ความตระหนัก ความคาดหวัง และการรับรู้ของนักท่องเที่ยวต่างชาติที่มีต่อภัยเสี่ยง และมาตรการความปลอดภัยแหล่งท่องเที่ยว
The Analysis of International Tourists' Awareness, Expectation, and Perception toward Incident Risks and Destination Safety Measures

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บทคัดย่อ

การศึกษาครั้งนี้มีวัตถุประสงค์เพื่อค้นหาปัจจัยด้านความปลอดภัยของแหล่งเที่ยวที่สำคัญ เพื่อส่งเสริมความเชื่อมั่นด้านความปลอดภัยของนักท่องเที่ยวต่างชาติในประเทศไทย ด้วยศึกษาความตระหนักและการรับรู้ถึงภัยเสี่ยง ความคาดหวังและการรับรู้ที่มีต่อมาตรการความปลอดภัยของแหล่งท่องเที่ยว รวมถึงการสร้างปัจจัยด้านความปลอดภัยแหล่งท่องเที่ยวที่สำคัญ โดยการศึกษาอาศัยการวิจัยเชิงปริมาณ กลุ่มประชากรในการวิจัยได้แก่นักท่องเที่ยวต่างชาติจาก 7 ภูมิภาค โดยใช้แบบสอบถามเป็นเครื่องมือหลักในการเก็บรวบรวมข้อมูลจำนวน 492 ตัวอย่าง และวิเคราะห์ผลด้วยสถิติเชิงพรรณนา รวมทั้งการวิเคราะห์ปัจจัยเชิงสำรวจตามวัตถุประสงค์ที่ตั้งไว้ ผลการศึกษาพบว่า ระดับความตระหนักและการรับรู้ต่อภัยเสี่ยงในแหล่งท่องเที่ยวอยู่ในระดับค่อนข้างต่ำและต่ำตามลำดับ โดยปัจจัยที่ควรเน้นความสำคัญคือด้านการคิดเงินเกินราคาของผู้ประกอบการด้านการท่องเที่ยว ในขณะที่ระดับความคาดหวังและการรับรู้ต่อมาตรการความปลอดภัยของแหล่งท่องเที่ยวอยู่ในระดับปานกลางและสูงตามลำดับ ผลการวิเคราะห์ปัจจัยเชิงสำรวจ พบว่ามีเพียง 28 ปัจจัยที่สำคัญและถูกจัดกลุ่มเป็น 5 ตัวแปรองค์ประกอบ ได้แก่ด้านสภาวะที่ไม่สามารถควบคุมได้ของแหล่งท่องเที่ยว ด้านมาตรการการรองรับของแหล่งท่องเที่ยว ด้านมาตรการการป้องกันของแหล่งท่องเที่ยว ด้านสภาวะทางพลเมืองและการเมืองของแหล่งท่องเที่ยวและด้านอาชญากรรมของแหล่งท่องเที่ยว โดยมีค่าร้อยละความ

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แปรปรวนสะสมที่ 68.68 ที่สามารถอธิบายได้ และค่าไอเกนที่ 11.727 8.185 1.608 1.456 และ 1.062 ตามลำดับ โดยมีชื่อใหม่ในการเรียกทั้ง 5 ตัวแปรองค์ประกอบว่าปัจจัยความปลอดภัยแหล่ง ท่องเที่ยว ดังนั้นผลการวิจัยอาจช่วยให้ภาครัฐ องค์กรและบุคลากรที่เกี่ยวข้องกับภาคการท่องเที่ยว สามารถพัฒนากลยุทธ์การท่องเที่ยวโดยมุ่งเน้นไปที่ปัจจัยด้านความปลอดภัยของแหล่งท่องเที่ยว ที่สำคัญ เพื่อเพิ่มความมั่นใจด้านความปลอดภัยให้กับนักท่องเที่ยวชาวต่างชาติส่งผลให้เกิดการ เพิ่มระดับขีดความสามารถในการท่องเที่ยวของประเทศไทย

คำสำคัญ: *ภัยเสี่ยง มาตรการความปลอดภัยแหล่งท่องเที่ยว ความปลอดภัยแหล่งท่องเที่ยว*

