บทความวิจัย (ม.ค. – มิ.ย. 2563)
การพัฒนาภาพลักษณ์เชิงการตระหนักรู้และภาพลักษณ์เชิงความรู้สึกของนักท่องเที่ยวที่บ่งชี้ภาพลักษณ์
ของแหล่งท่องเที่ยวยามค่ำคืน กรณีศึกษา เมืองพัทยา จังหวัดชลบุรี

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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาพัฒนาภาพลักษณ์เชิงการตระหนักรู้และภาพลักษณ์เชิงความรู้สึกของนักท่องเที่ยวที่บ่งชี้ภาพลักษณ์ของแหล่งท่องเที่ยวยามค่ำคืน : กรณีศึกษาเมืองพัทยาจังหวัดชลบุรี วัตถุประสงค์ของการวิจัยเพื่อศึกษาพัฒนาเชิงตระหนักรู้และเชิงความรู้สึกของนักท่องเที่ยวที่บ่งชี้ภาพลักษณ์ของสถานบันเทิงบนถนนคนเดินเมืองพัทยาจังหวัดชลบุรี นักวิจัยได้ทำการสำรวจประชากรที่เป็นนักท่องเที่ยวชาวต่างชาติจำนวน400   คน ผู้ตอบแบบสอบถามคือนักท่องเที่ยวชาวต่างชาติที่เดินทางมาท่องเที่ยวยังถนนคนเดินพัทยาในช่วงเวลาวันที่ 1 กุมภาพันธ์ - 28พฤษภาคม 2562 วิเคราะห์ข้อมูลโดยใช้การวิเคราะห์เชิงพรรณนาผ่านโปรแกรม SPSSโดยมีนัยสำคัญทางสถิติที่ระดับ 0.05และวิเคราะห์องค์ประกอบเชิงยืนยันผ่านโปรแกรม SPSS for AMOS ผลการวิจัยพบว่า นักท่องเที่ยวชาวต่างชาติมีการรับรู้ภาพลักษณ์ของสถานบันเทิงที่ถนนคนเดินพัทยาผ่านการยืนยันหาความตรงเชิงโครงสร้างทั้ง 7 ปัจจัย ได้แก่ 1) บรรยากาศปลายทาง 2) สิ่งแวดล้อมปลายทาง 3) การเข้าถึงและทำเลที่ตั้ง 4) กิจกรรม 5) การบริการ 6) สิ่งอำนวยความสะดวก 7) คุณค่า และเกิดภาพลักษณ์เชิงความรู้สึกได้แก่ 1) ความอัศจรรย์ 2) ความผ่อนคลาย จะเห็นได้ชัดเจนว่าค่าการตระหนักรู้และความรู้สึกต่อสถานที่ท่องเที่ยวเป็นไปในทางบวกด้วยกัน แสดงให้เห็นว่านักท่องเที่ยวชาวต่างชาติมีความพึงพอใจต่อภาพลักษณ์ของแหล่งท่องเที่ยวยามค่ำคืนของเมืองพัทยา จังหวัดชลบุรี

คำสำคัญ: ภาพลักษณ์, นักท่องเที่ยว, แหล่งท่องเที่ยวยามค่ำคืน

The development tourist's cognitive – affective indicators of destination image of entertainment places; a case study of Pattaya Chonburi Province

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Abstract

The purpose of this research focuses to development tourist's cognitive-affective indicator of destination image of entertainment places, a case study of Pattaya city, Chonburi, Thailand. And research objective to seek and encounter the development cognitive and effective indicators of tourist's

destination images of entertainment places of Walking Street at Pattaya city in Chonburi province. The researchers surveyed the population of 400 respondents. The respondents were foreign tourists traveling to Pattaya Walking Street during 1 - 28 February2019. Descriptive through the SPSS program with statistical significance at the level of 0.05 and confirmatory factor analysis through the SPSS for AMOS program. The research found that foreigner are aware of cognitive image of entertainment at Pattaya Walking Street through confirmation of the structural validity of the 7 factors, including 1) the destination atmosphere 2) the destination environment 3) access and location 4) activities 5) Service 6) Facilities 7) Price and Value. And affective image is 1) astonishing 2) eased. It is obvious that the awareness and feelings towards the tourist destination are positive. Shows that foreigner are satisfied with the image of Pattaya's nightlife Chonburi province

Keywords: Image destination, Tourists, Entertainment place

Introduction

The tourism industry is considered an important industry that has been creating jobs and providing income for the people in money form for a long time. Thailand has been promoting tourism for over 60 years under the name of the Tourism Authority of Thailand (TAT). In the past several years, there have been many issues here in Thailand, such as the political conflict in the country, natural disasters and environmental changes that affect the confidence and image of Thailand.

