

---

---

## บทความวิจัย

---

---

# Comparative Factors Influencing Cross-Border Travel of Thai and Malaysian Tourists

**Praman Tepsongkroh** M.Ed (Geography)

Department of Geography, Faculty of Humanities and Social Science, Thaksin University.

**Key Words :** Cross-border tourism, tourist attraction

### Abstract

The results of this study were the comparisons of elements of tourist attraction system of Thai and Malaysian cross-border tourist passing through 7 immigration checkpoints of Satun, Wangprachan, Betong, Takbai, Sungai-Kolok, Padang Besar and Sadao, on what influenced them to travel and do decision-making to seek attractions. The findings found that the attraction of **Thai tourists** made decision to Malaysia were motivated by relaxation and security, activity by visiting friends or relatives, attraction for natural and cultural factors, facilities by signposts of travel, servicing by satisfactory accommodations and information from friends or relatives. For **Malaysian tourists** decision-making to Thailand were motivated by relaxation and visiting friends or relatives, activity by food and shopping, attractions for entertainment, facilities by cost of travel and safety, servicing by accommodation and shopping and information from friends or relatives. **The obstacles** of border tourism that affects among the tourists are security, custom services, language communication, tourist information centers at the border, price of goods and food services.

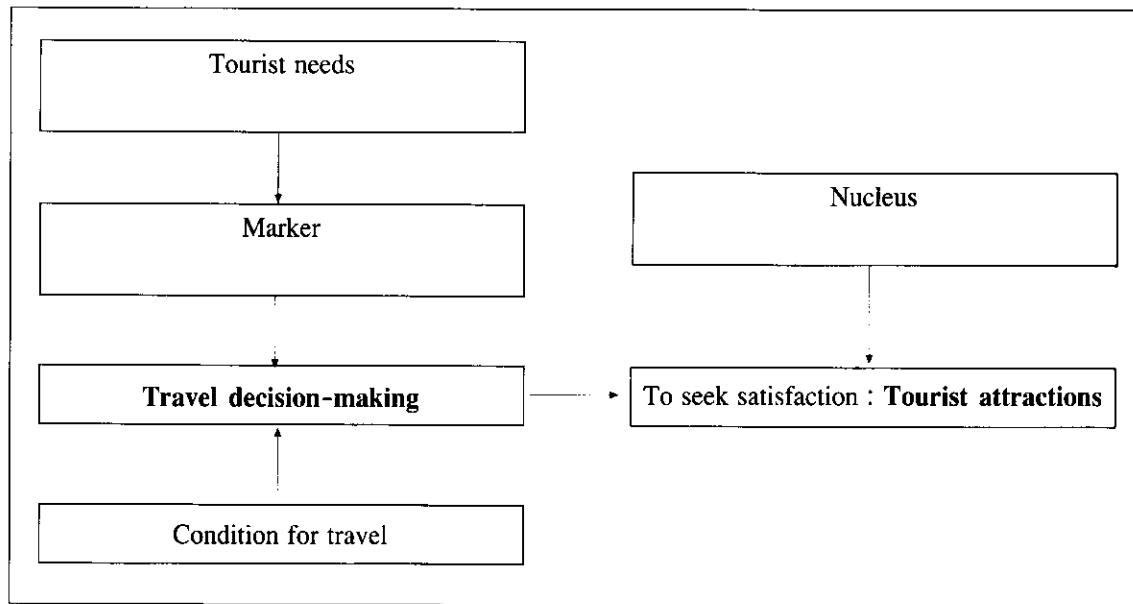
## Introduction

Cross-border tourism is influenced by governmental policy and socio-economic factors, such as trade treaties, sales tax rebates, inflation, exchange rates, shopping patterns, etc. There are many factors which promote tourism in borderlands. The borders are complex and influence tourism in a variety of dynamic ways affected by barriers to travel, tourist attractions, and modifiers of the tourism landscape (Timothy, 2001). There are certain obstacles effecting border tourism one is the international boundary that can hinder or encourage the flow of tourists. Second is the physical and socio-economic development of tourism in the destination regions at the Thai and Malaysian border.

The landscapes of the areas are very important on opposite sides of the border based on differences in tenure systems, planning policies and traditions, settlement patterns, urban structures, and levels of socio-economic development. The relationships between barriers, attractions, landscapes, the current global economic and political situation all play a major role that affect the growth of global and local tourism between Thai and Malaysian tourists. According to the tourism situation of tourists between the two countries who crossed the border in 2001, the number of Thai tourists visiting Malaysia was 660,888.00 while the number of Malaysian tourists visiting Thailand was 1,239,698.00 with the total aggregate number of tourists being 1,900,586.00. There were also the different rates of tourists who crossed the borders of the two

countries. Therefore, the influences of the increasing rate of this market to make decisions depend on the tourist attraction systems and obstacles of crossing and revisiting the border. These factors encouraged more Thai and Malaysian tourists to cross the border which would have more influence on the market and will continue to grow strongly in tourism promotion among markets at the border between Thai and Malaysian areas. The impacts of the number of tourists are affected by an unstable political situation, and security issues.

