



PROCEEDINGS OF
Academics World
INTERNATIONAL CONFERENCE

28th March, 2016

Venue: Tokyo, Japan

Association With




IRAJ INTERNATIONAL JOURNALS

IJACEN

Name: International Journal of Advanced Computational Engineering & Networking (IJACEN)


ISSN: 2320-2106



IJASEAT

Name: International journal of Advances in Science Engineering and Technology (IJASEAT)


ISSN: 2321-8991



IJEEDC

Name: International Journal of Electrical, Electronics and Data Communication (IJEEDC)


ISSN: 2320-2084



IJSCAI

Name: International Journal of Soft Computing and Artificial Intelligence (IJSCAI)


ISSN: 2321-404X



IJMPE

Name: International Journal of Mechanical and Production Engineering (IJMPE)


ISSN: 2320-2092



IJACSCC

Name: International journal of Advances in Computer Science and Cloud Computing (IJACSCC)


ISSN: 2321-4058



IJAMCE

Name: International Journal of Advances in Mechanical and Civil Engineering (IJAMCE)


ISSN: 2394-2827



IJAECs

Name: International Journal of Advances in Electronics and Computer Science (IJAECs)

ISSN: 2393-2835



IRAJ Journals Indexed by




IRAJ International Journals Listed in
University Library of
MIT, University of California Berkeley,
Stanford, Cambridge, Oxford, Harvard

Journal Publication Partner
IRAJ INTERNATIONAL JOURNALS

This book will be available online at WORLD RESEARCH LIBRARY
www.worldresearchlibrary.org

Visit for Upcoming Conferences
www.academicworld.org

ISBN



**PROCEEDINGS OF
ACADEMICS WORLD
28th INTERNATIONAL CONFERENCE
TOKYO, JAPAN**

ISBN- 978-93-85973-72-7



**Date of Event:
28th March, 2016**

Event Co-Sponsored by



Corporate Address
IRAJ Research Forum
Institute of Research and Journals
Plot No- 161, Dharma Vihar, Khandagiri, Bhubaneswar, Odisha, India
Mail: info@iraj.in, www.iraj.in

Publisher: IRAJ

© 2016, Academics World 28th International Conference, Tokyo, Japan

No part of this book can be reproduced in any form or by any means without prior written permission of the publisher.

ISBN- 978-93-85973-72-7

Type set & printed by:

**R. K Printers
Bhubaneswar, India**

Conference Committee

Program Chair:

Dr. P. Suresh

M.E, Ph.D. Professor and Controller of Examinations,
Karpagam College of Engineering.,
Coimbatore, India.

Prof. Mushtaq Ahmad

Infrastructure University, Malaysia

Dr. Maulana

Tamansiswa Palembang University,
Indonesia

Khairil Anwar Abu Kassim

UCSI University, Selangor,
Malaysia

Nasruddin

Universitas Indonesia,
Indonesia

Conference Manager:

Mr. Bijan Kumar Barik

Mob: +91-9776047497

Conference Convener:

Mr. Amareswar Sahoo, The IIER

Mob: +91-9007375847

Mr. Sanket Pattanayak, Academics World

Mob: +91- 7855922996

Publication and Distribution Head:

Mr. Manas Ranjan Prusty, IRAJ, India

INTERNATIONAL ADVISORY MEMBERS

Prof. Goodarz Ahmadi,

Professor, Mechanical and Aeronautical Engineering, Clarkson University, USA

Dr Chi Hieu Le,

Senior Lecturer, University of Greenwich. Kent ME4 4TB. United Kingdom

PROF. (ER.) Anand Nayyar

Department of Computer Applications & I.T.KCL Institute of Management and Technology, Jalandhar
G.T. Road, Jalandhar-144001, Punjab, India.