Abstract

This study aims to investigate key destination safety in order to promote international tourists' safety confidence in Thailand. The objectives were to explore awareness and perception toward incident risks and examine their expectation and perception toward destination safety measures and to construct key destination safety. The quantitative research methodology were employed. The target population was international tourists who visited Thailand originating from seven regions: East Asia, South Asia, Middle East, Oceania, Europe, The Americas and Africa. The survey questionnaire was a main tool for collecting respondent's data and was administered to 492 sets. The data were analyzed by descriptive statistics along with the explanatory factor analysis according to research objectives. The key findings showed that international tourists had a slightly low level of awareness and low level of perception toward incident risks with the focus on overcharging by service provider attributes. While international tourists' expectation and perception level toward destination safety measures were moderate and high respectively. The exploratory factor analysis revealed that only 28 important attributes were retained and attributed into five components; destination uncontrolled conditions (factor 1), destination preparedness measures (factor 2), destination prevention measures (factor 3), destination civil and political conditions (factor 4), and destination crime (factor 5), and considerably renamed as key destination safety, the analysis also showed that five major factors were extracted with cumulative percentage of variance explained at 68.68% with Eigen values of 11.727, 8.185, 1.608, 1.456 and 1.062 respectively. Thus, the findings may help tourism related government sectors, organizations and personnel to initiatively develop the tourism strategies with the focus on key destination safety factors to enhance international tourists' safety confidence resulting in increasingly gaining a tourism competiveness.

Keywords: *Incident risks, Destination safety measures, Destination safety*

Introduction

The travel and tourism industries have grown instantly and shown important resilience worldwide (Crotti and Misrahi. 2015). Recently, the number of tourism destinations have been increasing and opening up for tourism development, resulting in continuously increasing numbers of global tourists. Tourism has also become a main mechanism in improving the society and economy. For instant, tourism has created more works and new businesses, and upgraded the destination's facilities and infrastructures especially in a country that embraces tourism as a key driver for its economy (UNWTO. 2015). Travel and tourism industries are recognized as key economic activities that significantly generate revenues to Thailand. (Tourism Authority of Thailand. 2009). Unfortunately, the development of Thailand tourism has been facing several obstacles which cause Thailand earn a negative tourism image (Rittichainuwat and Chakraborty. 2009). One of the issues that has been brought into a global attention is the safety and security issue. Recently, this issue is being aware worldwide for both local people and tourists because it is considered as a basic requirement in all people's activities including tourism. Besides, tourism safety consciousness, which becomes a global trend, drives a tourism modification and is a key factor influencing tourist's decision on choosing a destination. (Dwyer, Edwards, Mistilis, Roman, and Scott, 2009).

Recently, Thailand's safety image has been tarnished by various factors. Those factors are among, for example, political unrest, natural disasters, diseases, crimes and terrorism (Howard. 2009) consequently, the amount of potential tourists have decreased as they have changed their destination choice to other countries and regions. In addition, World Economic Forum (2015), ranked Thailand's tourism safety and security number 132 out of 141 participant countries. It showed Thailand has the weakness on the most significant factor driving the tourism industry. ABTA (2015) reported that a majority of tourists still play safe with their holiday or destination choice and those safety and security issues, such as accommodation and financial protection, are ranked top of tourist's booking essentials as typically tourists are more risk averse during a recession. Thai Government by National Tourism Planning Committee (2011), therefore, saw the importance of this issue and attempted to enhance confidence to international tourists by policing the strategic tourism development plan in its national tourism development plan during year 2012-2016.

As safety and security issue is playing an important role to ensure a quality in tourism and is a key determinant in tourist's decision to select a destination, therefore the improvement of safety and security must be considered and implemented. Tourists who perceive safe and secure destinations would feel confident to travel to that destination. In order to provide a safe and secured perception, a clear understanding

of safety requirements, measures and concerns of tourists must be noticed. Then appropriate measurement and strategies can be created to serve tourists' true safety's requirement. However, over years, the development in tourism industry had been focused only on how to grow sustainably and searched for factors that can help in making better decisions and actions (Manning. 2004), little research has been done on assessing the tourist safety confidence toward tourism destination. Consequently, this research focused on investigating international tourists' awareness, expectation and perception toward destination incident risks and destination safety measures in order to find key destination safety, which can be taken into the consideration of future plans or policies to increase international tourists' safety confidence in Thailand.

