlife areas, offense, and hygiene at a high level that

those may affect tourists' satisfaction and behavioral intention. Therefore, to build tourist's satisfaction and behavioral intention should enhance the nightlife tourism safety policy for attracting the tourists traveling in the areas with confidence. The cooperation from all sectors is essential in forming strategies. They should work together to develop an effective tourism safety policy. Safe destinations can create a quality experience for tourists.

### **Limitation and Future Study**

The main focus of this research were the women travelers in the nightclubs and surrounding areas in Bangkok. Firstly, focus on the nightclub environment in Bangkok and how it potentially influences the motivations to visit the nightclub of women tourists. Secondly, this research aims to study about the risk perception in the nightclub of the women tourist which related to the sexual harassment in the nightclub of men towards foreign female tourists in various aspects. Moreover, this research aims to study the safety perception towards nightclubs. For the matter of fact that this research mainly focuses on the nightclubs environment and the perception of women travelers towards nightlife tourism it potentially leads to the risk and limitations of conducting the questionnaire in the nightclubs areas since the security and safety need to be considered. The risk includes the possibility of getting lost or encountering the accident. Thirdly, future research aims to evaluate the intention to visit nightclubs in Bangkok of women travelers after the risk and safety considerations. Future research can delve into the influential factors that affect the motivation to visit nightclubs of foreign female tourists.

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