This study is concerned with the spatial analytical approaches on tourism supply in relation to facilities, services, attractions at destination and tourism demand on recreational and tourist behavior. The study of tourist attraction is a system comprising of three elements as an empirical relationship between a tourist or human element or sight or central element and a marker or informative element to depart from considering either external factors (environment conditions) or internal factors (personality conditions) which influence the travel decision-making of cross-border tourism in the Thai provinces of Satun, Songkhla, Yala, Narathiwat, Pattani and the Malaysian states of Perlis, Kedah, Perak, and Kelantan. The three components are interconnected as an attraction base as proposed by Hall (1999) and refer to Leiper (1995) that a tourist attraction as a system is comprised of three components: tourist (motivations, activities, attractions), nucleus (services and facilities), marker (information).



**Figure 1** Model of Cross-Border Tourism Attraction System

The conceptual framework has considerable value in understanding the supply of border tourism resources for visitors. Tourism almost always involves the crossing of some political boundary, sub-national boundary or international boundary which influences tourism in many ways. The relationship between borders and tourism begins with the political, social, economical, cultural, and psychological effects of borders on tourism. The political boundaries are created from human interaction and the barrier effects of boundaries in relation to tourist flows and the growth, and development of tourism.

Tourist attractions are basically explained by the push and pull factors such as border control facilitations, borderland attraction, perception,

security, knowledge of destination, and travel network connection as shown in the following general model (adapted from Zalatan, 1994):

$$\begin{aligned} \text{CbT} &= f(\text{EF, IF}) \\ \text{CbT} &= \text{Cross-border tourist} \\ \text{EF} &= \text{External factors} \\ \text{IF} &= \text{Internal factors} \end{aligned}$$

### Objectives of the Study

1. To examine the pattern of cross - border tourists and travel characteristics between Thailand and Malaysia.
2. To identify the tourist attraction system of motivations, activities, attractions, services, facilities, and tourist information between Thailand and Malaysia.

3. To compare the tourist areas in relation to the interest flow of cross-border tourism between Thailand and Malaysia

### Methodology of the Study

The interview questionnaire was primarily designed for this purpose of study. A theoretical background was administered to 574 tourists in December 2003 - January 2004 and March 2004 - April 2004. Statistical analysis of means, t-test, F-test, and chi-square was applied to compare the tourists needs, attributes of places, and information on places between the two countries at different immigration check points. Tourist attractions were analyzed by Pearson's

correction, factor analysis and multiple regressions.

### Result of the Findings

A study was undertaken among the cross-border Malaysian and Thai tourists at Satun, Wangprachan, Betong, Takbai, Sungai-Kolok, Padang Besar, and Sadao immigration checkpoints to explore the models of tourist attractions as a systemic arrangement of the three elements in order to examine the spatial pattern of cross-border tourists. Behavioral motivation, activities, attractions, services and facilities at destinations and types of tourist information could have some influences on their travel decision making. The results of the study are as follows :

Table 1 Sample Size for Collecting Field Data

Point	December 2003-January 2004				March-April 2004		Total	
	Tourists		Sample size	Tourists		Sample size	Thai	Malay
	Thai	Malay		Thai	Malay			
Satun	3	3	6	4	6	10	7	9
Wangprachan	3	2	5	4	1	5	7	3
Betong	7	14	21	8	13	21	15	27
Takbai	8	9	17	10	6	16	18	15
Sungai Kolok	7	6	13	10	6	16	17	12
Padang Besar	24	31	55	32	16	48	56	47
Sadao	62	171	233	22	86	108	84	257
<b>Total</b>	<b>114</b>	<b>236</b>	<b>350</b>	<b>90</b>	<b>134</b>	<b>224</b>	<b>204</b>	<b>374</b>
						<b>Total</b>	<b>574</b>	

## 1. The pattern of Cross-Border Malaysian and Thai Tourist Profiles and Travel from the Two Countries at Different Locations

There was statistically significant difference between Thai and Malaysian tourists for gender, education, employment, income, persons traveling, travel documents, overnight stays, expenses for the trip, modes of transportation and first time cross-border visits at level .01, but not significant difference in age and marital status. **Thai tourists** visiting Malaysia at seven points had a significant difference in age, employment, persons traveling, travel documents, overnight stays, expenses for the trip, and first time cross-border visit at level .01, but not significant for genders, marital status, education, income and modes of transportation. **Malaysian tourists** visiting Thailand at seven points were significantly different for age, employment, expenses for the trip, modes of transportation, and first time cross-border visits at level .01, but not significant for genders, marital status, education, income, persons traveling, travel documents, and overnight stays.

## 2. The issues of tourist attractions that influences travel decision-making

**2.1 The motivation between Thai-Malaysian tourists** about relaxation and visiting friends or relatives was not significantly different, but there was a significant difference in security, curiosity, new experiences and prices. **Thai tourists**, the major motivation factors of relaxation, security, and visiting friends or relatives was at the Sungai-Kolok point. Curiosity, new experiences, and prices were at the Sadao point. **Malaysian**

tourists, the major motivation factors of relaxation was at the Sungai-Kolok and Sadao points ; security and visiting friends or relatives was at the Wangprachan point; curiosity was at Takbai and Sadao points, new experiences was at the Sadao point, and price of goods was at Wangprachan and Takbai points.

**2.2 The activities of Thai-Malaysian tourists** were significantly different with regards to food, medical care, shopping, recreation, countryside, festivals, visiting friends or relatives, casinos, and night entertainment, but no significant difference about museums was found. The majority of **Thai tourists** activities refer to visiting friends or relatives at Sungai-Kolok point. The majority of **Malaysian tourists** activities refer to visiting friends or relatives at Wangprachan point.