Prof. R. M. Khair,

Professor, Dept. Of Elex. and Telecommunication, B, V University, India

Dr.P.Suresh,

Professor, Karpagam College of Engineering, Coimbatore, Tamilnadu

Mark Leeson

Associate Professor (Reader)

Area of Expertise: nanoscale communications,
evolutionary algorithms, network coding and communication systems

Dr. P. K. Agarwal

Professor, Deptt. of Civil Engineering, MANIT Bhopal, Ph. D: IIT Kanpur

M.E: Civil Engg. IIT Roorkee, Membership: Indian Road Congress (IRC), Institute of Urban Transport (IUT)

Prof. (Er.) Anand nayyar

Department of Computer Applications & I.T.
KCL Institute of Management and Technology, Jalandhar
G.T. Road, Jalandhar-144001, Punjab, India

Shahriar Shahbazpanahi

Islamic Azad University,
Department of Civil Engineering, Sanandaj, Kurdistan, Iran, PhD (Structural Engineering),
University Putra Malaysia, Malaysia, 2009-Present

Harun Bin Sarip

Head of Research and Innovation Dept, UniKL-MICET
Doctorate: Université de La Rochelle, France
Member: International Society of Pharmaceutical Engineer, Singapore Chapter

Dr. Md. Al-Amin Bhuiyan

Associate Professor
Dept. of Computer Engineering
King Faisal University
Al Ahssa 31982, Saudi Arabia

Prof. (Er.) Anand nayyar

Department of Computer Applications & I.T.
KCL Institute of Management and Technology, Jalandhar
G.T. Road, Jalandhar-144001
Punjab, India

Prof. Aleksandr Cariow

institution or Company: West Pomeranian University of
Technology, Szczecin

Dr. P. K. Agarwal

Professor, Deptt. of Civil Engineering, MANIT Bhopal ,Ph. D: IIT Kanpur
M.E: Civil Engg.IIT Roorkee, Membership: Indian Road Congress (IRC), Institute of Urban Transport (IUT)

Dr. VPS Naidu

Principal Scientist & Assoc. Prof., MSDF Lab, FMCD
CSIR - National Aerospace Laboratories, Bangalore, India

Mr. P. Sita Rama Reddy

Chief Scientist ,Mineral Processing Department, CSIR - Institute of Minerals & Materials Technology
Bhubaneswar, India, M.Tech. (Chem. Engg., IIT, KGP)

Dr.P.C.Srikanth,

Professor & Head, E&C Dept, Malnad College of Engineering, Karnataka
Senior Member IEEE, Secretary IEEE Photonics Society,
M.Tech: IIT, Kanpur, Ph.D: In IISc Photonics lab

Prof. Lalit Kumar Awasthi,

Professor, Department of Computer Science & Engineering
National Institute of Technology(NIT-Hamirpur),
PhD, IIT, Roorkee, M. Tech, IIT, Delhi

Dr. Chandra Mohan V.P.

Assistant Professor, Dept. of Mech. Engg., NIT Warangal,
Warangal. Ph.D : Indian Institute of Technology(IIT),Delhi
M.B.A: Alagappa University

Prof. I.Suneetha,

Associate Professor, Dept. of ECE, AITS, Tirupati, India

Dr.s. Chandra Mohan Reddy,

Assistant Professor (SG) & Head, Dept. of Electronics & Communication Engineering, JNTUA College of Engineering, Pulivendula,
Ph.D,J.N.T. University Anantapur, Anantapuramu

Gurudatt Anil Kulkarni,

I/C HOD E&TC Department, MARATHWADA MITRA MANDAL'S POLYTECHNIC

Pasuluri Bindu Swetha

Dept. Of ECE, Stanley college of Engineering & Technology for Women, Hyderabad, India