Research Objectives

This research aimed to investigate key destination safety in order to promote international tourists' safety confidence in Thailand. The specific objectives were;

1. To explore awareness and perception toward incident risks and examining their expectation and perception toward destination safety measures

2. To construct key destination safety.

Literature Review

1. Tourism Safety

Safety and security issues have become a prominent role in tourism industry as the issues contribute both negative and positive impacts and consequences in both global and regional levels (Kovari and Zimányi. 2011). Traditionally, safety is defined as a protection from accidents. It is concerned with the human's health and well-being which still primarily emphasizes on the accidental incidents. While, the background of security as a result of the theft prevention which ranges from individual to national security. Safety condition is more like a prevention from hazardous events, while security condition is a prevention of threats. Hazard refers to a risk which effect human health and lives, and also environment. Whereas, threat is always concerned with human which occurrence of incidents are consequences of an individual (Albrechtsen. 2003). In tourism context, the terms safety and security are somehow clearly distinct in their definitions, however, in the preliminary review on the tourism literatures show that the definitions of tourism safety and security are overlapping and confusing, and used interchangeably. In conclusion, tourism safety may be defined as the protection of tourists from unintended incidents and tourism security as the protection from incidents, where tourists act intentionally. However, the use of tourism safety and security terms are often used interchangeably and it is pointless to differentiate the

terms "safety and security" in tourism since both are the protection of tourists against hazards and threats.

1.1 Tourism Incident Risks

As the terms "safety and security" in tourism are interchangeable, safety and security incidents are denoted to without any real distinction in the tourism-related literatures; nevertheless, these incidents are different in their essences. Security incidents refers to incidents where tourists is being in danger as a consequence of the intended actions of others e.g. war, terrorism, crime, and political unrest, while safety incidents refer to incidents where tourists accidentally injured without malice aforethought (Mansfeld and Pizam. 2006). In hospitality and tourism, risk can be defined as the possibility that tourists may experience various unfortunate dangers while travelling or at the tourist destination and those dangers caused by an uncertain events and its negative or positive consequences (Tsaur, Tzeng and Wang 1997). Tourism incident risks are among 1) natural risks, 2) technological risks, 3) biological risks, and 4) civil/political risks (Robertson, Kean and Moore. 2006)

1.2 Destination Safety Measures

Generally, safety measure refers to a safety system or measure which is used to ensure the reduction or the protection from hazard or danger. In tourism context, a destination safety measures may refer to an appropriate safety system or plan to protect tourists from hazard or tourism incident risks (Robertson, Kean and Moore. 2006). As tourism incident risks influencing the destination safety image and tourists' safety results to a decreasing number of tourists and activities at the destination and surrounding areas, subsequently; the specific safety measures are necessary initiated to handle or demolish the risks and bring back the country's image (Cavlek. 2002). In summary, the safety measure is a necessary tool to prevent tourists from risk and hazard and create tourist risk awareness at the destination. The safety measures aimed at tourists should be initiated under the collaboration of related agencies – such as government, local authorities and police units, however the initiative measures vary depend on the different industries in tourism (Rittichainuwat and Chakraborty. 2009).

1.3 Tourist Awareness, Expectation and Perception

1.3.1 Tourist Risk Awareness

Tourist risk awareness may refers to tourist's concern, consideration and response to uncertain situation or chosen destination (Milman and Pizam. 1995). Since risk awareness relates to a chosen destination, it illustrates that tourist risk awareness is an important variable to the destination image. It also implies that incident risk awareness may jeopardize tourist's safety confidence toward the choosing destination. However, one destination may contain various images depending on tourist characteristic (Fakeye and Crompton, 1991)

