

Dr. Sinee Sankrusme

Tourism Management of Russian Behavioral Intention toward Thailand



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PREFACE

International business is a compound name for all commercial transactions that occur between two or more regions, countries and nations beyond their political confines. All business activities that involve cross border transaction of goods, services, and resources between two or more nations are classified as international business. Generally, the sole aim of private companies engaging in business transactions is profit making. On the other hand, governments engage in business transactions for both profit and political reasons. International business involves transactions of economic resources which includes capital, skills, people, etc. in order to produce international physical goods and services such as finance, banking, insurance, construction, and so on. Tourism is also involved in international business and its importance and advantages. In terms of international business, tourism is an export product which generates a lot of revenue for Thailand. Also, tourism significantly contributes to the economy of Thailand and the national GDP. Tourism also paves the way for foreign exchange which is an impetus to national development. Again tourism combats unemployment by creating jobs for people in tourism-related sectors. The constant growth and increased diversification experienced in tourism has made it one of the fastest growing economic sectors in the world. Development is the key in modern tourism with many new destinations being introduced into tourism from time to time. These have all helped to make tourism a very important force that influences socio-economic progress.

In terms of international business, international tourism (as an export product) refers to tourism that crosses national borders. In the wake of globalization, tourism has evolved as a recreational or relaxation activity. According to the World Tourism Organization, tourists are people “traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. Estimates from the World Health Organization (WHO) reveal that up to 500,000 people are in flight at any given moment.

Russian tourists in Thailand tend to open a great opportunity of big market. It can be observed that there is more than 143 million of Russian population in the kingdom and it has an inclination to increase. This increase of travelling for the Russians had long been started since their administrative transformation to democracy in the year 1992. Thailand is one among the 20 countries that Russian tourist preferred to visit. With this, more than 93,000 Russian tourists per year come to visit Thailand during the period of 2002 – 2004. The

percentage calculation of increase shows that there is an increase of 31% per year. In the year 2015, it had been recorded that there were \$2,005.22 million receipts from Russian tourists with a recorded population of 877,120. With the high purchasing power of Russian tourists, Thai tourism – Russian Federation is one the new target of market for Thai tourism. Moreover, considering the figures recorded and mentioned above, to support the expansion of Russian tourist will provide a great impact and income generating opportunity to the kingdom of Thailand.

Many studies have been carried out on the factors that influence destination loyalty in tourism. The results of some studies reveal that the revisit intention is explained by the number of previous visits. Apart from being familiar with a destination, tourist revisit intention concerning a destination is also influenced by the overall satisfaction experienced by tourists in that destination. Other studies carry out more exhaustive research on factors that influence tourists' revisit intentions. In the model used for this study, perceived value and satisfaction are used as explanatory variables that explain tourists' return intentions towards Thailand destinations. The study investigates the causal relationship among perceived value, satisfaction and revisit of Russian tourists visiting Thailand using a mixed-method approach. Based on a structural equation model, this study investigates perceived value and satisfaction in relation to revisit of tourism products in Thailand by sampling 100 Russian tourists. A questionnaire which was designed to include all constructs of the proposed model was used as the survey tool to investigate the hypothesis of interest. The questionnaires were given to Russian tourists correspondents. The results obtained in this study affirm the vital role played by tourist satisfaction and perceived value as determinants of destination revisit. The results of this study further proves the hypotheses that perceived value has direct effects on revisit, satisfaction has direct effects on revisit, and perceived value has indirect effects on revisit through satisfaction. The models obtained from the literature review point out in-depth investigative support for the framework. This study also includes discussion on what the results connote on the managerial level. In terms of application, the analyses from this study can be used as a foundation for proper planning of future tourist marketing strategies.