TABLE OF CONTENTS

Sl No.	TITLES AND AUTHORS	Page No.
01.	Experimental Research The Moisture Migration Characteristics Of Coal Material ➤ <i>Jian Chen, Kenneth Williams, Wei Chen, Timothy Donohue</i>	1-4
02.	The Key Factor Of CO₂ Emissions From Thermal's Power Sector In Thailand By Divisia Index Decomposition ➤ <i>Isara Muangthai, Sue J. Lin</i>	5-10
03.	Optimization Of PCM Number In Hot Water Tank For The Application Of Solar Driven Adsorption Chiller In Tropical Climate ➤ <i>Nasruddin, Lemington, M. Idrus Alhamid</i>	11-15
04.	A Synchrophasor-Based Scheme For Power System Voltage Stability Protection And Control ➤ <i>Heng-Yi Su, Hung-Cheng Huang, Yi-Chung Chen, Yu-Liang Hsu</i>	16-20
05.	Factors Affecting The Japanese Tourist Behavior Towards Tourism In Bangkok ➤ <i>Pailin Klinkesorn</i>	21-25
06.	Women Participation In Local Administration: A Case Study Of Bang Len District, Nakhon Pathom Province ➤ <i>Vilasinee Jintalikhitdee</i>	26-30
07.	The Returning Back "Home" And The Searching For Identity Of Displaced People In Good Morning Luang Prabang Film ➤ <i>Jiraporn Adchariyaprasit</i>	31-35
08.	The Exercise Of The Absolute Power Of The Head Of The Ncpo Under The Constitution Of The Kingdom Of Thailand (Interim), 2014 ➤ <i>Paiboon Chuwatthanakij</i>	36-40
09.	The Influence Of Achievement Motivation And Emotional Intelligence On Students Economic Learning Outcome In Eleventh Social Studies Senior High School Pertiwi 2 Padang ➤ <i>Fanni Erda Tasia</i>	41-46
10.	The Influence Of Entrepreneur Knowledge And Parents' Job On Entrepreneur Interest Of Students Of Smkn 2 Pariaman ➤ <i>Neta Putri</i>	47-51
11.	Settlement History Of Bagan – Tanjung Tiram Batubara ➤ <i>Aldiva Putra</i>	52-58
12.	Study Of Civic Culture In Magibung Tradition Of Civic Society In Pakraman Village, Seraya, Bali ➤ <i>I Nengah Agus Tripayana</i>	59-64

13. **Teaching Materials Development Of Student Work Sheet (SWS) Guided Inquiry Based On The Materials For Learning Rate Of Chemical Reaction** 65-70
➤ *Sari Rahmiati, Mawardi*
14. **Determining Factors Influencing Foreign Direct Investment in Asean Countries** 71-76
➤ *Emmy Indrayani, Euphrasia Susysuhendra, Ely Sapto Utomo, Christian Ramos Kurniawan*
15. **Factors Affecting The Human Development Index In Musi Rawas Regency South Sumatera Province** 77-82
➤ *Maulana*
16. **Application Of Theory Of Planned Behaviour To Predict Consumer Intention To Purchase Safer Car** 83-86
➤ *Khairil Anwar Abu Kassim, Lawrence Arokiasamy, Mohd Hafzi Md Isa, Chieng Heng Ping*
17. **Microwave-Assisted Depolymerization Of Post-Consumer Pet Bottles For The Production Of Rigid Thermal Insulating Polyurethane Foams** 87-91
➤ *Reymond F Tayone, Mariza S Silagan, Engr. ROSE May B Igdon, Engr. EDWIN Richard R Ortiz, Kismet Patrick Ong*
18. **Scholarship Recommender System Of Office Of The Civil Service Commission With The Effectiveness Of Communication For Alternative Sources Of Scholarships And Institutions To Study Abroad** 92-95
➤ *Wipada Chaiwchan*

FACTORS AFFECTING THE JAPANESE TOURIST BEHAVIOR TOWARDS TOURISM IN BANGKOK

PAILIN KLINKESORN

Faculty of Humanities and Social Sciences SUAN SUNANDHA RAJABHAT UNIVERSITY

E-mail: pailin.kl@ssru.ac.th

Abstract— The aim of this study is studies about 1) individual's factors of Japanese tourist's decision in Bangkok Area 2) Japanese tourist's attitude that have decided to travel in Bangkok Area 3) Compare Japanese tourist's attitude to make decision about tourism location in Thailand that different area. The subjects of this study were Japanese tourist who traveler in Bangkok between August to October 2014.

The results show that Japanese tourist have opinion about factor to make decision tourism location in Bangkok is economics, geography, society, culture and technology in high level. Tourism's services and mass media in medium level to make decision to travel in Bangkok. The results that compare about Japanese tourist's attitude those have different age, education, occupation and income which different group of tourism don't different in statistically significance at the 0.05 level. But the group which different education and occupation have different opinion about technology, service and mass media in statistically significance at the 0.05 level.

Keywords— Japanese tourist, Bangkok Area, attitude, factors of decision.

I. INTRODUCTION

Tourism is service Industry that vital to the country because it is a source of high income each year. It brings about economic growth and development. It reflect upon economic growth of new tourist attraction is established. Tourism Industry has increased a large number of growth and traveler that arrive in Thailand. Tourism Industry is one of the industry that earn lots of money to Thailand to rise another Tourism Industry.