1.3.2 Tourist Expectation

Tourist expectation is formed by tourist's needs and motivations which tentatively represent the forthcoming events or situations (Gnoth. 1997). Tourists' expectations occur on their pre-trip phase as tourists design and anticipate the probable activities they would participate during their stay through expectations, and are considered as a pre-perception of the upcoming trips (Larsen. 2007). Consequently, it is necessary to understand tourist' expectation as it helps in destination development and tourism product improvement resulting in an increment of tourist satisfaction. While tourist's satisfaction level at the chosen destination was depended on the attributes of destination they perceived. Therefore, the assessment of tourist's perception and their prior expectation is a measurement of tourist's satisfaction whether it satisfies or dissatisfies them (Tribe and Snaith. 1998)

1.3.3 Tourist Perception

With respect to tourism, tourist perception is characterized as what is seen and experienced by travelers on their decision making process of purchasing and devouring related-administrations and while being at the destination. This vision or perception is based on the probability of negative or positive consequences resulting from tourists' behavior and decisions (Reisinger and Mavondo. 2006). As tourists concern with their personal safety and security, the search for safe and secure destinations is processed and the avoidance of violent incident (Pizam and Mansfeld. 2006), tourists compare destination alternatives depending on how they perceive benefits or costs at the destination. The typical costs are those spending before or during trip, however, the particular cost concerning risks seem to be a major factor on the decision making. The risky destination is likely to be perceived as more costly than a safer destination. So it may conclude that if the destinations are being compared and their benefits is similarly provided, the less expensive or safer destination is tended to be chosen (Sönmez and Graefe. 1998).

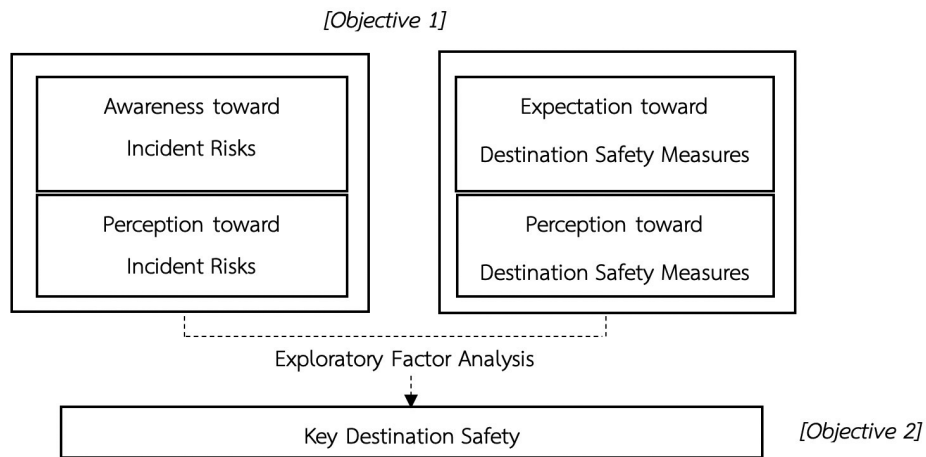## Conceptual Research Framework

[Objective 1]

Figure 1 Conceptual Research Framework

Research Methodology

1. Population and Sameple Size

This study is an applied research which employs a quantitative research methodology. The target population was international tourists, who visited Thailand, originated from 7 regions: East Asia, South Asia, Middle East, Oceania, Europe, The Americas and Africa (Department of Tourism. 2016). A purposive sampling of non-probability sampling technique, was used and the identified sample size was calculated to be 400 sets at the population of more than 20 million people (Chieochankitkan. 2013), with an estimated confidence level of 95 percent and a sampling allowable error of 5 percent. Then a cluster sampling technique was applied to divide the targeted population into regions. Lastly, a quota sampling technique was used to ensure the appropriation of the target population. However, the calculation of sample size showed that some regions had their sample sizes less than 30. As sample size should be or greater than 30 international tourists from each region, therefore the sample sizes had been adjusted for some regions. The total set of identified sample sizes were 492 sets; East Asia (266 sets), South Asia (30- sets), Middle East (30- sets), Oceania (30- sets), Europe (76- sets), The Americas (30- sets) and Africa (30- sets).