**2.3 The results of attraction by comparison between Thai and Malaysian tourists** cross-border were significantly different at level .01 for entertainment and event attractions and at level .05 for natural and recreation attractions. No significant difference was found for cultural attractions.

The relationship between each tourism-related variable and the attraction of Thai and Malaysian tourists were significantly accepted. There was a majority of 23 tourism-related variables in regards to food activities with all the thirty seven variables and classified 12 factors for Thai tourists. There was a majority of 32 tourism-related variables about food activities with all the thirty seven variables and classified 9 factors for Malaysian tourists. **Thai tourists**, the square of

the multiple R was .508 , indicating that 50% of variances in tourist attractions was explained by the 7 predictor variables consisting of curiosity, recreation, accommodation, entertainment, food, safety, and travel which could significantly contribute to the R-squared value. **Malaysian tourists**, the square of the multiple R was. 55, indicating that 55% of variances in tourist attractions was explained by the 6 predictor variables consisting of shopping, travel, facilities, curiosity, food, and night entertainment, which could significantly contribute to the R squared value.

**2.4 The servicing satisfaction of Thai and Malaysian tourists** was significantly different with regards to accommodation, food, shopping, infrastructure, impressions of hospitality, price of goods, and traffic tourism signposts but no significant difference was found with regards to information, immigration points, local transportation, and communicating with local people. **Thai tourists**, the majority expressed service satisfaction with regards to accommodations at Wangprachan point. **Malaysian tourists**, the majority regarded accommodations, food and infrastructure at the Wangprachan point.

**2.5 The facilities of Thai and Malaysian tourists** were significantly different in regards to safety, signposts, road, language and cost of traveling but no significant difference was found in regards to maps and telecommunications. **Thai tourists**, the majority expressed satisfaction with

safety at Takbai point. **Malaysian tourists**, the majority was concerned with roads and traveling costs at Wangprachan point.

**2.6 Type of tourist information on equal majority percentage of Thai and Malaysian tourists** selected friends and relatives as their personal sources. **Thai tourists**, the majority of information sources were friends and relatives in Satun, Wangprachan, Betong, Takbai, Sungai-Kolok, Padang Besar and Sadao. The most important information involved security information and decision-making to revisit at 82.1-100%. **Malaysian tourists**, the majority of information sources were friends and relatives in Satun, Wangprachan, Betong, Sungai-Kolok, Padang Besar and Sadao but the television source was at Takbai. The most important information involved security information and decision-making to revisit at 88.9-100%.

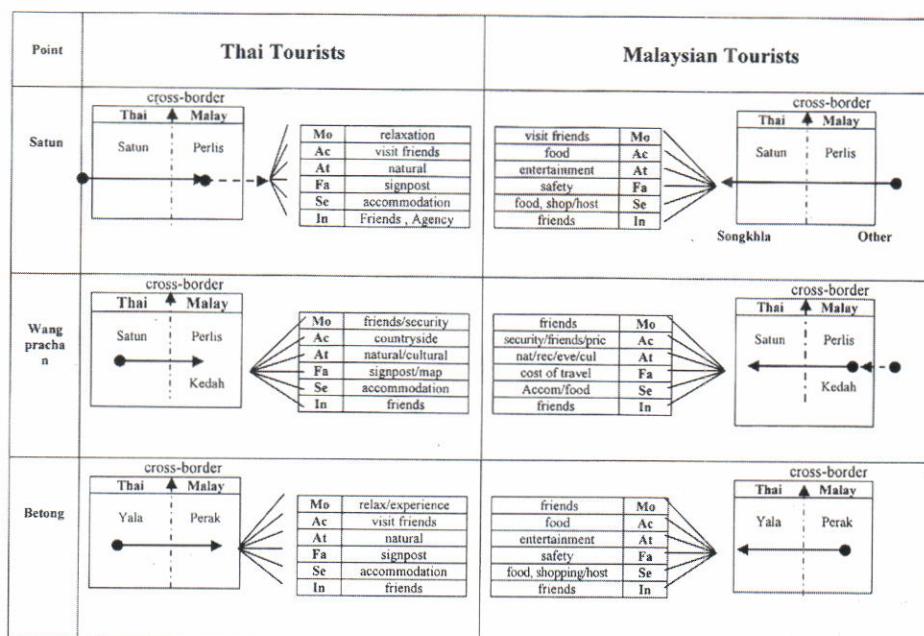
**3. The tourist areas of Thai-Malaysian tourists** varied from site to site. It was found that there were two patterns of traveling engaged by Thai cross-border tourists: (1) from provincial border areas to the destinations in the Malaysian border states via four immigration points: Satun, Wangprachan, Betong and Takbai immigration points; and (2) from provincial border areas to the destinations in the Malaysian non-border states, such as Kuala Lumpur or Genting Highlands, via three immigration points: Sungai Kolok, Padang Besar and Sadao.