From past to present Thailand have received the benefits of Tourist Industry. It makes myriad money for country and compensate in the middle of an economic downturn in another branch of Agriculture and Industry. Top five of potential travelers who came to Thailand are from Asian countries such as Malaysia Singapore Taiwan Hong Kong, Japan. from statistics of the surrender of Japanese tourists traveling in Thailand. Statistics of the Ministry of Tourism and Sports 2014 found that throughout the year 2013, there were 153,797 of Japanese travelers visited Thailand. This is the largest number compare tourists from other countries who visited Thailand. The number increased 11.96 percent or 164,263 persons comparing to that of 2012.

Elder People, especially women are one of potential market. High purchasing power and long travel period are factors. Since government revenue to seniors in later life makes Japanese income to feed themselves and There are good agents in the incoming tour operator with people escape the cold climate and the high cost of living Japan that make Japanese want to travel and get service in Thailand because Thailand has a lower cost of living Compared to Japan and other countries.

They also have similar traditions in Thailand are bountiful heart and peace. Thailand also has a variety of medicinal plants used as food and medicine. The

Japanese is interesting and active in it until the Japanese tourist arrivals in Thailand, the largest number of tourists of other countries

The importance and necessity of such an interest in research to study the opinions about the factors that affect travel behavior of Japanese tourists in Bangkok that there are some factors that affect the decision to travel in Bangkok. To be useful in bringing important information for policy and strategic planning to develop tourism in Thailand and their organizations to respond to the needs of tourists. As well as the guidelines for the dissemination of information and support. And an image to the tourism of Thailand, known as foreign tourists.

1.1. The Objective of The Research

1. To research the personal factors that affect the decision of Japanese tourists in Bangkok.
2. To research the opinions of Japanese tourists who travel to Bangkok
3. To compare the opinions of Japanese tourists about the factors that affect the decision on the status of tourism in Thailand on different area.

1.2. Materials and Procedures

1. The findings could lead to the development of tourist information in accordance with various factors that influence the choice of tourist in Bangkok.
2. The findings could lead to information in a news release and promote tourism in Bangkok.
3. To study and review the status is different for development tourism activities that meet the tourists in each group.

II. LITERATURE REVIEW

Factors in influencing tourism

The psychological factor is motivation makes to travel to different goals. That factor can classify the

behavior of tourists 3 groups such as Allogeneic tourists, they search for something new, most interesting in different culture, nature from their life. It's opposed to psychometric tourists, These tourists often travel to known places as well. Be sure to have facilities like home. They don't want to try anything new or be in the unusual happening. Meanwhile Mid-centric tourist is the group between Allocentric group and psychometric group but the Mid-centric either extreme of the two. They don't like adventure but not mind to try new things as long as that does not sound too dangerous or unusual. [6]

Not only psychological factors which use for classification of tourism behavior but also different experience of tourism. Tourists want profound experience from culture while another tourists just want a surface. Moreover some group of tourist believe that visiting to many place can affect decision to select destinations. When combined experience seeking of tourists and important in deciding where to locate are as follows. [3]

Sightseeing cultural tourist culture is the main reason to choose the attractions but not profound.

Serendipitous cultural tourist They don't travel for culture but when the mission is accomplished visitors will also find in-depth experience of cultural tourism. Casual cultural tourist Culture has little incentive to select attractions and tourists are not profound in culture

Incidental cultural tourist Tourists do not travel because of culture but not deeply involved

Both plog, mckercher and du cross are similar to behavior on the tour from the internal factors make travelers have different habits. However Mckercher and du Cross added external factor is the importance of tourism decision to choose attraction.

Tadtieampetch.T [11] Learn about resulted in the selection of attractions in Thailand of Japanese tourist by analyzing the comments of the Japanese and comparison from gender, age, status, education, occupation and income by sample group 100 people. The conclusion of tourists are thinking about choosing attractions in the medium. There are 4 factors highest average such as Society and Culture, economic, Technology, Health. When comparing the opinions of each group found that different sex of tourists think overview such as travel services, media, health, technology in different way. In the part of tourist in different level of education variously think about technology one-side. Tourists with different careers differ about economic. Tourists with different age and status were not statistically different.