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INTERNATIONAL BUSINESS JOURNAL

1. An Analysis of Business Leaders in Thailand. *The Business Review: Cambridge*, Vol. 8, No 1, Summer 2007, pp. 114-120.
2. Analysis of Colored Local Liquor Marketing Strategies among Companies before Liquor Liberalization. *The Business Review: Cambridge*, Vol. 8, No 1, Summer 2007, pp. 114-120.
3. Competitive 4P's Strategy Analysis before Liquor Liberalization. *The Journal of American Academy of Business, Cambridge*, Vol. 17, No. 1, September 2011, pp. 94-103.
4. Analysis of ASEAN Economic Change, Consumer Behavior, Marketing Trends and International Trade with NAFTA. *Journal of American Academy of Business, Cambridge*, Vol. 17, No. 2, March 2012, ISSN 1540-1200, pp. 50-57.
5. Marketing Strategy Competition among Beer Companies before Liquor Liberalization. *Journal of Marketing Development and Competitiveness* Vol. 5(6), 2011, pp. 65-82.
6. Development Strategies on Taking Thailand's Health Healing Related Tourism Business into the Global Market. *Review of European Studies*, Vol. 5, No. 5, December 2013, pp. 220-232. ISSN 199918-7173 (Print), ISSN 1918-7181 (Online).
7. Development Strategies on Taking Thailand's Health Promotion Related Tourism Business into the Global Market. *International Business Research Journal*, Vol. 5, No. 11 November 2012, pp. 83-94. ISSN 1913-9004 (Print), ISSN 1913-9012 (Online).

8. Potential Development Strategies on Cultural Tourism. Social Science Research Network (SSRN), 2017.

INTERNATIONAL BUSINESS CONFERENCE

1. Analysis of Alcoholic Beverage Marketing History in Thailand. International Conference on Business. The 6th Hawaii International Business Conference, May 24-28, 2006, Honolulu, Hawaii, USA.

2. The Changing Nature of Marketing in Japan. International Conference on Business. The 6th Hawaii International Business Conference, May 24-28, 2006, Honolulu, Hawaii, USA.

3. An Analysis of Business Leaders in Thailand. International Business Conference. The Global Business & Finance Research Conference, July 11-14, 2007, London, England.

4. A Study of the Beer Market Leader, Challenger and Niche Strategies. The 2008 International Joint Conference on e-Commerce, e-Administration, e-Society, and e-Education (e-CASE 2008), March 27-29, 2008, Bangkok, Thailand, Organized by International Business Academics Consortium (IBAC), Knowledge Association of Taiwan (KAT), Faculty of Commerce and Accountancy, Chulalongkorn University, Thailand.

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6. Case Study Analysis of Wine Marketing Strategies. International Business Research Conference, December 2-4, 2009, Sydney, Australia.

7. Comparison of the Marketing Environment before and after Thailand's Economic Crisis: Case Study of Alcoholic Beverages. International Business Research Conference, December 2-4, 2009, Sydney, Australia.

8. Case Study of the C.V.S Syndicate Company: Marketing Strategy before Liquor Liberalization. International Conference on Business and Economic Sciences, January 25-27, 2011, Dubai, United Arab Emirates.

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10. Relationship among Public Management, Service Quality, and Overall Attractiveness that Affects Foreigners' Perception Regarding the Potential of the Thai Medical Tourism Industry. 21st Annual World Business Congress, July 4-8, 2012, Helsinki, Finland.

11. Marketing Strategy Analysis of Boon Rawd Brewery Company. International Conference on Business, Management and Economics, July 30-31, 2013, Zurich, Switzerland.

12. Marketing Strategy Analysis of Thai Asia Pacifica Brewery Company. International Conference on Business, Management and Economics, July 30-31, 2013, Zurich, Switzerland.

13. Marketing Strategy of Seagram (Thailand) Limited. 2nd Global Conference on Business, Economics, Management & Tourism, October 30-31 2014, Prague, Czech Republic.

14. Market Leader of Beer Chang. Entrepreneurship, Responsible Management, and Economic Development, March 14-18, 2016, Cairo, Egypt.

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