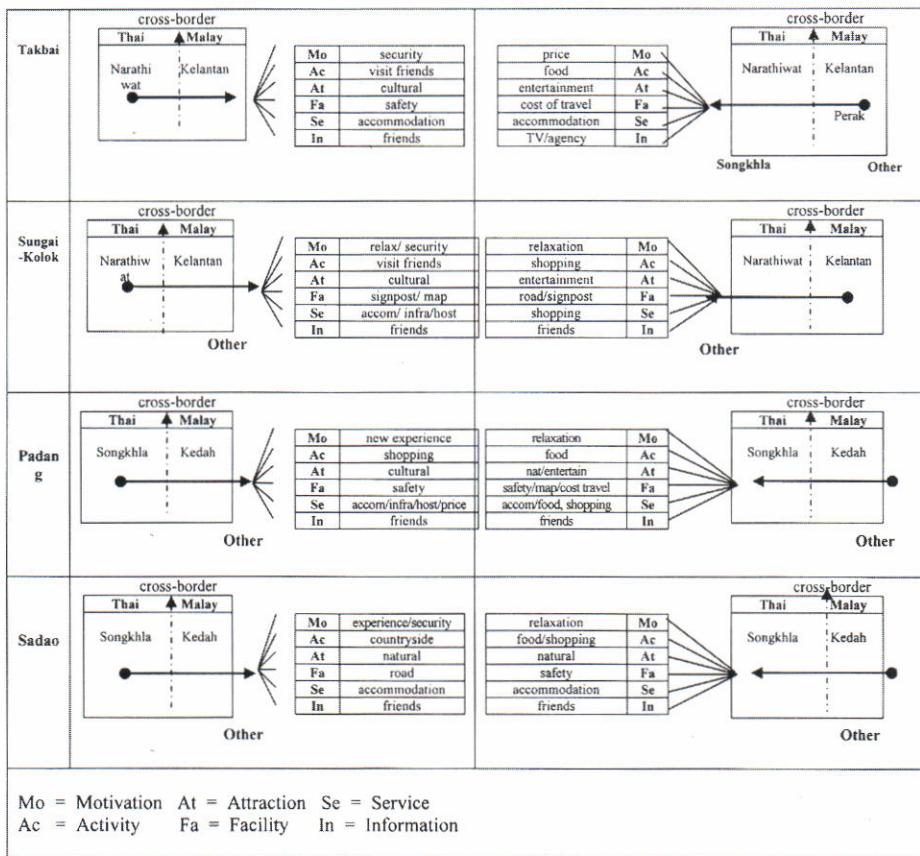
The traveling behavior of Malaysian cross-border tourists who can be categorized into 3 patterns: (1) from provincial border areas to the adjacent areas in the Malaysian border states via two immigration points: Wangprachan and Betong; (2) from other Malaysian non-border states to the border province of Songkhla province via four immigration points: Satun, Takbai, Padang Besar and Sadao; and (3) from Malaysian border states

to other provinces in Thailand via Sungai-Kolok point.

In total, the majority of Thai tourists from the 7 immigration points lived in Songkhla and made cross-border overnight stays and visited the tourist areas in the other border provinces. Malaysian tourists came from other provincial areas made cross-border overnight stays and visited tourist areas in Songkhla province.

Table 2 Summary of Comparative Factors Influencing Cross-Border Travel of Thai and Malaysian Tourists





## Discussion of the Findings

The discussion of the findings presents the relationship among elements related to the tourist attractions model and comparative differences of elements approached in decision making.

### 1. Element Related to Tourist Attraction

The principal towns and cities with tourism potential the southern border region of Thailand are Sungai-Kolok in Narathiwat province, Betong in Yala province, Hat Yai in Songkhla province, and Satun town in Satun province. For northern borders in Malaysia, towns and cities with tourism

potential include Kota Bharu in Kelantan, Keroh in Perak, Alor Setar in Kedah, Padang Besar in Perlis and Langawi Islands in Kedah. These towns and cities should be the target of development as tourism destinations in the border regions for Malaysia and Thailand. Songkhla border points are used most frequently by both Thai and particularly Malaysian tourists whose destination is Hat Yai, the city in Songkhla province, well-known for the center of commerce, transportation and tourism. This reasoning is confirmed by Mings (1994)'s explanation that Hat Yai is the dominant gateway

city for Southern Thailand and where other cities are located within the provincial capital cities of Songkhla, Pattani, Narathiwat and Satun.

The study found empirical evidence of most of cross-border Thai tourists from Songkhla traveled to other non-border destinations in Malaysia such as Kuala Lumpur and Genting Highlands, the well-known tourist destinations for Thais. On the other hands, the majority of Malaysian tourists traveled from the other non-border states in Malaysia to a border province of Songkhla, particularly to Hat Yai destination. Tourism brand names of the places are the vital forces that attract tourists to the destinations. Hat Yai, the largest city in Southern Thailand is well-known for shopping and night life (Ming, 1990). Shopping and entertainment are not the sole factors that generate the flow of young male tourists from Malaysia to Southern Thai borders. Evidence from this study reveals that there are the correlations between attractions and other tourism-related variables such as accommodations, safety, immigration, infrastructure, food services and cost of traveling. The success of Hat Yai can be replicated by other destinations, with their own strength and uniqueness, on both sides in the border areas in order to boost the tourism activities and the exchange of tourist flows.

With the improvement of transportation and competitive phenomenal fall of flight tickets resulting from competition between low cost airlines, more and more tourists from either side of the borders are drawn away from the borderlands. Thai tourists either drive, take a bus or fly to destinations such as Kuala Lumpur or Genting

Highlands in Malaysia. Similarly, Malaysian tourists aim for such internationally renowned places destinations such as Phuket, Ko Samui, and Chiangmai in Thailand.