Pattaya City began to grow rapidly after the United States soldiers came to rest during the battle and returned to the west. Therefore making it a city that people consider to be well known, it began to have elements in various aspects of the city plan causing the use of more dense areas as this can be seen from the distribution of residential buildings from Pattaya 1st Road (Pattaya Beach Road) untill South Pattaya. The South area is considered to be the largest source of nightlife entertainment in Pattaya. The famous nightlife that attracts many foreigners choose to come to Pattaya is "Walking Street". Internationally known for its nightlife, Pattaya offers numerous of choices for entertainment and fun which concentrates in South Pattaya and Central Pattaya. Meanwhile, North Pattaya is quieter but there are enough pubs and bars to choose from. Most of the pubs, bars, beer bars, discotheques, transsexual cabarets, karaoke bars, a go-go bars, as well as restaurants line up along Pattaya Beach Road and along the connecting lanes off the main street. Walking Street is the most populated with these venues.

This study demonstrates the potential of a good image of Pattaya entertainment places. It was conducted to study the perceptions and feelings of foreign tourists on the Pattaya nightlife matter. This means that tourism is intended for recreation and leisure purposes. It is not related to entertainment places or promoting travel in bad location. The data from the physical and tourism survey were compared with the theory of image perception. To illustrate the possibilities and propose ways to

improve the image of the nightlife to be more clear.In addition, this is to refute the negative stereotypes towards the city from the past and in order to build awareness to the tourists about the nightlife rightfulness.

Research question

What are the cognitive-effective indicators of the destination images of entertainment places of Walking Street at Pattaya city, Chonburi?

Research objective

1. To seek and encounter the development cognitive-effective indicators of tourist's destination images of entertainment places of Walking Street at Pattaya city in Chonburi province.

The scope of the research

1. Population scope: Foreigners travelling to Pattaya Walking Street.
2. Place: Around the mains of Pattaya Walking Street, Chonburi
3. Time scope: From May 1, 2018 - Mar 31, 2018.
4. Source of data: Primary data, collected through questionnaires, and secondary data.

Literature review

Baloglu&McCleary (1999) described the measurement. Cognitive Image, Affective Image, and over/global Image following;

1) Perceptual / Cognitive Image is a perception of vision or hearing from the media including the perception that they have seen or experienced tourism in various destinations. Beliefs or knowledge about tourism destinations, such as the distinction of tourist destinations, cultural traditions in each area, etc. Beliefs and knowledge about. Travel sources derived from media sources are one factor in attracting or encouraging tourists, especially new tourist has never experienced the tourist before. When considering the elements of the image of tourism, it is found that the cognitive component is related to personal feeling toward one thing (Baloglu and McCleary 1999: 228). Happened before Sensory Elements the influence on the sensory component was subsequently in assessing the value of something, people will apply their knowledge to the decision (Russel and Pratt 1980: 41).

2) Affective Image is the image derived from a sense of being evaluated after the visitor has been informed of tourist attractions or travel information of various countries. Whether it is seeing or hearing it makes a tourist feel it is a good or bad location. Sensory factors are also based on emotional experience. The positive feelings (happy) and negative feelings (anger) can be caused by experiences related to the characteristics of tourism products and services. (Derbaix and Pham. 1991 : 224 ; Beerli and Martin. 2004 b : 228) In a manner which is about feelings or emotions may be subject to change according to conditions or circumstances. The individual characteristics of the individual cannot be imitated or

transmitted to each other, as well as the direction of the two expressions of the opposite. Over the past decade, many scholars have focused on the study of perceptual components, while the study of sensory components has recently gained popularity among travel researchers. Research of Russell (1980). The study of the circumflex model of effect, focuses on determining how traits and emotions are structurally similar. The circumflex model allows a broader view of personality and of the interpersonal relationships integral to understanding a scale that measures the effective quality attributed to close and remote places or environment. Affective quality or image has been conceptualized as two-dimensional bipolar space related to pleasantness and arousal.

Documents related to entertainment

There are a variety of activities for guests to visit such as Café, Discotheque, Pub Lounge, Massage Parlor, and Karaoke, a place for dancing such as Ramwong, or Ronggeng and a place for food, liquor or tea. The risk to the safety of tourists, as organized crime, the source of prostitution etc.