2. Research Tool

The main research tool for this study was a questionnaire which newly developed from literature review and related researches. It consisted of 4 parts of open-end and close-end questions as follows; part 1 tourist's demographic factors,

tourist behavior and travel experience, part 2 tourist's risk profile, part 3 tourist' s awareness and perception toward incident risks and part 4 tourist's expectation and perception toward destination safety measures. Part 3 and 4, close-end questions, were designed to evaluate respondent's awareness, expectation and perception by using seven point Likert scale (lowest, low, slightly low, moderate, slightly high, high, highest), which is widely used in measuring human's attitude or in scaling responses for the research (Ashton, 2009). Then the level of agreement criteria was determined into 7 levels as follows: lowest (1.00-1.85) low (1.86-2.71) slightly low (2.72-3.57) moderate (3.58-4.43) high (4.44-5.39) slightly high (5.30-6.15) highest (6.16-7.00).

The assessment of the questionnaire was performed to ensure its quality and accurate data through content validity and reliability. Content validity demonstrates that the measure consistently and completely represents the concept being measured and covers full range of meaning of the concept (Brotherton. 2015). Questions in a questionnaire were examined by five experts through Index of Item-Objective Congruence (IOC). The suggestions of experts were used to correct and adjust the questions prior to try out process. Reliability test refers to the consistency of the measure. If a measure is highly reliable, it will produce stable measurements. The analysis of Cronbach's Alpha Coefficient was used to test the reliability, with an acceptably moderate correlation among items of at least 0.70. The reliability test result of a whole questionnaire was 0.965, derived from 30 sets of try out questionnaires that distributed to non-target population. Furthermore, to guarantee the quality of measurement variables, internal consistency reliability of variables was tested through coefficient alphas and item-total correlations. The test determined whether the measurement variables used in this study were suitable/purified for further analysis or should be removed. Coefficient alphas value of 0.70 was applied to all variables as a cut-off value while 0.50 was used in the item-total correlation cut-off value. Incident risks variables; a total of 18 measurement variables, and destination safety measure variables; a total of 17 measurement variables, were examined for internal consistency. The test result for incident risks showed that Cronbach's coefficient alpha was 0.954 and the corrected item-total correlation coefficients of all measured variables ranged from 0.555 to 0.773. While the test result for destination safety measures showed that Cronbach's coefficient alpha was 0.952 and the corrected item-total correlation coefficients of all measured variables ranged from 0.584 to 0.777. Regarding the cut-off value of internal consistency reliability test, all 35 measurement variables were suitable for further analysis as all variables exceeded the cut-off values. It indicated that this questionnaire was reliable and suitable for conducting a data collection.

Research Result and Discussion

Descriptive statistics; frequency, percentage and standard deviation, were utilized to analyze elementary data of 492 sets of questionnaire. While explanatory factor analysis was lastly used to construct key destination safety. The data analysis results were as follow;

1. **The Analysis of Awareness and Perception toward Incident Risks**

    1.1. Level of International Tourists' Awareness toward Incident Risks

    The findings clearly showed that respondents had a slightly low level of awareness toward incident risks. The overall level of awareness was 3.03. The highest mean score of 3.71 fell on the "overcharging by service providers" which illustrated a moderate level of awareness, followed by credit card fraud victim and crime victim with values of 3.25 and 3.24 respectively. While the least aware incident risk was "Harmful side effects/death as of wrong medication from the medical center" with a mean score of only 2.71, considerably low. One explanation for the slightly low level of awareness was it may derived from tourist' individual experiences and information consumption. Tourist who have never participated or experienced any risks, their risk awareness is likely to be low and inaccurate, either underestimating or overestimating the involved risks. While information gained by tourists may cause an organic image of destination in their awareness set to unvisited destinations Fakeye and Crompton (1991). Supporting by Milman and Pizam (1995) which mentioned on their research that awareness concerns a destination that a tourist had heard or experienced it.

    1.2 Level of International Tourists' Perception toward Incident Risks

    The findings clearing showed that respondents had a low level of perception toward incident risks. The overall level of perception was 2.47. The scores ranged between 2.07 and 4.37. Respondents perceived most incident risks in a low level except one item "overcharging by service providers" which had a highest mean score of 4.37 with a high level of perception. While the least perceived incident risk was "Harmful side effects/death as of wrong medication from the medical center" with a mean score of only 2.07. It may be described that tourist's previous experience, stimulus factor, and personal characteristics may be the cause of tourist's low perception level. Roehl and Fesenmaier (1992) mentioned that the tendency of individual's risk taking depends on one's personality characters which was accordant with the analysis of tourist risk profile by their demographic factors, the finding revealed that tourists had different level of risk profile when comparing within its demographic group. For instance, male tourists had higher risk profile than female tourists as same as the tourists from the Americas had higher risk profile than tourists from other regions. Supporting by Lepp and Gibson (2003) who suggested that demographic factors, travel companion and travel experience are key factors affecting tourist's perception.