Tourism organizations should promote borderland destinations by planning and organizing activities and events that respond to the needs and wants of visitors from either side of the border. It can be seen from the findings that both Thai and Malaysian tourists are similarly attracted to travel across the border for the reason of enjoying leisure activities and visiting friends or relatives.

The reasons of Thai tourists for making the cross-border travel can be explained by the push or internal factors and pull or external factors. Internal factors consist of demand variables as attitude, expectations and intrinsic rewards (Zalatan, 1994), while external factors are the supply variables such as accommodation, transportation and food. A similar case has been shown in the study on the comparisons between the push and pull motives in terms of the influences on destination choices and vacation activities of German pleasure travelers to the US, Canada, and Asia. As the results reveal, the motivation or factors exerted more explanatory power than socio-demographic variables such as age, education, income, and marital status (Lee, 2002). Internal forces included attitude, values, perception, learning, personality, and motives, whereas external forces consisted of social and family roles, environmental conditions, and culture, all of which could influence the travelers in decision-making process (Fridgen, 1996). Also the findings confirmed that a number of factors

which related to the consumers and to the external influences affected the travel decision-making of the tourists (Swarbrooke, 2001).

Correlation analysis of Malaysian tourist's total attractions and factor scores reveal that the 37 tourism-related variables were grouped into 9 factor scores. However, only 6 factors were found to be significantly and positively correlated with tourist attractions, i.e. shopping services, facility services, travel services, curiosity motivation, food activities, and night entertainment with the standard beta values of 0.306-0.089.

The findings also confirmed Lee's (2002) argument that pull factors such as shopping services, facility services, travel services, food activities and night entertainment exerted more influence on destination choice than push factors like curiosity motivation. The influence of push and pull factors upon destination choice has been reiterated by Zalatan (1994) and Gavcar (2002). Similarly, Richards (2002) found that there was a strong relationship among the geographical origin of tourists, their socio-demographic characteristics, modes of transportation, motivations, markers and attractions. The present research utilized the concept of attraction systems to investigate the relationships between tourism-related variables and attractions as based on Leiper's (1997) model. In short, the model starts from the pre-trip phase when a person receives information, responds to his/her needs and stimulates the motivation leading to a decision to travel. The tourists are pushed by their motivation and pulled by the nucleus (destination or tourist places), and all the information that they acquire and the prior

experiences that they have encountered may cause them to travel or to make a revisit. In a similar phenomenon, the study of the structure of the tourist's experience by William (1998) showed that the main elements of structure consist of planning (media, experience, motives, costs), travel decision-making to destination, experience at destination (shopping, activities, sightseeing, accommodation), travel back home, recall (conversation, memories, souvenirs), and anticipation of next visit.

This study was based on the fact that there was strong relationship between tourist attractions and the elements of the attraction system. As the outcomes of the study reveal, a certain number of elements were found to be a significant predictor of tourist attractions for Thai and Malaysian tourists, all of which involved the push and pull factors. The findings from the present study are analogous with those found by Goossens (2000) that tourism motivational models utilize both push factors, i.e. the tourist's emotional needs (consumer dispositions) and pull factors, i.e. facilities and services at destinations (marketing stimuli). The findings of the present study also echo Timothy's (1995) view that borderland tourist attractions can be promoted by low prices for goods and facilities, tax incentives scheme (duty-free shops), festivals and events.

## 2. Comparative Differences of Elements and the Attraction System

One of the objectives of this study was to determine the differences of Thai and Malaysians' tourist attraction elements: motivations, activities,

facilities, services and information, at different points of entry bordering between Thailand and Malaysia. Differences in the elements were compared in terms of factors influencing the cross-border travels. Thai tourists making decisions to cross border to Malaysia were essentially motivated by reasons of relaxation and security, visiting friends or relative activities, natural and cultural attractions, travel signpost facilities, accommodation services and sources of information from friends or relatives. Malaysian tourists making decision to cross-border to Thailand were motivated by relaxation and needs for visiting friends or relatives, food and shopping activities, entertainment attractions, traveling cost and safety facilities, accommodation services, and sources of information from friends or relatives.

The findings in this study confirmed empirically the results of Kozak's (2002) study stating that tourists of different nationalities geographical areas possessed different tourist

motivations and geographical destinations. Differences of motivations can be seen in the travel decisions made by British and German tourists for the destination of Mallorca and Turkey. For British tourists visiting both Mallorca and Turkey, factors regarded as pull motives were accommodation facilities (different aspects of accommodation facilities such as service level, swimming pool, self-catering), weather, and level of prices (cost), location of destination and access. The main reasons for German tourist choosing Mallorca were weather, access to the sea and beaches, the length of flight time (accessibility of the destination), level of prices and the location of the destination. Weather, access to sea and beaches, level of prices, people/culture and landscape were respectively the most important five reasons for those choosing Turkey. This reflects the differences in tourist motivations for push and pull factors across various destinations and across various nationalities.

Table 3 Comparative Elements of Cross-Border Thai-Malaysian Tourists

Elements	Thai Tourists	Malaysian Tourists
<b>Motivation</b>	relaxation and security	relaxation and visiting friends
<b>Activity</b>	visit friends or relatives	food and shopping
<b>Attraction</b>	nature and culture	entertainment
<b>Facility</b>	signpost for tourists	cost of travel and safety
<b>Service</b>	accommodation	accommodation
<b>Information</b>	friends or relatives	friends or relatives

The major reasons for attractions of Malaysian cross-border tourists were shopping service, food service, entertainment, tourist sites, hospitality of Thais and low price of goods. However, Malaysian tourists expressed their concern over security, customs services, language barrier in communication, and tourist information centers at the border. Thai tourists were attracted by tourist sites, security, and transportation on the Malaysian side but what seemed to be the obstacles of their cross-border travel were high prices of goods, food services, strict immigration regulations, and the language barrier in communication.