III. RESEARCH METHOD

This research is a survey and conducted by questionnaire to study the opinion of Japanese tourists about the factors that affect travel behavior of

Japanese tourists in Bangkok which studied from concepts, theories and research as follows.

3.1. Population and samples are used in the research

The population of this research is Japanese tourists traveling in Thailand in 2014. Researchers specified the sample size. The research conducted by the sample is characterized by accidental sampling which is sample group. Choosing from existing and people who cooperate. The researchers collected from Japanese tourists at Suvannabhumi Airport and DonMuang Airport and attractions in Dusit district such as the Watprakaew Temple and Khao San Road. To collect samples for two weeks from mid-June 2014

3.2. Instrument for research

The instrument used for research was a questionnaire. "Factors affecting the choice of Japanese tourists traveling in Thailand" by Tadtieampetch.T [11].

3.3. Analysis information

Researchers led questionnaire collected data were analyzed using the SPSS for Windows program. As follows

1. Information about the status of the respondents, including age, sex, education level, income level, marital status, occupation using to calculate averages and percentages.
2. Information about the opinion of Japanese tourists for calculation the average (mean) and standard deviation
3. Comparison of opinions about the factors affect travel behavior of Japanese tourists in Bangkok. The variables of age, education, income level, marital status and career by statistics of One-way ANOVA.

IV. RESEARCH RESULTS

The study reviews the level of Japanese tourists about the factors affect the decision to travel in Bangkok. The results were as follows:

Most Japanese tourists traveling in Bangkok in August to October 2014 in the age range 18-29 years student career, traveling alone or with friends and group of people aged 30-44 years. About educational background, Travelers with bachelor degrees having the highest number. Most revenue about 200,001-300,000 yens. The second is less than 100,000 yens. The most of respondents are students. 44 percent of tourists visiting Thailand for the first time travel in Bangkok for seven nights or more.

When the determining factor for choosing a tourist was found that, overall, were moderate and factors affecting the decision to travel to Bangkok at the highest level for 3 including economic, social and cultural and technology. Each side has a comment below in Table 1.

Table1: Factors affecting the Decision of Japanese Tourist.

Factors affecting the decision.	\bar{x}	S.D.	Level Comments
economic	3.63	0.64	Much
Travel services	3.19	0.63	moderate
Geography	3.34	0.40	moderate
Society and Culture	3.68	0.70	Much
the Media	3.37	0.51	moderate
technology	3.53	0.61	Much
Total	3.44	0.40	moderate

1. Economic Japanese tourists have comments about the factors affect the decision to tourism in Bangkok at a high level. They think that Thailand has a cost of living which is most appropriate to their income in foreign tourism. Makes to spend money in tourism are worth.
2. Travel services Japanese tourists have found that opinions about the factors affect the decision to travel in Bangkok. Overall is moderate. The two are at the highest level. Bangkok has been providing accommodation with quality and standards. Guide has good relations and hospitable to tourists.
3. Geography Japanese tourists have a comment about the factors that affect the decision to tourism in Bangkok at a high level overview. And the high level with all five questions, including Bangkok can explore every season and throughout the year. Groups of attractions are temple, palace / castle where is interested to tourists. Tourism activity is also a factor for choosing to travel, shopping and health care (massage Thailand) and the medium include tour museums, nightlife, and beauty care (SPA).
4. Society and Culture Japanese tourists have found that opinions about the factors affect the decision to travel in Bangkok. All at a high level, Thailand's famous cuisine, want to enjoy themselves and hospitable and smiling people of Thailand. The second is the social and cultural factors with the most comments.
5. The Media Japanese tourists have a comment about the factors affect the decision to travel in Bangkok. There was moderate overall. Factor in media, including the tourist information can be easily achieved. Bangkok is a great tourist image. Internet websites as sources of tourism to influence the decision to Bangkok.
6. Technology Japanese tourists have a comment about the factors affect the decision to tourism in Bangkok with the overall rankings by tourists with comments such as Accommodations can be booked via the Internet by themselves. Providing a direct flight to Japan can buy package tours easily.

Compared the research of [10](2005) have studied the factors affecting the choice of Japanese tourists

traveling in Thailand found that economic factors are comments in high levels. The average increase, the good point of Thailand is the cost of living and traveling in Bangkok makes money's worth. This shows that the economy's financial relationship with the tourists choose to travel.