2. The Analysis of Expectation and Perception Toward Destination Safety Measures

2.1 Level of International Tourists' Expectation toward Destination Safety Measures

The result revealed that the mean score of overall level of international tourists' expectation toward destination safety measures was 4.32. It indicated that all respondents reported a moderate level of expectation. All measured items' mean scores ranged from 4.04-4.42, which fell on the moderate level of expectation. The highest mean score of 4.42 fell on the "Presence of on-site first aid facilities for tourists" constraint, followed by presence of good-conditioned and safe infrastructure, presence of emergency equipment, availability of mobilizing emergency personnel with values of 4.38, 4.38 and 4.38 respectively. While the least expected destination safety measures was "presence of tourist police unit at the destinations or attractions" with a mean score of 4.04. As the destination safety is a major concern of tourists, might be resulting in a moderate level of their expectation toward safety measures at the destination. Tourists have shown a reasonably high level of expectation of the safety measures that destination provided to tourists for ensuring the protection from the event of danger (Robertson, Kean and Moore. 2006)

2.2 Level of International Tourists' Perception toward Destination Safety Measures

The result revealed that the mean score of overall level of international tourists' perception toward destination safety measures was 4.51. Measured items' mean scores ranged from 4.22-4.81, which fell on a moderate level to a high level. The highest mean score of 4.81 fell on the "presence of emergency exit, emergency/ escape route, fire exit" attributes followed by presence of emergency warning systems/ triggers, presence of safety warning sign/symbol of a potentially life threatening with values of 4.78 and 4.70 respectively. While the least perceived destination safety measures was "Presence of tourist police unit at the destinations or attractions" with a mean score of 4.22. It indicated that all respondents reported a high level of perception. This might be resulting from Thailand has a contingency measures as part of a proactive destination risks management policy. As tourism incident risks influenced the destination safety image and tourist safety, resulting in decreasing number of tourists and activities at the destination, subsequently; the specific safety measures are necessary initiated to demolish the risks, and bring back the country image and tourist confidence (Cavlek. 2002).

3. The Result of Exploratory Factor Analysis Underlying Dimensions of International Tourist's Awareness and Expectation of Attributes

Prior to perform an exploratory factor analysis, the measurement variables were assessed by KMO measure of sampling adequacy and Bartlett's test of Sphericity to confirm the suitability of the variables, the KMO's value of 0.50 and above is counted appropriate (Kaiser. 1974), while the statistical significance of Bartlett's Test of Sphericity value of $p < 0.05$ determines suitability for factor analysis (Hair. 1995). The results showed that KMO measure of sampling adequacy was 0.943 Bartlett's test of Sphericity was statistically significant. Both values confirmed the suitability of all variables. The method of principle component analysis (PCA) with varimax rotation, then, was performed to analyze variables.

The factor analysis of measured 35 variables were attributed into five components and cumulative percentage of variance is clarified at 68.67%. The criteria for determining the number of appropriate variables for further analysis must have value of factor loadings more than 0.55 suggested by Tabachnick and Fidell (2007), communalities more than 0.50, Eigen values greater than 1, and cumulative percentage of variance is clarified. The result also showed that all variables had factor loading ranged between 0.545 – 0.828 and had generally communalities greater than 0.50. As of factor-retained criteria, following variables were eliminated; credit card fraud-victim, sanitation standard and installed safety devices. Moreover, William, Brown & Onsman (2010) recommended that variables with cross-factor loading highly on two or more factors are regularly erased. Therefore, the following factors; being threatened by local people, sexual harassment/rape, crime victim, and water and food safety standard, were removed.