Therefore, Entertainment Act B.E. 2509 came into force for peace. The reason for the promulgation of this Act is for entertainment operators to be controlled under the entertainment Act. There are some types of services which may be affected by public order or morals and to arrange for entertainment in the service is not appropriate. As a result, the tourist attraction of the country has deteriorated. The Content Entertainment Act B.E. 2509 has provisions prescribed under these 3 following sections:

"Entertainment place" means a place established for providing service with a purpose of commercial benefit as follows:

(1) A place for dancing, ramwong, or ronggeng as its regular business with or without a service partner;(2) A place where food, liquor, tea or any other beverage is sold and serviced with a concubine for looking after a customer;(3) A place for bathing, massaging, and steaming with a service provider to the customer.

Research methodology

Research design: Comparative study of Thai tourists and foreigner tourist's satisfaction toward to gastronomy tourism in Thailand a case study of Pattaya, Chonburi. A quantitative research, which uses a questionnaire as a tool to collect information.

Population and sampling design: Collect data by convenience sampling from foreigners who were at the time, visiting Pattaya Walking Street, to determine the sample size of the population in this research.

Regarding the sample size, the researcher used W.G. Cochran formula to determine the unknown population size. The level of confidence is 95% and the error rate is 5%As a result, there are 400 respondents as the sample size of this study.

Research instrument

As a quantitative method, in this study the variables that will be used among others are as follows; (1) Cognitive and Affective factor as independent variable (2) Destination image as dependent variable (3) Create a questionnaire by collecting variables from the selection of research related to the

image. In which the questionnaire has the appearance of closed-ended questions. The questionnaires would be consisting of questions with answers to select from multiple answers. Open-ended questions are left blank for the tourists to fill in the data and questions that show the level of intensity, which the questionnaire for this research study consists of 3 parts as follows:

Part 1 Personal data and information source, Part 2 Cognitive image, Part 3 Affective image Statistical analysis: Data collection was conducted through questionnaires. The sample group was 400 samples from the foreigners of Pattaya City, Thailand. Calculate basic statistics by finding frequencies, percentages, mean values and standard deviations. The reliability of the questionnaire used by Cronbach's Alpha Coefficient (α – Coefficient). Quantitative data analysis was done by using factor analysis which includes confirmatory factor analysis (CFA) statistical models.

Research result

Descriptive statistics: General Information source The most foreigners are male, largest aged group between 20-29 years old, the most region country are Asia, the largest group education are post graduate degree, the largest group occupation are entrepreneur/business owner, more than half of the tourist status is single, and the mostly income are 801-1,100 USD. (24,030-33,000baht).

The number of foreigners have been to entertainment places at Pattaya city, Thailand up to 98%, ever had the experience to visited at Pattaya Walking Street for two times, the most of tourist came with friends and go to Pattaya Walking Street by walking and has expenditure per night not less than 1,000 baht. And direct source of information about Pattaya Walking Street is mostly from friend, Advertisement-oriented information of the tourist is mostly achieved through the internet.
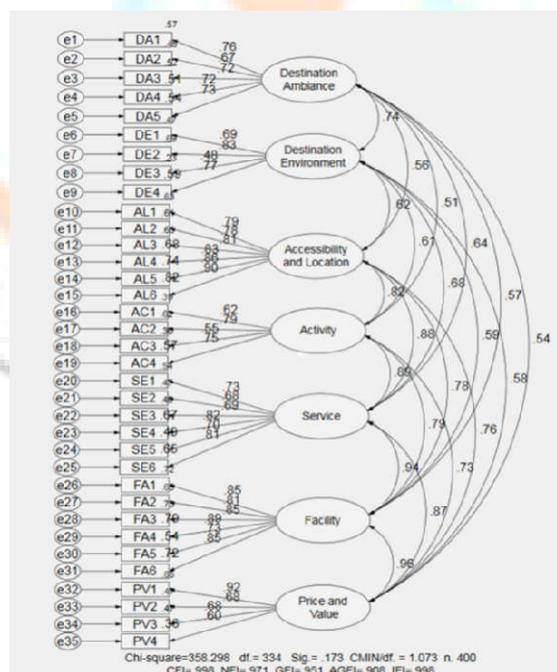
Part 2: Cognitive image