The attractions for the Malaysian tourists to travel cross the border were shopping services, food services, entertainment, hospitality of Thais, tourist sites and low price of goods. But the obstacles of their cross-border are more

on security, custom services, language for communication, and tourist centers at the border. While that at the Thai tourists were tourist sites, security, and transportation but their obstacles to cross-border are expensive goods, food services, strict immigration, and language for communication.

### Implications of the Study

This section first presents the implications of the findings related to elements of the attraction system model which can be used effectively in the planning, improvement, promotion, development, management and marketing of tourism in the border areas. Then it presents an implication of the factors that contribute to the flows of the cross-border tourists by promoting well-known destinations as attractions in border tourism.

Table 4 Tourist Satisfaction and Improvement by Open Questionnaire

Thais				Malaysians			
Satisfactions	%	Improvements	%	Satisfactions	%	Improvements	%
1. tourist site	59.38	1. expensive goods	33.9	1. shopping	22.84	1. more security	28.89
2. security	20.31	2. more food	30.52	2. food	19.8	2. custom service	27.78
3. transportation	18.75	3. immigration strict	22.03	3. entertainment	16.24	3. more English	21.11
4. others	1.56	4. language	11.86	4. hospitality	16.24	4. more tourist	13.33
		5. others	1.69	5. tourist site	12.70	center	
				6. cheap goods	8.12	5. others	8.89
				7. others	4.06		

The marketing strategies for destination motivation had to do with activities and facilities. The surveys indicated the strong links that existed among tourist needs (motivation, activity, attraction), facilities and services at destination, and use of markers (information source), as stated in Leiper's model. The elements of tourist attraction systems of borderlands can be similar or different, depending on the similarity and difference of the cultures and societies on opposite sides. A case in point is Hat Yai, a well-known tourist site in Songkhla province in Southern Thailand. This bustling city has several effective factors that pull Malaysian tourists to visit because of its strong attractions of accommodation facilities, availability and suitability of nightlife and entertainment and cheaper prices for goods.

The findings point to the fact that the differences in the destinations preferred by Thai and Malaysian tourists exist. Therefore, it is recommended that different strategies be used in the development and management of the destinations on both sides of the border. While Thai market has a potential for entertainment tourism, Malaysia has a strong potential for the development of its natural and cultural tourism to draw Thai tourists to its destinations.

The findings may be useful to formulate the recommendations regarding a marketing strategy that destination authorities should consider in efforts to improve the performance of their facilities, services, information, motivation and activities. The results of this research provide important insights into how improvement can be made to boost tourist's cross-border decision-

making. The following are the issues to be seriously considered by tourism authorities on both sides of the border in order to increase visits and revisits and the reciprocal flows of tourists.

1. The planning of trip of the tourists involves destination, modes of travel, level of accommodation, and information about places and destinations;
2. The process of decision-making about traveling to destinations depends largely on the push and pull factors;
3. The elements of experience at the destination will include the levels of contact with hospitality, society, culture, facilities and activities;
4. The recall of attraction responses from conversations with friends and relatives, souvenirs, and from photographs at the well-known places; and
5. Positive tourism experience stimulates planning future visits and the success of a future trip depends largely on the previous visit (s).

In order to boost the repeated visits, security services are the key factor indicated by both Thai and Malaysian tourists at a high percentage between 66.7%-100%. Therefore, it is recommended that improvement on tourist attractions systems be made in the following:

1. The cooperation in the IMT-GT program (Indonesia-Malaysia-Thailand Growth Triangle) can influence the development and reciprocal flows of tourists. This regional grouping can be truly one of the world's most exotic new

destinations for tourists. Malaysia and Thailand share the resources around the border with a unique common heritage about natural parks, ancient temples, lively cities, and diverse cultural characteristics, all available in abundance.

2. Information for pre-trip travel planning should be facilitated through advertising, developing internet-based information services, and suggesting programs of tourism in new destinations in the charm of this regional Southeast Asian Triangle.
3. The destination areas should be upgraded for major international events at destinations in order to boost tourists' length of stays and for reciprocity of travel flows.
4. Marketing programs should be offered to tourists by identifying the timing of special events and activities at various destinations.

On theoretical level, the findings of the present study may contribute to the discipline of tourism management, particularly to the field of spatial management in tourist attraction in the

following manner:

1. Several authors in tourism management have mentioned or explained factors that affect spatial interaction or differentiation in tourist attractions. This study attempted to determine factors that contribute to tourist attractions in the border areas. The findings of the present study contribute to the filling of the gap in the empirical knowledge in tourist attractions at border areas to a certain extent.
2. The present study establishes six propositions, five relating to the comparison of the motivation, activities, services, facilities, information and one relating to the comparison of attraction and tourism-related factors for cross-border tourists in various destinations and across nationalities. Thus, the present study finding contributed to the application of tourist