The test of anti-image correlation coefficients for all measured variables, which identify the sampling suitability, showed that all measured variables had values of anti-image correlation coefficient greater than a threshold value of 0.50. However, the appropriate number of factors loaded in each component should be equal or greater than 3 factors, as of component 5, there was only one factor loaded. It suggested that this needy factor should not be interpreted however this factor had an internal consistency of 0.555 which was greater than a cut-off value of 0.55 and demonstrated highest values of tourists' awareness and perception at 3.71 and 4.37 respectively while paired-t test analysis result which demonstrated the differences was significant. Therefore, this factor should be retained for further analysis and kept as one of important component. In conclusion, the five factors underlying tourists' awareness and expectation of incident risks and destination safety measures attributes were destination uncontrolled conditions (factor 1), destination preparedness measures

(factor 2), destination prevention measures (factor 3), destination civil and political conditions (factor 4), and destination crime (factor 5) and named as Key Destination Safety.

Table 1: The Exploratory Factor Analysis

Factor	Loading	Items
Factor 1: Destination Uncontrolled Conditions		
Percentage of variance	.807	Unhygienic food
explained = 33.50	.802	Unhygienic drinking water
Eigen value = 11.727	.800	Harmful side effects/death as of wrong medication from the medical center
	.791	Local infectious diseases
	.778	Transportation accidents
	.768	Receiving air/water/noise pollutions
	.764	Poor weather conditions
	.730	Accommodation fire accidents
	.729	Severe natural disasters
	.714	Losing contact as of telecommunication network failure
Factor 2: Destination Preparedness Measures		
Percentage of variance	.828	Presence of emergency and evacuation plans for tourists
explained = 23.39	.825	Presence of tourist assistance center in the event of emergency
Eigen value = 8.185	.821	Presence of on-site first aid facilities for tourists
	.810	Availability of mobilizing emergency personnel
	.807	Presence of pre-designated emergency shelters
	.801	Presence of emergency equipment
	.769	Presence of safety warning sign/symbol of a potentially life threatening
	.768	Presence of emergency warning systems/triggers
	.713	Presence of emergency exit, emergency/escape route, fire exit
Factor 3: Destination Prevention Measures		
Percentage of variance	.760	Presence of tourist police unit at the destinations or attractions
explained = 4.59	.743	Presence of good security practices at tourist accommodation
Eigen value = 1.608	.702	Presence of good security practices at tourist transport points
	.695	Presence of good-conditioned and safe infrastructure
	.595	Availability of up-to-date safety travel guidance
Factor 4: Destination Civil and Political Conditions		
Percentage of variance	.780	Political instability
explained = 4.16	.754	Local violence
Eigen value = 1.456	.751	Unsafe/unsecured situations
Factor 5: Destination Crime		
Percentage of variance	.670	Overcharging by service providers
explained = 3.03		
Eigen value = 1.062		
Cumulative Percentage of Variance at 68.68		

Recommendations

Based on the findings of this study, the recommendations can be made as follows;

1. Related personnel, organizations and stakeholders in tourism industry can apply the findings of this study to their strategies to enhance their competiveness. In details, the focus on factors that international tourists give an importance is necessity.

1.1 Tourist police unit might implement a tourist safety plan which concentrating Destination Crime as its first priority due to a high level of awareness and perception of this factor. It implied that tourists concerns about this matter when deciding on choosing a destination.

1.2 Tourism related government sectors should initiative and concentrate on the factors that tourists had high level of awareness and expectation e.g. presence of on-site first aid facilities for tourists, when formulating tourism strategies for Thailand.

1.3 Tourism stakeholders or service providers should set a reasonable and suitable price regarding their tourism products and services in order to avoid the overcharging price. While the related government sectors should monitor the stakeholders and providers regularly.

2. The findings only represented general attitude of all tourists toward destination safety attributes however the analysis of tourist's demographic factors, behavior and travel experience are not mentioned in the study. Therefore, future research should include those factors for analyzing tourist's attitude as tourist's confidence on destination safety may vary and different resulting from those factors. Also, the construction of destination safety indicators derived from key destination safety should be initiative as it may enhance a better tourism strategy to increase international tourists' destination safety confidence in Thailand and contribute to a country's tourism competiveness.

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