Figure 1 CFA cognitive factor

From confirmatory factor analysis figure above showframework of Theory have 7 latent variables including Destination Ambiance, Destination Environment, Accessibility and Location, Activity, Service, Facility Price and Value. The result of multi factor confirmatory analysis the model of the development of tourist's cognitive-effective indicator of destination image entertainment places; a case study of Pattaya city, Chonburi. the result found standardized factor loading ranged from 0.48 – 0.92 more than 0.40 by high factor loading is "Walking street is a famous to visit" and squared multiple correlations (R2) ranged from 23.10% - 85.10% the resulting measure is the acceptable values and strongly suggest that each set of items represents a single underlying construct and provides evidence for discriminate validity.By Chi – Square = 358.298, df = 334.00, Sig. = 0.173 > 0.05, CMIN/df. = 1.073 < 5.0 Furthermore, the results of the Confirmatory factor analysis (CFA) analysis the model of the indicator development of tourist's cognitive-effective of destination image entertainment places; a case study of Pattaya city, Chonburi. Are demonstrated relatively a reasonable fit of the seven index of model to the data on the basis of a number of fit statistics including CFI = 0.998 > 0.90, GFI = 0.951 > 0.90, AGFI = 0.908 > 0.90, RMSEA = 0.014 < 0.05, RMR = 0.021 < 0.05, NFI = 0.971 > 0.90, IFI = 0.998 > 0.90

Table 1 Mean and standard deviation overall perceptual and cognitive destination image

(n = 400)

Perceptual and cognitive destination image	$\overline{X}$	SD	Interpret
Destination Ambiance	3.67	0.66	Agree
Destination Environment	3.73	0.68	Agree
Accessibility and Location	4.27	0.62	Strongly agree
Activity	4.26	0.66	Strongly agree
Service	4.22	0.60	Strongly agree
Facility	4.30	0.60	Strongly agree
Price and Value	4.31	0.60	Strongly agree

The data revealed of table show the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. Overall result found perceptual and cognitive destination image in agree level mean 4.11 Standard Deviation 0.52, The result show all items in agree level a higher degree the first are "Price and Value" (mean of 4.31), the second are "Facility" (mean of 4.30), the third are "Accessibility and Location" (mean of 4.27), the fourth are "Activity" (mean of 4.26), the fifth are "Service" (mean of 4.22), the sixth are "Destination Environment" (mean of 3.73) and less are "Destination Ambiance" (mean of 3.467), respectively.
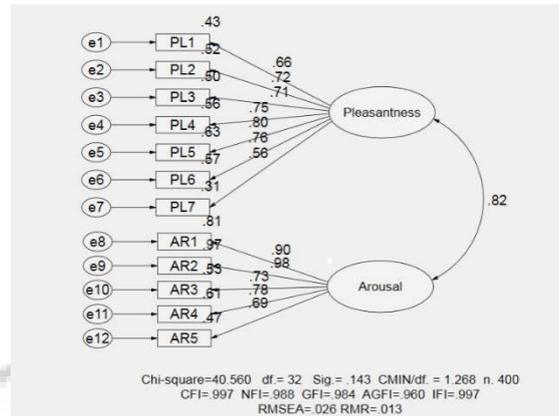
Part 3 Affective image

Figure 2 CFA affective factor

From confirmatory factor analysis figure above show framework of Theory have of 12 variable under 2 cognitive factors.The result found standardized factor loading ranged from 0.56 – 0.98 more than 0.40 by high factor loading is "Entertainment places of Pattaya Walking Street is eased/alarmed" and squared multiple correlations (R2) ranged from 43 - 97% the resulting measure is the acceptable values and strongly suggest that each set of items represents a single underlying construct and provides evidence for discriminate validity. By Chi – Square = 40.560, df = 33, Sig. = 0.143 > 0.05, CMIN/df. = 1.268 < 5.0, and a reasonable fit of the seven index of model to the data on the basis of a number of fit statistics including CFI = 0.997 > 0.90, GFI = 0.984 > 0.90, AGFI = 0.960 > 0.90, RMSEA = 0.026 < 0.05, RMR = 0.013 < 0.05, NFI = 0.988 > 0.90, IFI = 0.997> 0.90

Table2 Mean and standard deviation overall affective destination image (n = 400)

Affectivedestination image	$\overline{\text{X}}$	SD	Interpret
Pleasantness	4.09	0.33	Agree
Arousal	3.61	0.23	Agree

The data revealed of table show the respondents opinion toward overall affective image, the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. Overall result found affective image in agree level mean 3.89 Standard Deviation 0.22, The result show all items in agree level the first are "Pleasantness" (mean of 4.09), the second are "Arousal" (mean of 3.61)

Research result

This shows that foreign tourists visiting Pattaya Walking Street were mostly teenagers, single men. Most professions were business owners and the largest group were Chinese tourist's. In accordance with the statistics of the number of tourists traveling in the country, the number one is Chinese people, 10,535,955 people per year. (Source: Ministry of tourism and sport, 2018, web site) and most have come to Pattaya Walking Street more than once and walking with friends, by receiving the information of Pattaya Walking Street from a source of information that is not for commercial purposes from a friend, and the cost of tourism was not more than 1000 baht per night.