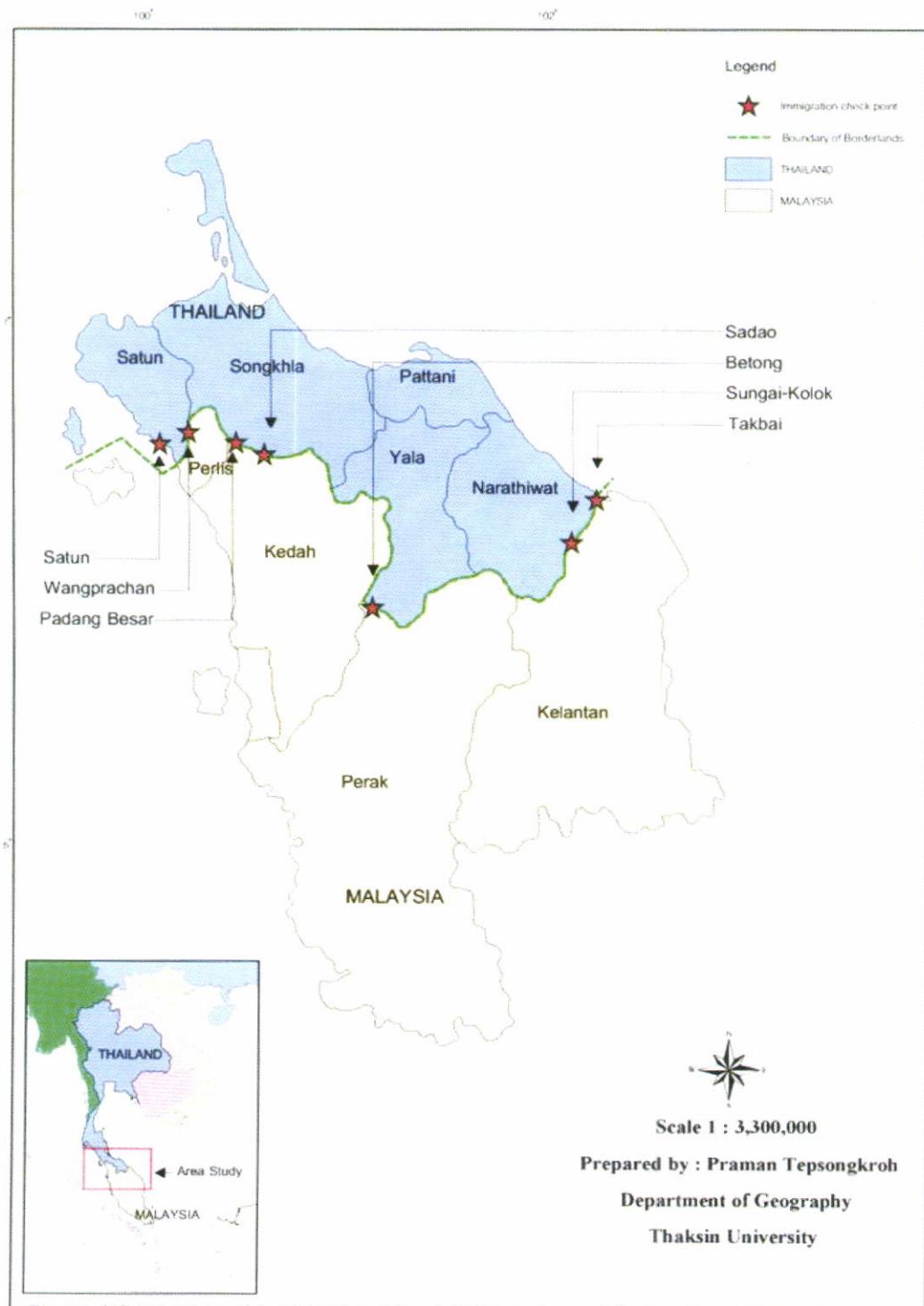


Figure 3.2 Location of Immigration Check Point between Thailand and Malaysia Border