The factors that could affect the tourism industry, which said that the economic condition of the country, causing an impact on slowing the travel of tourists from that country or causing a change in travel patterns in accordance with the research of [7] Who has done research on the travel habits of Japanese tourists traveling in a tour organized by herself. Case Study Rattanakosin Island area Japanese tourists who were traveling in a tour manage by themselves. Essential motivation to visit Thailand because of low cost of living and it is worth the affordable trip. Tourism services has the results of a study in the same way, but there is a better outlook. Japanese tourists have a better opinion about the property, relations of the tourist guide and tours are interesting. The opinions of Japanese tourists. It is a very important part in guiding the tourists. To take care and manage interesting tours and respond the needs of travelers. To be impressed and want to visit Thailand again in the future. The duty of a good guide whether or not it affect the image to tourists which correspond with research [14]. Concluded that the positive factors for decision to choose a tourist attractions is very friendly and warmth of hospitality. There are opinion about cleanness standard of restaurant average decrease. About the food, it is important for life and famous the Thailand food is known. Tourists want to gain experience, which should be controlled to better the quality of the restaurant.

The geography, There are many place in Bangkok to be featured in the tourism such as the Royal Palace or the famous temples, Wat Pho, Wat Arun Rajawaram. Thailand has a unique beauty architecture which featured that makes tourists to admire. [11] That Japanese tourists often seek for different tourist attractions in their own country. Factors affect decision to travel in Bangkok and focus on many temples, palaces, castles. The museum Traveling is moderate, it can be said that Japanese tourists are not interested enough in learning history. Watching the beautiful of the architecture Thailand such as, temple or palace.

Society and Culture, research of [11]. The famous of the food Thailand is middle level. But the results of research have opinion that the food Thailand is more famous. Other social overview and cultures have an average high level of opinion. Culture is one of the factors resulted in the tourist industry that attract tourists to travel in Thailand.

The Media Research, the total is less than the average of [11]. But the subheading's Traveling image is better. The sources of information about tourism of Thailand to Japan which is a few affecting decision to

visit Bangkok shows that the media, the Television Tourism Information of Thailand to Japan should be more developed publicize information about Thailand for information and incentives to Japanese tourists are more interested. May be achieved by the development of services and providing more modern and answering questions. And management problems or questions of visitors clearly and systematically. The Japanese character of looking at the information is important in decision to live or even on vacation. Nowadays, most of the tourists focused on the study over the Internet or website, which is developing better information Kotler(Refer to [10]) has said. receiving Information tourism that will encourage tourists to travel.

The last, Technology Japanese have opinion about decision to choose attractions in Bangkok. Overview of averaged is better from the intermediate to high level. Booking through the internet is better than the past.

Technology is the one of factor that helps travelers make decisions quickly for buying product or getting the most comfortable. The other part is better at all. To compare reviews of Japanese tourists about the factors affect decision about tourism in Bangkok by age, education, occupation and income. Summarized as follows

Table2: The comparison of statistical compares between the ages of three different variants of the tourist of each group.

variability	SS	MS	F/Sig.
Economic groups	2.28	0.76	2.23/.090
Travel service group	3.51	1.17	2.25/.062
Geographical group	0.69	0.23	.431/.731
Social and cultural groups	0.34	0.36	.288/.834
The Media Group	1.65	0.55	.982/.405
Technology Group	0.26	0.00	.190/.002

Japanese tourists have a different opinion about the factors affect decision to travel in Bangkok. In each side is not different important in Statistics 0.05

Table3: The comparison of statistical case variable. Education different level

variability	SS	MS	F/Sig.
Economic groups	2.99	0.50	1.449/.205
Travel service group	5.55	0.93	2.024/.070
Geographical group	2.67	0.45	.837/.544
Social and cultural groups	4.22	0.70	1.96/.079
The Media Group	8.68	1.45	2.88/.013
Technology Group	8.68	0.07	2.312/.040

Table 3 found that Japanese tourists have a different opinion about the factors affect decision to travel in Bangkok of Technology and the Media. Each side is not different important in Statistics 0.05. Overview and other Japanese tourists have different opinions, there is no statistically significant at the 0.05 level.