Overall perceptual and cognitive destination image of 400 foreigners, results found that the level of the confirmatory factor analysis model was higher

1) Price and value factor is "Nightlife at Walking Street is worth every US. paid"

2) Accessibility and location is "Traffic of roads is well organized and flow"

3) The facility is "Walking Street has accommodation nearby"

4) Destination environment is "Local people are friendly and hospitable"

5) Service is "There are has authorities ability to provide information"

6) Activity is "Walking street has a variety of offerings"

7) Destination Ambiance is "Walking street has a pleasant landscape"

Affective indicators of destination image in which effective image refers to what a person feels about destination, the researcher first concluded 2 items in pleasantness factor were "Entertainment places in Pattaya Walking Street is astonishing/gloomy", and arousal factor was "Entertainment places of Pattaya Walking Street is eased/alarmed" Each factor had conceptualized as two-dimensional bipolar space that can be defined by eight variables falling in a circumflex model by Russel (1980).

Discussions

Cognitive image

Destination ambience factor : This shows that Pattaya Walking Street has a good landscape Suitable for leisure travel and the surrounding environment remains Thai Both food culture, 'Wai' culture that is still visible.

Destination Environment factor : This shows that respondents have a positive attitude toward the local people in the area and feel safe to travel to Pattaya Walking Street.

Accessibility and Location factor: This shows that Pattaya has access to tourist attractions thoroughly and offers services from various types of transportation, including motorcycle, minibus, taxi, car rental. The pedestrians were allowed easier access to Pattaya Walking Street both by making a one-way road and the fact that there were traffic officers who facilitate the management of a large number of buses entering the pedestrian street.

Activity factor: This show that most respondents have opinions that throughout Pattaya Walking Street are many activities available such as Thai boxing show, live music, clothes store and products consistent with the variety of entertainment.

Service factor: These show that tourists are happy with the staff. (Tourist police) who are ready to provide services and help foreign tourists and Walking Street Pattaya provides comprehensive and convenient financial services in the surrounding area such as ATM machines, money exchange booths and bank services. Venues that are available within walking street are restaurants, nightclubs, etc.

Facility factor : This show that restaurants and entertainment venues in Walking Street Pattaya have good hygiene facilities. There are also rooms that are ready to service around the tourist attractions in an adequate amount and comfortable to stay at all times.

Price and Value factor: This show that respondents are satisfied with the price paid in exchange for services and entertainment received and that the reputation has a direct impact on the tourism image that helps attract tourists to come and experience the nightlife at Pattaya Walking Street.

Affective image

Pleasantness factor: Show indicates that the physical characteristics of the walking street create excitement for tourists and have a unique identity of the nightlife image.

Arousal factor: Show responding to the stimulus occurred at an attraction that traveling entertainment places at Walking Street relaxed and comfortable. Whether it is the atmosphere, the light, the entertainment activities, the show and the facilities within Walking Street effect of emotions in this area clearly to show the image of nightlife.

The findings can be concluded as followers:

1) Confirmed that destination image is a hierarchical structure within the cognitive and affective components within the hypotheses testing the hierarchical structure of destination image, the effect of cognitive destination image on affective destination image is obtained.

2) Tourist have a positive assessment and decision on the mental or intellectual knowledge about the destination's characteristics based on the composition of the destination, resulting in positive emotions about the destination as well.

Recommendations for research

1. Promoting the target market for tourists from the original popular traveling to Pattaya as a group tour with a foreign individual tourism (FIT), especially Indian and Chinese people who have high potential to spend and have a passion for marine activities and shopping, which is in line with the geographical characteristics of Pattaya which has a complete tourist attraction.

2. Promoting tourism activities that indicate a way of life hospitality through acting such as Thai cultural performances at the event "Songkran Day". Held at Pattaya Walking Street which has provided a place to be a space for the continuation of Thai culture and traditions. The activities were held between 13 - 19 April every year.

3. Promoting model LGBT Tourism Creative teenage tourists in groups and working groups, with ages between 20-39 years of age. As Pattaya has featured the performances of the cabaret's lady boys, such as organizing a parade or celebration of homosexuality in the street to create a pulse. Keio is one of the tourist destinations such as homosexuality clear "Sonoma County Pride Parade and Celebrations 2018 in Santa Rosa, California"

4. Thailand has much nightlife Walking Streets such as Khao San Walking Street, Chiang Mai Walking Street or famous nightlife attractions in addition to Pattaya, more studies in other areas as mentioned above that can create a brand image destination like Pattaya and cause the development of tourist destinations in various areas for tourists to be impressed and as an option to decide to travel and revisit again.

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