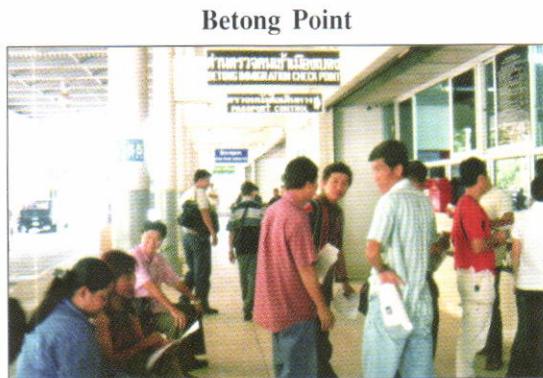


Figure A1 Interviewing Cross-Border Tourists at Betong Point

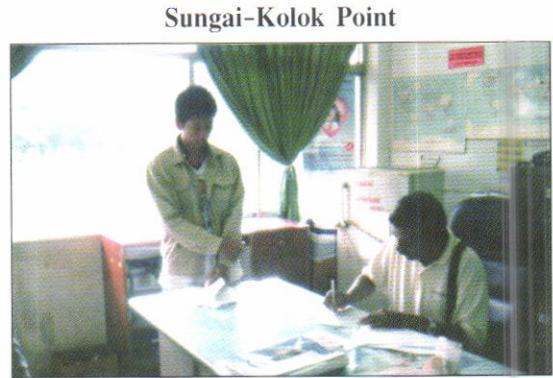


Figure A2 Collecting Data from Malaysian Tourists at Sungai-Kolok Point

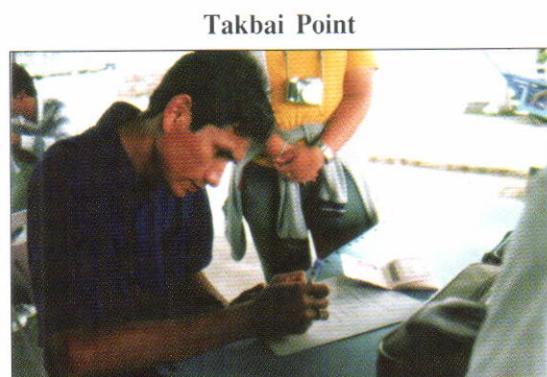


Figure A3 Collecting Data at Takbai Point

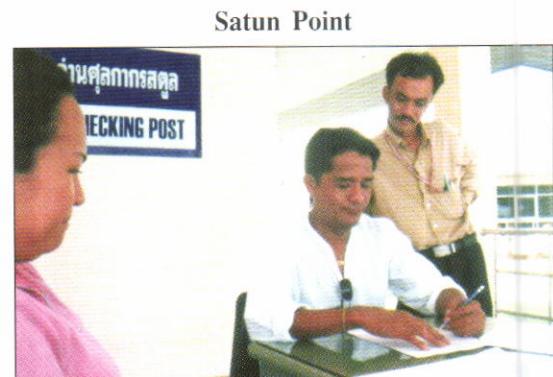


Figure A4 Interviewing the Tourists at Satun Point

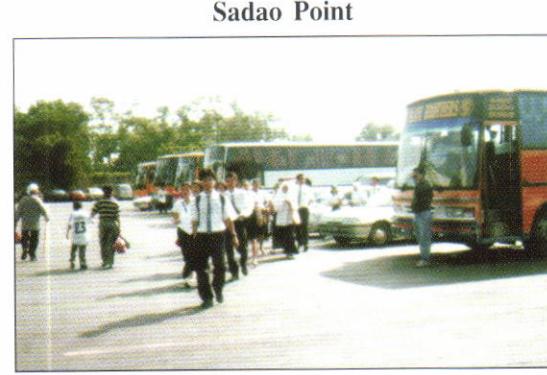


Figure A5 Collecting Data at Sadao Point



Figure A6 Interviewing the Tourists at Wangprachan Point

Padang Besar Point

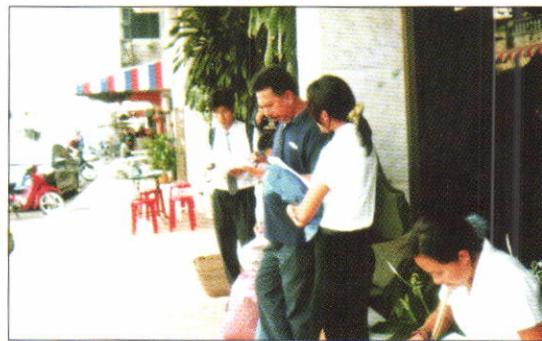


Figure A7 Interviewing Malaysian Tourists at Pandang Besar Point

attractions in border areas

## References

Fridgen, Joseph D. (1996). Dimensions of Tourism. Michigan : Education Institute of American Hotel & Motel Association.

Gavcar, Erdogan and Dogan Gursoy. (2002). An Examination of Destination-Originated (Pull) Factors. Tourism Analysis. (7), 75-81.

Goossens, Cees. (2000). Tourism Information and Pleasure Motivation. Annals of Tourism Research. (27), No. 1-2, 301-321.

Hall, C.M. and S.J. Page. (1999). The Geography of Tourism and Recreation : Environment, Place and Space. New York: Routledge.

Kozak, Metin.(2002). Comparative Analysis of Tourist Motivation by Nationality and Destinations. Tourism Management. (23), 221-232.

Lee, Gyehee, Joseph T. O'Leary, Sun Hee Lee and Alastair Morrison. (2002). Comparison and Contrast of Push and Pull Motivational Effects on Trip Behaviors : An Application of a Multinomial Logistic Regression Model. Tourist Analysis. (7), 89-104.

Leiper, Neil. (1995). Places in Itineraries : A Geography of Tourism. Tourism Management. (16), No. 1-4, 94-95.

Leiper, Neil. (1995). Tourism Management. Victoria: RMIT Press.

Leiper, Neil. (1999). Visitor Management. Annals of Tourism Research. (26), No. 3, 731-733.

Ming, Robert C. and Sommart Chulikpongse. (1994). Tourism in Far Southern Thailand : A Geographical Perspective. Tourism Recreation Research. (19), No.1, 25-31.

Rechards, Greg. (2002). Tourism Attraction System: Exploring Cultural Behavior. Annals of Tourism Research. (29),

No.4, 1048-1064.

Swarbrooke, John and Susan Horner. (2001)

Consumer Behavior in Tourism.

Oxford : Butterworth-Heinemann.

Timothy, Dallen J. (1995). Political Boundaries  
and Tourism: Borders as Tourist Attractions.

Tourism Management.(16), No7, 525-532.

Timothy, Dallen J. (2001). Tourism and

Boundaries. New York: Routledge.

William, Stephen. (1998). Tourism Geography.  
London: Routledge.

Zalatan, Antoine. (1994). Tourist Satisfaction :  
A Predetermined Model. The Tourist  
Review. No. 1-4, 9-13.