Table4: The comparison of statistical variables, the case is different career fields

variability	SS	MS	F/Sig.
Economic groups	2.12	0.35	1.00/.428
Travel service group	9.76	1.63	3.95/.001
Geographical group	5.38	0.90	1.79/.111
Social and cultural groups	2.99	0.50	1.34/.248
The Media Group	10.16	1.69	3.48/.004
Technology Group	7.45	1.24	3.085/.008

Table 4 found that Japanese tourists have a different opinion about the factors affect decision to travel in Bangkok of Travel service and the Media each side is not different important in Statistics 0.05

Table5: The comparison of statistical variables, the case is different earning.

variability	SS	MS	F/Sig.
Economic groups	4.43	0.89	2.729/.024
Travel service group	12.51	2.50	6.626/.000
Geographical group	6.17	1.24	2.533/.034
Social and cultural groups	5.57	1.12	3.270/.009
The Media Group	8.92	1.78	3.609/.005
Technology Group	1.39	0.28	.601/.699

Japanese tourists who have different earning. Their opinion about factors affect decision about tourism in Bangkok of Tourism service and the Media. Each side is not different important in Statistics 0.05. Overview and other Japanese tourists have different opinions, there is no statistically significant at the 0.05 level.

SUGGESTIONS

1. There should be a study of factors affect the decision to tourism in a region for difference and unique tourism.
2. There should be a study of factors affect the decision to tourism in Thailand to compares the opinions of visitors from different countries such as China, Korea and the West Bank in order to bring the findings to the management of the tourism industry that fits for target group.

ACKNOWLEDGMENTS

The authors would like to thank Suan Sunandha Rajabhat University, Bangkok, Thailand to provide funding support to attend the dissemination of research on this and thank family, friends, colleagues for cooperation in research, all of you. (<http://www.ssru.ac.th>)

REFERENCES

- [1] Japan Tourist Bureau, (1941, April). Tourist. Tourist and Travel News, 4(2), 23-29. J. U. Duncombe, "Infrared navigation—Part I: An assessment of feasibility," IEEE Trans. Electron Devices, vol. ED-11, pp. 34-39, Jan. 1959.

- [2] Kotler, Philip, (1994). "Marketing management: Analysis, planning, implementation, and Control," 8th ed., Englewood Cliffs, NJ.: Prentice-Hall.
- [3] McKercher, B (2002). "Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management," New York: Haworth Hospitality Press.
- [4] McIntosh, Robert W., & Goeldner, Charles R. (1990). "Tourism principles, practices, Philosophies," 6th ed., New York: John Wiley and Sons.
- [5] Nishiyama, Kazuo. (1996). "Welcoming the Japanese visitors: Insights, tips, tactics." Honolulu, HI: University of Hawaii Press.
- [6] Plog, S.C., (1974) "Why destination areas rise and fall in popularity." The Cornell H.R.A. Quarterly, 4 (4), pp. 55-58.
- [7] Premvadee Na Nakhonpanom, "The study tour of Japanese tourists who travel. Travel in a tour manager," Suansunandha Rajabhat University.
- [8] *Statistics and Research Division of Tourism*. (2003). Information Number of foreign tourists arrivals in Thailand :Bangkok.
- [9] *The Tourism Authority of Thailand (TAT)*. (1999). Tourism Management Plan 2000 : Bangkok.
- [10] Tayad Kittikul. (1997) "Some factors that were associated with the decision to travel abroad.Thailand case study of people who are going to travel abroad through Immigration Checkpoint Chiang Mai International Airport." MBA thesis : Mae Jo University. pp.22-23
- [11] Tippawan Thadtampetch. (2005). "Factors affecting the choice of Japanese tourists traveling in Thailand." Human Resource Development, Ramkhamhaeng University.
- [12] Thidarat Nipawong. (2011). "Factors affecting tourists in Thailand in Pattaya City." Independent Study Master of Economics, University.
- [13] NiKom Jarumanee (2001). "Tourism and Travel Industry Management." OS Printing House, Bangkok, Thailand.
- [14] Sirinard Nuchailek (1998) "Factors influencing the decision of foreign tourists in the province. : Chiang Mai and Phuket. Economics," Master Thesis, Kasetsart University.
